



Veritas Instrument Rental Incorporated

# QUICK NOTES

A Monthly Resource for Veritas Affiliates



**Headline News**  
A Quick Look at This Month's Industry News & Network Updates

## NAMM Top 100 Dealers

Each year, NAMM names their Top 100 Dealers highlighting the most pro-active music retailers and sharing their ideas to help others grow. At Summer NAMM, an Awards Ceremony will be held honoring the Top 100 Dealers, as well as special recognition for Best Exterior Presentation, Best Merchandising Display, Best Marketing & Sales Promotion, Best Online Presentation, SupportMusic Advocacy, Music Makes a Difference, Bester Emerging Dealer "Rookie of the Year", Best Special Event and Dealer of the Year.

Congratulations to a few of our VIR Affiliates for being named to the Top 100 list. Garage Band Music, Island Music Company, Lone Star Percussion, and Music Go Round in Woodbury, Minnesota have been awarded this great honor from NAMM. We are proud to have affiliates who are committed to growing the music business. We look forward to sharing some of their ideas with you in the coming months.

## Affiliate Rewards Enrollment

The deadline for enrollment in the Affiliate Rewards program has passed. Hopefully, you registered so you can be rewarded for your hard work. We want to help you reach your goals, so please do not hesitate to contact T.J. Waicul for ideas.



**AFFILIATE SPOTLIGHT**  
A Tribute to Those Going Above & Beyond

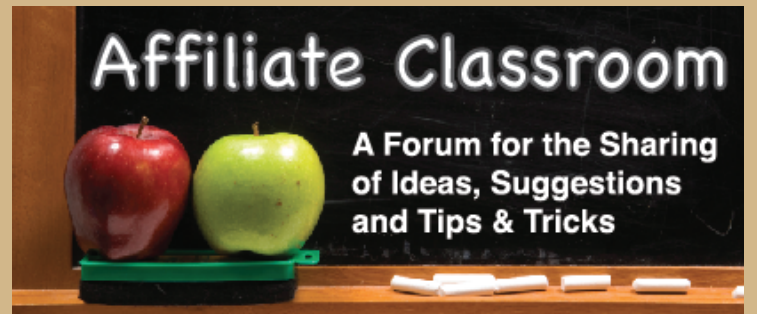
## JC Music • Meriden CT

An affiliate who is consistently in the VIR Top 20, JC Music has taken their approach to school service a step further. Each year, in conjunction with the annual CMEA Conference, JC Music presents a Music Educator of the Year Award. There are a number of different factors that effect the decision, but each winner has stood out for their contribution to Music Education. They are presented the award at the dinner hosted by VIR during CMEA. Take a moment to see past winners at [www.jc-music.com](http://www.jc-music.com)



**ACTIVITY CALENDAR**  
Upcoming Events & Affiliate Planner

- June 9th-11th: Veritas Summer Boot Camp  
Clearwater, FL  
VIR Feather Sound Campus
- July 17th-19th: Summer NAMM  
Nashville TN  
**Affiliate Dinner at Rippy's  
Friday, July 18th, 7pm**
- July 27th-29th: Texas Bandmasters Assn  
San Antonio TX  
Henry B. Gonzalez Center



**Affiliate Classroom**  
A Forum for the Sharing of Ideas, Suggestions and Tips & Tricks

## Use Your Strengths

When working with your local schools, use your strengths to get you in the door. When calling on your local music educators, ask if they have a guitar class. If they do, ask if they have a class set of guitars. If they have a class set, ask when they last changed the strings.

It is almost certain that it has been a while since they changed them. Take a page out of Bill Teck's book at From The Top Music Shop and change them for the teacher. Sell the school the strings, and take a couple hours out of your morning to change the strings for free at the school.

The goodwill you build by taking a task off the teacher's shoulders will show them you are there to help. You can use the time changing strings to observe other potential needs in the classroom. Don't forget to bring your powered string winder!