

Fender Taps Wanamaker as VP of Percussion

Fender Musical Instruments Corp. recently announced that music industry veteran Jay Wanamaker will be joining Fender in the newly created position, senior vice president of percussion. Wanamaker will report directly to Ed Miller, president of KMC Music, with a dotted line to FMIC Chief Executive Officer, Larry Thomas. He will oversee the branding of all KMC percussion brands worldwide, including: Latin Percussion, Toca Percussion, Gretsch Drums, Gibraltar Hardware and

Sabian cymbals (U.S.), and will be relocating to KMC in Bloomfield, Conn.

Wanamaker formerly served as executive vice president/general merchandise manager of Guitar Center and prior served as vice president/general manager of the Yamaha Corporation of America, Pro Audio & Combo Division. He has designed numerous percussion products under his signature line and launched Yamaha's line of concert and marching percussion products. Jay is a percussionist, author and composer who served on the faculty of the University of Southern California (USC) Thornton School of Music. He has authored numer-



ous publications and composed music for the motion picture "Drumline." In addition, Wanamaker has instructed numerous bands and drum corps for events including the 1984 Olympic Opening Ceremonies, Pan Am Games, Super Bowl XXIII, Liberty Weekend and the McDonald's All-American High School Band.

Jay Wanamaker stated, "I am thrilled to join Fender and lead the KMC percussion brands. It is a rare opportunity to be handed some of the greatest brands in our industry along with the great support and resources of KMC and Fender. It truly is a dream job come true."

Harmonix Up For Sale

The developer of the first 'Guitar Hero' games and the current 'Rock Band' game franchise, Harmonix Music Systems, Inc., is on the block, according to the third quarter earnings release announced this week by parent-company, Viacom Inc.

In the release, Viacom notes it has already classified Cambridge-based Harmonix as a "discontinued



business," citing that losses from the continuing drop in sales of games such as 'Rock Band' was having a negative impact on its otherwise solid numbers.

John Drake, Harmonix spokesperson, posted the following response online: "We've seen a lot of questions pop up in response to Viacom's statements regarding their intention to sell Harmonix... This announcement does not affect the ongoing work at the studio as we continue to support our existing franchises, 'Rock Band' and 'Dance Central.' As stated earlier, Viacom is in discussions with several potential buyers and will continue to fully support the business until a sale is completed."

Little Kids Rock Benefit Raises over \$175G

New York Yankees icon Bernie Williams, Season 8 "American Idol" Kris Allen and Vanilla Fudge drummer Carmine Appice shared the stage with Little Kids Rock students during the Little Kids Rock "Right to Rock" benefit held at the B.B. King Blues Club in New York City on Oct. 27.



The event, which included a concert and live auction featuring celebrity-painted one-of-a-kind Fender Stratocaster® guitars, raised more than \$175,000 for Little Kids Rock, which will result in nearly 9,000 more low-income children receiving free instruments and music education.



Correction:

In October's store profile, Kessler & Sons Music was once incorrectly listed as having three locations in Los Angeles. They are located in Las Vegas.

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