

Manufacturers Step Up to Help Nashville

By Rebecca Dirks

Nashville, TN – In the wake of the devastating Nashville floods, the music community has rallied to help musicians affected by the flood rebuild their rigs and their lives. Among the companies reaching out in various ways are Guitar Center, Visual Sound pedals, Mercury Magnetics transformers, and Gibson—whose Nashville factory also suffered losses.

Guitar Center's Operation High Ground

Guitar Center's Operation High Ground initiative has been in action since shortly after the floods began. The company sent specialists to Nashville where they assessed damage at the hard-hit Soundcheck instrument storage facility (see page 156 for our story) and advised flood victims on repairing and replacing their gear. In addition, they have set up a hotline (877-687-5405) for flood victims to get information and specialized support for replacing their instruments. Guitar Center is also taking donations and partnering with MusiCares and two Nashville radio stations to help provide financial support to local Nashville musicians.

guitarcenter.com

Gibson Foundation

Gibson's philanthropic division, the Gibson Foundation, placed donation banks made of guitar cases throughout the city in May and June in a fund-raising effort. At press time, the culmination of this effort was planned for a June 18 "Night Out for Nashville" event that would include music events throughout the city to benefit the Gibson Foundation Flood Relief Programs. Gibson's Austin division also set up guitar banks throughout that city in support of the programs.

In addition, the Gibson Foundation launched a series of public service announcements featuring Gibson and Epiphone artists including Slash, Zakk Wylde, Peter Dinklage, Sammy Hagar, and more.

gibsonfoundation.org

Music Rising

Music Rising, a campaign launched in 2005 to aid musicians affected by hurricanes Katrina and Rita, has partnered with MusiCares to administer Music Rising Nashville Flood Relief Efforts. The organization, co-founded by U2's The Edge, producer Bob Ezrin and Gibson



Guitar Center Nashville Guitar Technician Ron Matthews works on a five-string Fender Jazz bass that was damaged at Soundcheck Nashville during the flood of May 1, 2010.

CEO Henry Juszkiewicz, donated \$250,000 to MusiCares specifically to help repair or replace damaged instruments. Musicians looking for support can apply through musicares.com, musicising.org and gibson-foundation.org. The application process is confidential, and applicants must be able to demonstrate that they have a damaged or destroyed instrument.

musicising.org

Mercury Magnetics

Renowned amp transformer company Mercury Magnetics is offering their support for musicians whose amps have been damaged in the flood. The company has specifically designed a process to salvage and restore flood-damaged transformers, and is offering the service for free—amp owners just pay shipping costs. Mercury Magnetics advises owners to not attempt to power up the amp before having the transformers worked on because they will risk frying the transformer. If the transformer is damaged beyond repair, the company will offer a replacement or upgrade at a discount. The company is reporting a 90 percent success rate in repairing damaged transformers.

mercurymagnetics.com

Visual Sound

Visual Sound pedals, based in Nashville suburb Spring Hill, is offering to swap flood damaged Visual Sound pedals for brand new ones at no cost. In addition, the company says they will replace select damaged pedals of other brands at no cost—Keeley

Compressors, Fulltone Fulldrives, and Ibanez Tube Screemers can be swapped for the Comp66, Double Trouble Dual Overdrive, or Route 808 Overdrive, respectively. Musicians looking to swap pedals must relinquish their damaged gear to qualify.

visualsound.net

Martin Guitar Offers Guitar Design Workshop

By Rebecca Dirks

Bethlehem, PA – Martin Guitar is hosting a week-long guitar design workshop from August 9–13 where participants will design their own three-dimensional model guitar. The workshop will be held at Northampton Community College, and class instructors are guitar maker Dale Unger and Martin's Director of Instrument Design Tim Teel.

All workshop participants will receive complimentary Backpacker guitars. In addition, three prizes—a Martin 16 Series and two X Series guitars—will be awarded to the top three designs.

The cost, which includes instruction, lab time, materials, continental breakfasts, lunches, and an awards luncheon, is \$1149. Enrollment is limited to 15.

On-campus residence hall housing is available at \$35 per night/single occupancy and \$28 per night/double occupancy.

martinguitar.com/news
northampton.edu