



MEDIA CONTACT: James Stahl
Central Instrument Company, Inc.
330.928.6000
mail@cicmusic.com

Cuyahoga Falls's Central Instrument Company, Inc. Named One of World's Top 100 Music Stores

Cuyahoga Falls, OH (May 20, 2015) — Central Instrument Company, Inc. in Cuyahoga Falls, OH has been named one of the world's Top 100 musical instrument and product retailers. The global association for the music products industry, the National Association of Music Merchants (NAMMM), will formally present CIC with the Top 100 honor during the industry's upcoming trade event, Summer NAMMM in Nashville.

"Studying music can enhance a child's creativity, self-esteem and self-discipline. We know the value of music in the lives of students and adults. Since 1979, CIC has specialized in school band and orchestra instruments. We offer all the popular, nationally advertised school instruments, accessories, music, repair by three certified technicians, and last but not least, service.", said James Stahl, president at Central Instrument Company, Inc.

The Top 100 designation recognizes:

- A demonstrated commitment to exceptional customer service
- Proven community advocacy and support for music education
- An exemplary retail experience worth returning for and recommending to others
- Merchandising and marketing tactics that encourage repeat sales
- Sound planning for future success, employing marketing and training initiatives
- Engaging and effective use of web and social media

CIC is also under consideration to receive the Dealer of the Year award, NAMMM's highest honor for retailers, and seven other "Best of" awards including: Best Store Design, Best Marketing and Sales Promotion, Best Online Engagement, Music Makes a Difference Award, Best Emerging Dealer, Best Store Turnaround and Best Customer Service. Winners of these categories, as well as Dealer of the Year, will be announced at the July 10 award ceremony in Nashville.

Businesses vying for Top 100 status are evaluated for a sound business model, resourceful approaches, and effective implementation of best practices. A panel of independent judges scores each entry to determine the Top 100. Dubbed the 'retail Oscars' by *Music Inc.* magazine, NAMMM's Top 100 Dealer Awards spotlights the industry's very best music product retailers.

"The music retailers honored with NAMMM's Top 100 Dealer status are those working hard to create positive musical experiences for everyone from those just learning to experienced musicians," said Joe Lamond, president and CEO of NAMMM. "Central Instrument Company is an important ambassador for making music in Northeastern Ohio and exemplifies the passion for making music that unites us all."

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About NAMMM

The National Association of Music Merchants ([NAMMM](http://www.namm.org)) is the not-for-profit association with a mission to strengthen the \$17 billion music products industry. NAMMM is comprised of approximately 9,900 member companies located in 100 countries. NAMMM events and members fund [The NAMMM Foundation](http://www.namm.org)'s efforts to promote the pleasures and benefits of music, and advance active participation in music making across the lifespan. For more information about NAMMM, please visit www.namm.org, call 800.767.NAMMM (6266) or follow the organization on [Facebook](#), [Twitter](#) and [YouTube](#).