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Full Compass'  
Susan & Jonathan  
Lipp on Expansion  
in a Down Year

Oleg Pledges  
'100-Percent  
Ideal Sound'

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Zeagler Music's  
School Budget  
First Aid

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JodyJazz Drives  
Sales by Educating  
End-Users

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## BETTING ON GROWTH

Why Full Compass invested \$13.5 million in a state-of-the-art headquarters

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⊕ PLUS: A look inside the 140,000-square-foot facility

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Honors bassist Nathan Watts  
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- > **TC Group**  
Forms international organization  
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# SUPPLY

JODYJAZZ | BY KATIE KAILUS

## CONSUMER CONTACT

To Jody Espina, president and founder of JodyJazz, mouthpieces are like car engines.

“Musicians often don’t know all there is to know about their mouthpieces, the same way people might not understand something as important as their car engines,” Espina said. “I don’t know much about my car engine, but I still have to drive.”

So when Espina, a professional musician and teacher, launched his mouthpiece company in 2000, he wanted to not only sell saxophone and clarinet mouthpieces but educate his customers about them.



Jody Espina

### ONLINE RESOURCE

The Internet has come in handy. JodyJazz’s Web site, [jodyjazz.com](http://jodyjazz.com), serves as a resource on all-things mouthpieces.

“I created a Web site that is really informative,” Espina said. “I think by coming into this business from the outside, as a teacher and musician, I had a perspective of what I would like to see. When [a customer] wants to buy a mouthpiece, they need to be educated. So I have plenty of information on the Web site.”

The site features a FAQ section, which includes common

### JodyJazz positions its Web site as a learning resource

mouthpiece inquiries, ranging from vocabulary to the hard rubber vs. metal debate. Espina said he feels this section is helpful for not only musicians but also parents of young musicians who may not know much about their children’s instru-

ments or mouthpieces.

“Some manufacturers think, ‘Well, I don’t sell to the public, so I don’t have to educate the public about my product,’” Espina said. “I hold the customer in the highest regard. We try to not talk down to them but instead educate them.”

Espina also makes contact through the “six questions” section of his site. An online form poses six in-depth questions to customers about their instruments and playing habits. JodyJazz staff then gets back to them with a mouthpiece recommendation.

“Six questions lets us have this contact with the customer right away,” Espina said. “We also offer more than one mouthpiece on a trial basis, so they can see if that mouthpiece is right for them.”

The site is designed to sell to consumers, but it also keeps retailers in the loop. When customers make purchases, they get referred to their local dealers. If the customer doesn’t have a JodyJazz dealer in his area, he’s directed to one of the company’s larger online retailers.

### PLAY-TESTING EACH MOUTHPIECE

Personalization is important to Espina and his team. Everyone at JodyJazz is a professional saxophonist and has been trained to play-test mouthpieces to Espina’s specifications. Still, Espina said he does 90 percent of the play-testing himself.

“A lot of factories do not play-test mouthpieces,” Espina said. “That would be fine if mouthpieces were very mechanical and each one came out the same, but there is a lot of handwork in a mouthpiece. Little things can make a big difference on a mouthpiece.”

And it’s those little things that make a big difference to the customer. **MI**