

ticipation, instruction time, facilities, support for the music program, private music lesson participation and other relevant factors in their communities' music education programs. The responses are verified with district officials, and program advisors review submission.

As in previous years, the 2010 survey will be conducted in collaboration with The Institute for Educational Research and Public Service (www.ku.edu/~ierps/cgi-bin) of Lawrence, Kansas, an affiliate of the University of Kansas.

► ORPHEUS GUITARS GAINS FOOTHOLD IN U.S.

COST CONSCIOUS CONSUMERS are actually helping sales of Orpheus Valley Guitars and Kremona stringed instruments, reports Kremona founder Nikolay Iliev. Six years ago, he began importing handcrafted nylon string guitars from the 85-year-old Kremona factory in Bulgaria. The instruments initially caught the attention of leading acoustic guitar shops across the country.



Kremona Trade Brand Manager Rich Shepherd (left) and Director of U.S. Distribution Nick Iliev.

Since the recession began, however, interest in the high-value instruments has only increased. To help manage the growing demand, Iliev recruited Rich Shepherd, a ten-year veteran of Skip's Music in Sacramento, California.

"We placed our focus on the development, quality and consistency of our solid timber Artist Series instruments

because they're of real value to the discerning player," says Shepherd. "The guitars sound wonderful and are built by fine European craftspeople. These are small-batch instruments with refinements especially developed for the North American market."

Shepherd says that by partnering with quality shops that are staffed with

skilled salespeople who explain product value, Kremona has gained a strong foothold in the marketplace. "Demand for affordable quality has gone up as the economy has tightened. This has given our dealers an advantage. Our sales to independent dealers have increased for a fifth straight year," he added.

In addition to Orpheus Valley Guitars, Kremona Trade also offers Kremona Studio handcrafted violins, Royal Classics guitar strings from Spain, and piezo pickups for violins and guitars.

www.kremonausa.com

916 483 3619

► MICROPHONE CONFIRMED EFFECTIVE AGAINST H1N1

MICROPHONE, A DEDICATED cleaner-sanitizer for microphones, headphones, telephones, and similar electronics, has confirmed that its primary active ingredient is certified as effective against the H1N1 virus, as well as e. coli and staph infections. Microphone is known to kill 99.99% of germs on contact and has been declared stable and efficacious as an antimicro-