

By Martha Spizziri

EDUCATE & ENTERTAIN

HEID MUSIC WORKS HARD TO DO MORE THAN JUST SELL TO ITS CUSTOMERS

Heid Music works hard to be everything to every musician and — contrary to the conventional advice on the matter — it's working very well. The Appleton, Wisconsin-based retailer handles pianos, band, orchestra, guitars, drums, accessories, sheet music, lessons, repairs and more throughout its five locations.

"We try to be dangerous in all areas," said Todd Heid, president and third-generation owner. "[With] that pro musician — we hope that our name comes up. With that mom that has a beginning band student, [we hope that] our name comes up."

The company was founded in 1948 by Todd's grandfather Peter. Peter's sons Paul and Bob took over from him. Today, husband and wife Todd and DeDe Heid run day-to-day operations.

When it comes to music education, Heid Music is doing it right. And it was one of the major factors voting suppliers mentioned during this year's Excellence Award voting. Heid Music offers group and individual lessons at all of its locations. Kids as young as six months can participate in Music Together classes with their parents. And an all-ages Rock University was so popular that it expanded from a summer camp to a year-round program.

"We are the resource for musicians at any stage and any age,"

DeDe said. "Whether you're just getting started [or] you've had your trumpet packed underneath your bed for 20 years."

The store also teaches teachers. Music Education Consultants' Marcia Neel recently led a workshop on modernizing the classroom. The Heids work hard to provide free music workshops at all of their locations.

"One of our core values is to educate and entertain, and we take that very seriously," DeDe said, adding that close partnerships with manufacturers and the community have been crucial to the store's success.

For instance, Heid bumped up its sponsorship of the local performing arts center. "What [that partnership has] done is that [the center] feels really engaged in our business," DeDe said.

Manufacturer partners have helped Heid Music bring workshops and other events to its locations.

"What the partnership has created is a full circle collaboration," she added. "We are engaged in helping them to succeed at their goals, they help us to meet ours, and the community benefits from a stronger offering."



DeDe and Todd Heid

HEID MUSIC APPLETON, WISCONSIN

Principals:

Todd Heid, DeDe Heid, Paul Heid,
Kim Heid-Mantey & Bob Heid

Founded:

1948

Employees:

93

Locations:

5

Annual Revenue:

\$10.5 million