



The MIDI Association Forms Prestigious Advisory Groups

The MIDI Association (TMA), a global community of people who use MIDI to create music and art, has been founded with the goals of providing education for existing users, as well as creating new music makers by promoting the creative possibilities of connecting digital musical instruments, MIDI controllers, smart phones, tablets and computers. To further these goals, TMA has established an advisory team made up of music industry veterans who bring diverse expertise to the organization. They will participate in various panels dedicated to setting The MIDI Association's overall direction, developing marketing and social media initiatives, and creating funding opportunities.

The advisory team includes:

- Craig Anderton, Executive Vice President, Evangelist at Gibson
- Athan Billias, Director of Strategic Product Planning at Yamaha
- Roy Elkins, CEO at Broadjam
- Jon Haber, CEO at Alto Music and former NAMM board member
- Dendy Jarrett, Director at Harmony Central
- Gene Joly, former Guitar Center executive and past NAMM Board member
- Daniel Keller, CEO at PR firm Get It In Writing
- Robin Kelly, Director of Channel Management at Roland
- Kevin LaManna, Principle at the digital marketing agency SocialRaise
- Bryan Lanser, Director of Marketing at Muse Research
- Paul Lehrman, Director of Music Engineering at Tufts University
- Lawrence Levine, Principle at Comet Capital
- Gerson Rosenbloom, Vice President of Strategic Management at Sweetwater and former NAMM Chairman.

"Over 30 years after the industry came together to create MIDI, it's encouraging that it's coming together again to help consumers as well as musicians take advantage of all that MIDI has to offer," remarked Craig Anderton.

"The new MIDI website, (www.midi.org) has been completely revamped," offered Roy Elkins, "It's now mobile friendly and features video streaming, interactive forums, and easy searches of the hundreds of articles on MIDI available on the site. It's a great site that will support the whole global MIDI community."

"In a world with billions of MIDI-enabled mobile computing devices, our goal is to create more music makers by promoting the vast MIDI capabilities offered when those devices are interfaced with musical instruments," observed Gerson Rosenbloom. "We look forward to the active participation and support of companies and foundations in our industry in helping us to bring awareness to the masses."

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