



Chicago Drum Show Post-Show Press Release



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The 20th Anniversary Chicago Drum Show was held May 15 and 16, 2010 at the Kane County Fairgrounds in St Charles, Illinois. Show organizer Rob Cook reports show growth of about 20% over 2009. "Our visitor count went up from 1029 to 1228, and our exhibitor count went from 89 to 105, filling 137 booth spaces," said Cook. "The economic apprehension of 2009 seems to have largely fallen away; there was a lot of business being conducted. I truly was not that concerned about the numbers for this show. For the 20th Anniversary show, I made more of an effort than ever before to make it a production— an entertainment event with lots of special exhibits and activities. Many exhibitors brought special drums to display. One popular forum (drumexperts.com) set up a massive Slingerland photo and memorabilia archive. Purdue University was kind enough to send the world's largest bass drum and crew, which we set up next to Ludwig's smallest snare drum, brought by former Ludwig engineer John Gercken. Dick Schory brought his Beatles kit and his gold-plated super-sensitive snare drum from the 1960s. Nashville's Bart Elliott brought his virtual business "Drummer Cafe" to life by setting up an actual cafe with stage, lighting, and AV support; diners enjoyed listening in as Bart interviewed exhibitors, clinicians, and other drum industry personalities. Each day when the show closed, there was an outdoor drum circle. It was affiliated with Scott Swimmer's drumSTRONG, a rhythm-driven charity."

The clinician roster included Bun E Carlos, Denny Seiwell, Hannah Ford, Gregg Potter, and Danny Seraphine. Joe Morello had been scheduled as a featured clinician, but had to withdraw days before the event because of back problems. Billy Ward filled in for Morello and opened his clinic with an amazing version of Morello's signature tune "Take Five." Midway through Ward's clinic, DW founder Don Lombardi brought a cell phone to the stage with Joe Morello on the line so Joe could send his regards to showgoers.

"Ward, Seiwell, and Seraphine all presented Master Classes," said Cook, "and Drum Foundry sponsored two "Do It Yourself" drum building Master Classes on bearing edges and wrapping. Then we opened the Master Class room up for two special "no-charge" presentations. Don Lombardi (DW & Drumchannel.com) had a multimedia presentation discussing historical drum styles and how they influenced him. Fred Gretsch (assisted by KMC/Gretsch's John Palmer,) also presented a multimedia presentation *Historic Highlights of Gretsch Drums.*"

"All of that activity," explained Cook, "really tends to draw attention to the *interaction* aspects of the show which in turn dials in the focus on personalities, friendships, and relationships. I can't begin to tell you how many people come to this show because all their best friends do and they love the hang. It was very difficult for many of us when we learned of the sudden and tragic death of longtime show participant Terry Breese (Huber-Breese Music, Fraser, Michigan) just seven days before the show. I dedicated the Anniversary Chicago Show to Terry and his family— he was really missed, and not just because he arranged all the DW artist gear! Terry was a dear friend and trusted confidante."

Johnny Craviotto ratcheted up the raffle program excitement by donating an entire Craviotto outfit, complete with hybrid snare drum with an engraved commemorative plate. Winning the kit (and Gibraltar hardware) was exhibitor Jim Krutz of Nebraska. Other raffle prizes included drums from Ludwig, Gretsch, Tempus, DW, Drum Foundry, Famous Drum Co., Trick, and ThunderEcho as well as cymbals from Diril and Supernaturals. Additional raffle prizes, giveaways, and clinician sponsor support was provided by: Auralex, DW, Evans, Firth, George's Drum Shop, Gibraltar, Gretsch, Hansenfutz, Ludwig, Maxheads, NotSoModernDrummer, Power Wrist Builders, Prentice, Remo, Pro-Mark, Sabian, Shure, Skicks N Skins, Skins N Tins, Toca, Vater, Xcel, and Zildjian.



BILLY WARD



DENNY SEIWELL



DANNY SERAPHINE



HANNAH FORD WITH FRED GRETSCH



GREGG POTTER

BUN E CARLOS



DRUMMER CAFE



LINED UP TO GET IN



ROB COOK WITH PURDUE DRUM AND SMALLEST LUDWIG SNARE



Jim Krutz (I) getting hug from Johnny Craviotto



DON LOMBARDI