



Alfred Music
LEARN • TEACH • PLAY

2016-2017

PERFORMANCE MUSIC CATALOG

CONCERT BAND • ORCHESTRA • JAZZ ENSEMBLE

MARCHING BAND • CHORAL • HANDBELL



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Alfred Music's history began in New York City's Tin Pan Alley in 1922, when Sam Manus, a violinist and importer of mood music for silent films, started a music publishing company and named it Manus Music. The company published primarily popular sheet music. In 1930, Sam acquired the music publisher, Alfred & Company, founded by Alfred Haase. Sam decided to combine the names and shortened it to Alfred Music, which the company is still known as today. Sam's son, Morty began working for Alfred Music in the late 1940s and met his wife Iris at the company when the bookkeeper, Rose Kopelman, brought her daughter to work one day.

Morty reinvented Alfred Music in the 1950s. Inspired by the need for quality music education products, Morty, a clarinetist and pianist, oversaw the development of an instructional series for accordion, followed by books for guitar, piano, and recorder. Alfred Music was now more than just a sheet music publisher; the company was taking its first steps to becoming the leader in music education.

Alfred Music grew significantly over the next two decades and eventually exceeded the capacity of its New York headquarters. In 1975, the main office was relocated to Los Angeles, and the distribution center was moved to upstate New York. Sharing their father's vision, Morty's sons, Ron and Steve joined the company; Ron in 1988 and Steve in 1992. While continuing to develop the world's leading instructional methods and performance music, they also expanded Alfred Music internationally, establishing offices in Australia, Germany, Singapore, and the UK. In 2005, Alfred Music purchased Warner Bros. Publications, acquiring the rights to the EMI Catalogue Partnership and beginning a long-term relationship with Warner/Chappell Music. Through this deal, Alfred Music gained the print publishing rights of legendary publishers such as M. Witmark & Sons, Remick Music Corp., and T.B. Harms, Inc. Among the vast EMI holdings are the Robbins and Leo Feist catalogs, plus film music from United Artists, MGM, and 20th Century Fox including *The Wizard of Oz*, *Singin' in the Rain*, *Doctor Zhivago*, and many others.

Alfred Music currently has over 150,000 active titles. Alfred Music represents a wide range of well-known publications—from methods like Alfred's Basic Guitar, Alfred's Basic Piano Library, Premier Piano Course, Sound Innovations, and Suzuki, to artists like Bruce Springsteen, Carrie Underwood, Cole Porter, Toto, The Doors, Led Zeppelin, The Rolling Stones, and The Who, to brands like Harry Potter, The Lord of the Rings, Star Wars, Rolling Stone magazine, and Billboard.

Alfred Music owns a wide range of imprints, including Belwin, Highland/Etling, Kalmus, and Warner/Chappell Music, Inc. In addition to its own titles, Alfred Music distributes products from over 150 companies, including Dover Publications, Drum Channel, Faber Music, MakeMusic, Inc., Penguin, and WEA.

Now under the third generation of Manus family leadership, Alfred Music is led by CEO Ron Manus, a guitarist and recording engineer. Ron began working at Alfred Music in 1988 in the sales department. Soon after joining the company Ron began writing educational guitar books and to date has authored or co-authored more than 100 Alfred Music titles. In 1994 Ron became the head of Alfred's Guitar and Fretted Instruments Division. In 2008, Ron became CEO, assembled a talented management team and has expanded its operations to now include six offices worldwide. Ron is passionate about music and music education and is focused on the company's mission to help the world experience the joy of making music.

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