



Review of the National Flute Association 38th Annual Convention

By Rebecca Ashe, Trevor James USA

Flutists of all ages and backgrounds gathered around the Trevor James flute booth in the exhibit hall at the 38th Annual National Flute Association Convention, held at the Marriot Hotel and Convention Center, in Anaheim, California. They entered the booth to play test the flutes, awing over the black nickel alto flute and struck by the beautiful, clear articulation and warm sound of the headjoint with the wooden lip plate and riser. Everyone enjoyed using the 3D glasses to read the brochure and see the poster, and the color changing pencils were very popular.

The demographic consisted almost equally of teachers looking for student flutes, amateurs/enthusiasts who already enjoy their Trevor James flute, or have heard about them and were interested to buy one, and professionals and/or flute choir members who were interested in the alto and bass flutes.

A showcase held on the first day of the convention demonstrated each flute, highlighting all of the new features. Those in attendance were impressed with the improvements, and visited the booth to play test the flutes for themselves.

The alto flutes were a big hit. Flutists loved the beautiful sound, consistent intonation, and reasonable price that Trevor James alto flutes offer. True story: a professional orchestral flutist and friend of a Trevor James advocate visited the booth, having heard about the wonderful alto flutes. She was in the market to buy an alto flute, but looked apprehensively at the black nickel, wondering why someone would want a nickel plated flute. After a bit of reassurance, she gave it a try. Ten minutes later she was purchasing one for herself!