

By Charlee Beasor



# H&H Music Service, Inc.

## KEEPING EVANSVILLE IN TUNE FOR 60 YEARS

"We have a lot of repeat business. We'll get the parents on an instrument ... and then the child comes in and the grandchild comes in and they tell us that (their parents/grandparents were customers) and it's amazing. We do remember people when they come in. Our slogan is 'The Trusted Name in Music,' and that exemplifies our business."

— Anita Charles, owner  
[www.handhmusic.net](http://www.handhmusic.net)

The multi-faceted music store houses a full repair shop, staffed with technicians that repair all instruments – including pianos.

### 'H' is for history:

- Lee Hope and Horace Hetzel (hence the double h's) created the company in Evansville in 1955.
- The Holm family bought the business in 1980, and daughter Anita Charles and her husband purchased the company in 1986; they employ 15 people.
- H&H Music Service celebrated 60 years in business in May 2015 with an open house and mayoral proclamation.

### In the key of 'c' (for customers):

Four aspects of the business:

- Band and orchestra sales for school music programs
- Local music customers
- Pianos/keyboards, music and accessories
- Instrument repair

### When the music stops:

- An on-site repair department allows customers to walk in and get a repair estimate. If the repair will be lengthy, H&H Music offers a loaner.
- A full staff of technicians can fix any instrument; pianos can be repaired or completely rebuilt.

### Music matters:

- Most school districts within a 100-mile radius are serviced by H&H.
- The Musical Arts Center is a full on-site music studio; it houses private music lessons for beginners to advanced students, and pre-k through adult.

Charles on the impact of music on students:

"It just helps character development, concentration and the enthusiasm of a job well done. I think the biggest thing is participating in a group, working as a group toward a common goal. Even with solo and ensemble contests, it's you against your music – and the excellence you can achieve on your own is really rewarding."

### Hit the right note:

Charles acknowledges the biggest competitor is online instrument sales. She cites several reasons to purchase from a local store:

- Instrument is likely in stock
- Customer can do a hands-on trial
- Nothing comes in a box in the mail – everything is checked by professionals

