

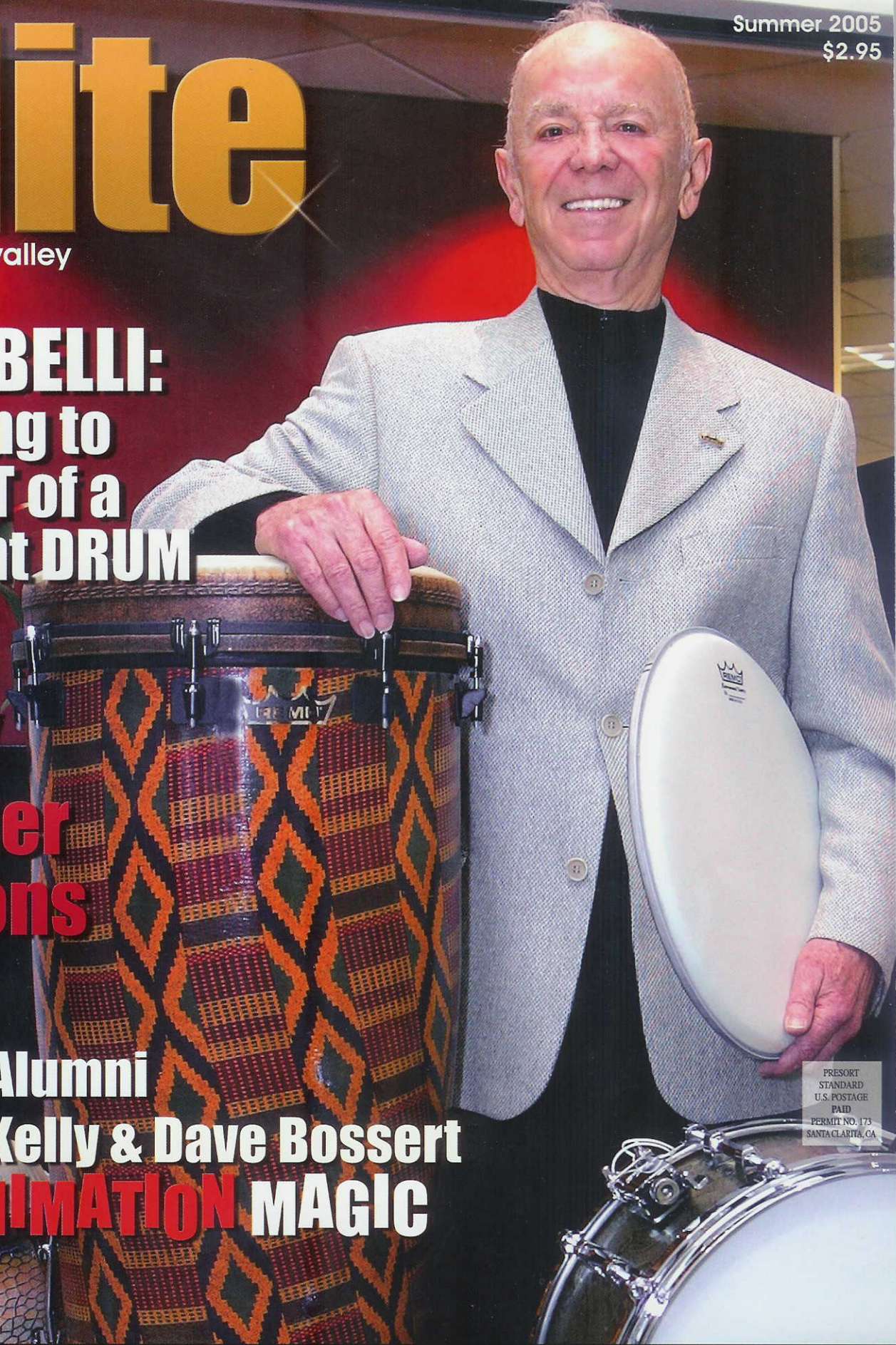
élite

santa clarita valley

REMO BELLI:
Marching to
the **BEAT** of a
Different **DRUM**

FLIRTY
Summer
Fashions

Cal Arts Alumni
Morgan Kelly & Dave Bossert
MAKE ANIMATION MAGIC



PRESORT
STANDARD
U.S. POSTAGE
PAID
PERMIT NO. 173
SANTA CLARITA, CA

PLUS Jerry Sorrentino's **Villa Italiana Bella**

REMO BELLI:

Marching to the Beat of a Different DRUM

BY MARGIE ANNE CLARK

As a major player in the music industry, Remo Belli — founder and CEO of Remo, Inc. — has marched to the beat of a different drum in growing his Valencia-based company into one of the largest drum and drumhead manufacturers in the world.

“I have always been fascinated with rhythm,” says Belli who began playing the drums with his neighborhood friends at the age of twelve during the dawn of the Big Band era. While he was learning his craft, new technologies were being developed in response to World War II, which would play a major role in Belli’s future and in turn, change the world of drumming forever.

During the post-war era, Belli, then a renowned jazz drummer in his own right, established Remo, Inc. in North Hollywood in 1957. His firm developed and perfected the first practical drumheads made of DuPont Mylar polyester film — an exceptionally strong, durable plastic film developed in 1952 by DuPont.

Belli immediately recognized the advantage of the new Mylar drumheads, which simplified countless drummers’ lives by offering alternatives to traditional animal skins. The drumheads are now exported to more than 100 countries, with factories located in Taiwan and China.

“It’s a rather significant business,” says Belli, pointing out the wide variety of drums and drumheads being assembled in his vast factory. The Company moved from North Hollywood to the Valencia Commerce Center in 1996 in response to the company’s tremendous growth.

“I have a wonderful group of people that I work with,” says Belli who commutes from his home in Sherman Oaks to Valencia nearly every day when he isn’t traveling abroad.

Remo noted that each drumhead, drum and related accessory also incorporates a variety of modern technologies that allow them to be accessible and affordable to the rapidly growing number of part-time players on a global level.

“We are exploring the application and value of weekly Drum Circles for social well-being and personal health,” explains Belli, noting that classes are held at the Remo Recreational Music Center in North Hollywood.



Belli validated the health-promoting effects of drumming in a first ever study of its kind, which was published in the prestigious *International Journal of Alternative Therapies* in January of 2001. The landmark study showed that group drumming helps stimulate the body's natural defenses against cancer and other diseases. The research team included neurologist Barry B. Bittman M.D. and a team of renowned specialists.

"As a health-conscious society, we're searching for meaningful and enjoyable ways to live full, vital and productive lives," says Belli. "Music is no longer confined to entertainment and culture. We've now reached the point where science is involved in learning more about the effect music has on wellness."

In furthering the development of wellness programs, Belli recently launched HealthRHYTHMS, a new division within Remo, Inc. that develops and provides materials, programs, training and the latest research supporting the use of drumming as an effective means for promoting and maintaining health and well being.

Trim, fit and youthful, Belli is clearly a man who practices what he preaches. "I enjoy my job," says Belli. "My work is no longer related to money—it's related to what we can do and what we can accomplish in helping people to live up to their potential."


Belli's renaissance in drum making and its related health-promoting benefits grew out of the opening of his first store in Hollywood in 1952. Known as Drum City at the time, the retail outlet was once the hub of activity for anyone with an interest in drumming.

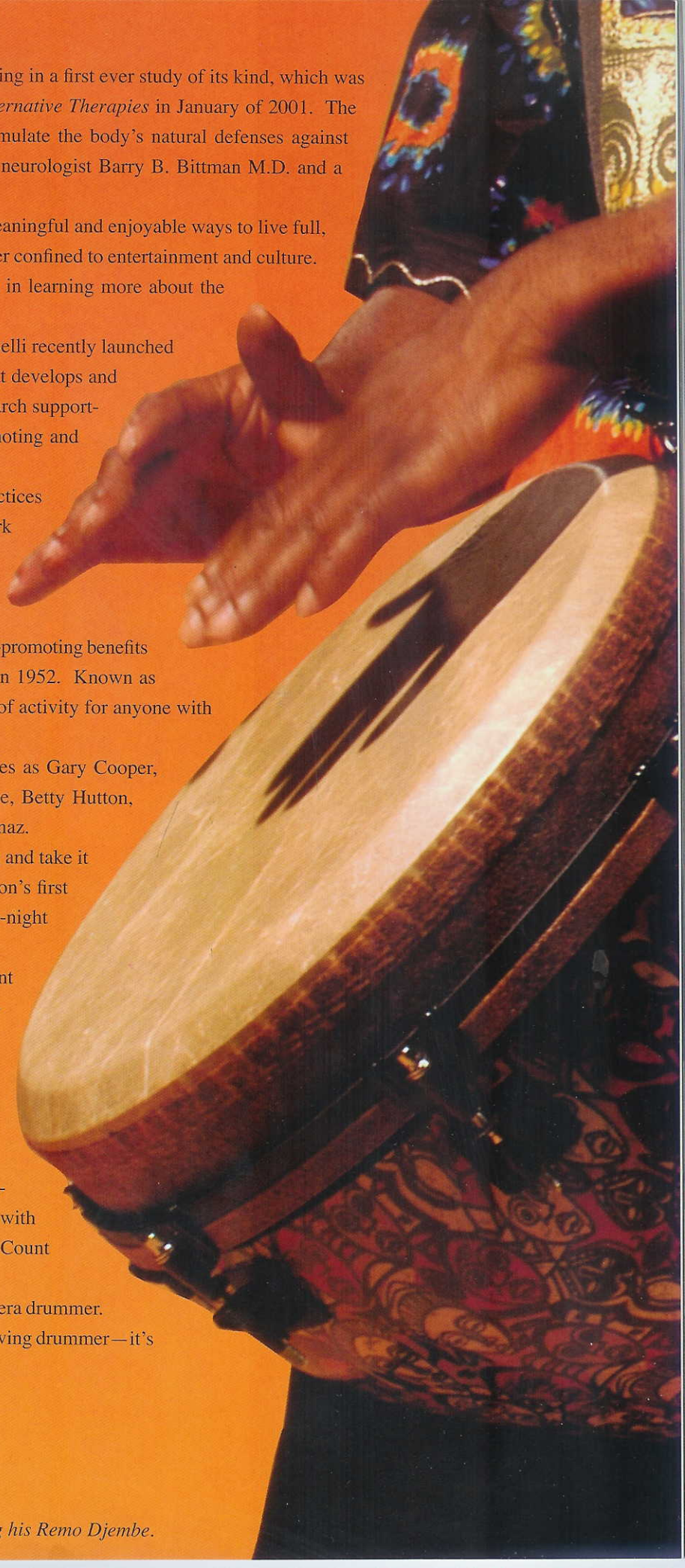
Among his "A" list of customers were such luminaries as Gary Cooper, William Holden, Ralph Edwards, Mel Tormé, Peggy Lee, Betty Hutton, Marlon Brando, Johnny Carson, Lucille Ball and Desi Arnaz.

"They would come in and tap away and buy something and take it home with them," recalls Remo, noting that Johnny Carson's first drum set was purchased at Drum City as a gift for the late-night talk show icon.

"I had some wonderful experiences," says Belli who went on to create the world's largest bass drum for Disney, measuring 10 and half feet in diameter. The drum was featured in a Main Street parade at Disneyland in 1959. Today, Remo, Inc. is the provider of special drumheads for the Rose Bowl Parade, the Hollywood Christmas Parade and the Macy's Thanksgiving Day Parade.

Belli enjoyed a heyday of his own as a professional drummer for 20 years, during which time he rubbed shoulders with legendary jazz giants Benny Goodman, Duke Ellington, Count Basie and Carson's musical side-kick, Doc Severinsen.

"It was our time," Belli says of his years as a top Swing-era drummer. "Every generation has its music and I'm still very much a swing drummer—it's what I enjoy the most." 



Cover photo by Gary Choppé

Inside photos courtesy of Remo, Inc.

Remo Signature Artist, Leon Mobley, pictured here playing his Remo Djembe.



The most famous heads in drumming salute the most famous heads in drumming.



Rick Allen
Def Leppard



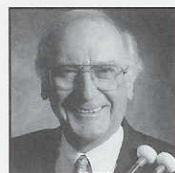
Bobby Allende
Marc Anthony



Tom Aungst
The Cadets Drum & Bugle Corps



Francis Awe
Remo Signature Series Artist



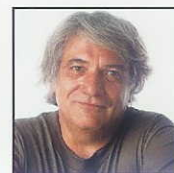
John Beck
Eastman School of Music



Lee Beddis
Crossmen Drum & Bugle Corps



Alessandra Belloni
Remo Signature Series Artist



John Bergamo
Hands On' Semble, Remo Signature Series Artist



Curt Bisquera
Independent



Gregg Bissonette
Independent



Edwin Bonilla
Gloria Estefan



Tom Brechtlein
Independent



Bob Breithaupt
Capital University, Past PAS President



Will Calhoun
Living Color



Clayton Cameron
Tony Bennett



Matt Cameron
Pearl Jam



Teddy Campbell
Backstreet Boys



Gordon Campbell
Brandy



Terri Lynn Carrington
Independent



Raynor Carroll
L.A. Philharmonic, Cal State Univ., L.A.



Jim Casella
Santa Clara Vanguard Drum & Bugle Corps



Lenny Castro
Fleetwood Mac



Gary Chaffee
Educator, Author, Whirlybirds



Matt Chamberlain
Independent



Ndugu Chancler
USC, Clinician



Billy Cobham
Drumming Legend



Vinnie Colaiuta
Sessions Great



Phil Collins
Phil Collins



Luis Conte
Phil Collins



Tre Cool
Green Day



Stewart Copeland
Independent



Randy Crafton
Independent



Ebenezer da Silva
Independent



Rock Deadrick
Kenny Loggins



Dennis Delucia
DCI Hall of Fame, Rutgers University



Virgil Donati
Planet X



Brad Dutz
Independent



Sonny Emory
Independent



Sheila Escovedo
Independent



Stefanie Eulinberg
Kid Rock



Dom Famularo
Clinician, Author,
Educator



Julio Figueroa
Independent



Mick Fleetwood
Fleetwood Mac



Denny Fongheiser
Tracy Chapman



Gigi Gonaway
Mariah Carey



Willie Green
The Neville Brothers



Omar Hakim
Independent



Jonathan Hass
New York Chamber
Symphony, American
Symphony Orchestra



Taylor Hawkins
Foo Fighters



Jeff Haynes
Cassandra Wilson



Roy Haynes
Jazz Drumming
Legend



Joey Heredia
Independent



Gerald Heyward
Mary J. Blige



Taku Hirano
Lionel Richie



Steve Houghton
Educator, Author



Brian Howard
Independent, *Remo*
Signature Series
Artist



Tris Imboden
Chicago



Bashiri Johnson
Whitney Houston



Scott Johnson
Blue Devils Drum &
Bugle Corps



Akira Jimbo
Japanese Session
Great



Manu Katche
Peter Gabriel, Sting



Jim Keltner
CSN&Y



Lynn Kleiner
Educator, *Remo*
Signature Series
Artist



Joey Kramer
Aerosmith



Bret Kuhn
The Cavaliers Drum &
Bugle Corps



Johnny Lee Lane
Indiana University,
Clinician



Thomas Lang
Independent



Neil Larrivee
The Cadets Drum &
Bugle Corps



Armonn Livingston
Rayzing Sons



Victor Loyo
Luis Miguel



Ray Luzier
David Lee Roth



Waldo Madera
Ricky Martin



Mike Mangini
Steve Vai



Ray Marchica
Independent



Jerry Marotta
Independent



Rick Marotta
Independent



Harvey Mason
Independent



Herman Matthews
Kenny Loggins



JoJo Meyer
Independent



Russ McKinnon
Joe Cocker, Barry
Manilow



Colin McNutt
Magic of Orlando
Drum & Bugle Corps



Russ Miller
Independent



Jonathan Moffett
Michael Jackson



Jeff Moore
Madison Scouts
Drum & Bugle Corps



Jota Morelli
Al Jarreau



Lewis Nash
Lewis Nash Trio



Gary Novak
Independent



Babatunde Olatunji
Remo Signature
Series Artist



John Otto
Limp Bizkit



Ian Paice
Deep Purple



Carl Palmer
Emerson, Lake &
Palmer



John Paris
Earth, Wind & Fire



Tiki Pasillas
Marc Anthony



Vinny Paul
Pantera



Neil Peart
Rush



Shawn Pelton
Saturday Night Live



Archie Pena
Independent



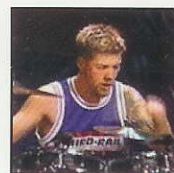
Karl Perazzo
Santana



Stephen Perkins
Jane's Addiction



Simon Phillips
Toto



Scott Phillips
Creed



Mike Portnoy
Dream Theater



Marc Quinones
The Allman Brothers



Tom Raney
Pasadena Symphony
Orchestra



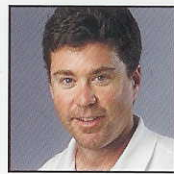
Kurt Rasmussen
Cirque Du Soleil



Layne Redmond
Remo Signature
Series Artist



Raul Rekow
Santana



Paul Rennick
University of North
Texas, Phantom
Regiment Drum &
Bugle Corps



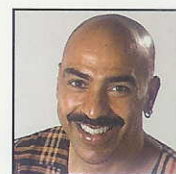
Danny Reyes
Earth, Wind & Fire



Walfredo Reyes Jr.
Independent, Steve
Winwood



Walfredo Reyes Sr.
Latin Great



Kevin Ricard
Independent



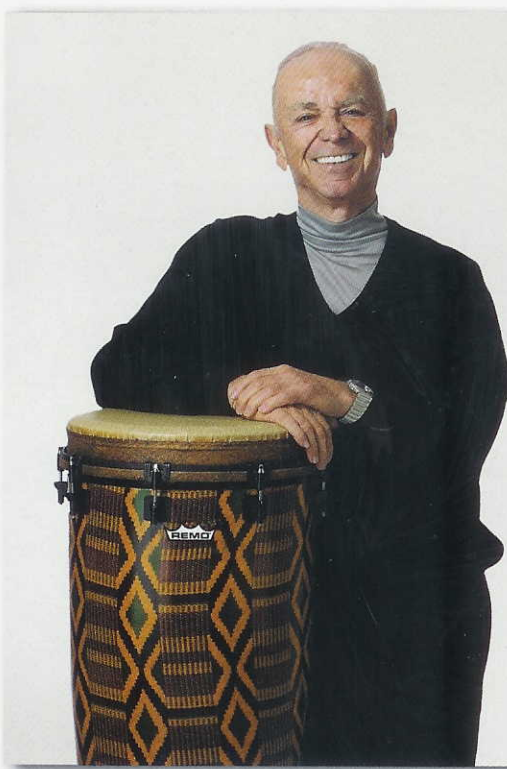
John Riley
Vanguard Jazz
Orchestra, Manhattan
School of Music



Mitchito Sanchez
Boney James



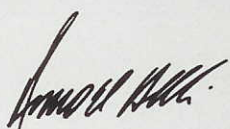
David Silveria
Korn



Rhythm is in all of us. It doesn't matter who you are or where you're from, all you need is the right inspiration to find it. That's why I set out to make it my life long vision to craft and manufacture the best drum products on earth.

Now more than ever before I find myself more enthusiastic about drums and drumming. I was thrilled when research told the world the human condition is very much connected to drumming. And what a great pleasure it is to know that all of our drumheads, drums and world percussion instruments have the unique power to break down borders, creating a language so universal, anyone can speak it, play it and understand it. Ultimately contributing to the betterment of mankind.

Yes, rhythm lives in each and every one of us. And I challenge every one of you to find it.



Remo D. Belli
Chairman and Founder



Bobby Sanabria
Quarteto Aché,
Ascension



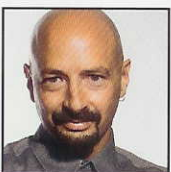
Chad Sexton
311



Chad Smith
Red Hot Chili
Peppers



Marvin "Smitty" Smith
Tonight Show with
Jay Leno



Steve Smith
Vital Information



Matt Sorum
The Cult



Donnell Spencer Jr.
Destiny's Child



Bill Stewart
Pat Metheny



Nisan Stewart
Tweet, Aaliyah



John Tempesta
Rob Zombie



Ed Thigpen
Jazz Great,
Remo Signature
Series Artist



Chester Thompson
Independent



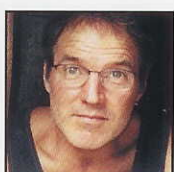
Tico Torres
Bon Jovi



Lars Ulrich
Metallica



Alex VanHalen
VanHalen



Paul Wertico
Larry Coryell Trio,
SBB, Paul Wertico Trio



Darryl Woolfolk
Gladys Knight



Jon Wysocki
Staind



Ray Yslas
Backstreet Boys

WITH ALL DUE RESPECT TO THE LATE MR. WUNDT, HERE ARE OUR IMPRESSIONS.



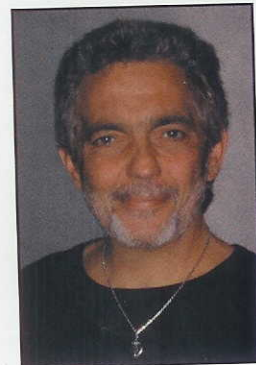
JOSH FREESE
A Perfect Circle
"I feel it from head to toe and it's kept my whole body buzzing and my head stimulated and constantly ticking ever since I can remember. I can't begin to imagine what I'd do without it and I don't wish to know."



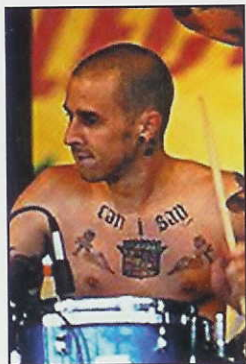
KENNY ARONOFF
Session Great
"I love how drumming makes me feel physically, mentally and spiritually. It makes me feel great. I always want to improve, and I love the total experience everyday whether it's in the studio, or live or practicing, whatever. It's all good."



ROB BOURDON
Linkin Park
"I can't get away from drumming. It's like a good friend or a relationship, the kind that always gives something back to you."



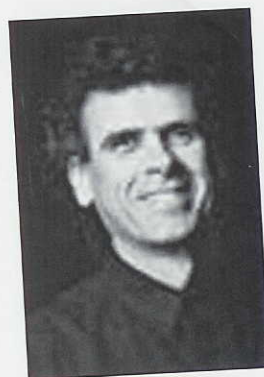
STEVE GADD
Eric Clapton
"Drumming is the conduit which allows me to communicate with an entire audience."



TRAVIS BARKER
Blink 182
"There is no alternative."



ANTON FIG
Late Night with David Letterman
"I feel weightless, really good and free when I play the drums."



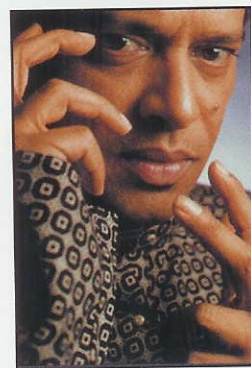
DAVID GARIBALDI
Tower of Power
"Drumming has become my voice in this world and has allowed me a unique, personalized way of connecting with people. Drumming 'strikes' at the core of my life, since I was 10 years old."



LOUIE BELLSON
Jazz Great
"I feel great inside when I pick up the sticks and play the drums. At my age, it still gives me a wonderful feeling inside. The good Lord made all this possible for me. He put the sticks in my hand. Ever since I was 3 years old, I get that happy feeling when I play the drums."



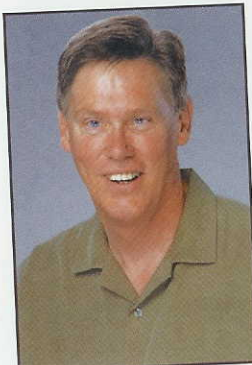
VIC FIRTH
Drumming Legend
"The art of creating sound and rhythm has always been a challenge. Being an integral part of great music has always been inspirational!"



TRILOK GURTU
Artist
"Drumming makes me forget the worldly affair. It comes from God and goes to God."



CINDY BLACKMAN
Lenny Kravitz
"When I drum I feel closest to myself. I'm most comfortable when I'm playing."



TOM FLOAT
Marching Great
"My father and brother were drummers. It must be a genetic thing. I don't have much choice. It's the best way for my creative, emotional, and physical expression to be displayed. The best moment is when you don't realize you are drumming but feel like you are in conversation with your audience."



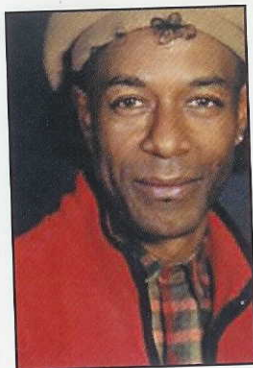
SUE HADJOPOULOS
Joe Jackson
"Drumming is a form of active meditation, a means of achieving a higher level of consciousness and a way of connecting with the universal energy. If you don't go within, you go without."



JEFF HAMILTON

Jeff Hamilton Trio

"Taking away drums would be like taking away food. They are necessities. We need 'musical nourishment' every day. Don't forget, we didn't select drums...they selected us!"



ARNO LUCAS

Al Jarreau / George Duke

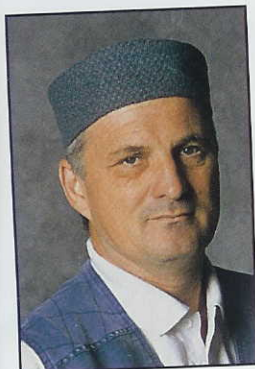
"Drumming comes from everything you have inside. The coming together of all that you are. After 2 or 3 months on tour your chops are way up, even though your hands are screaming."



JOHN "JR" ROBINSON

Studio Session Great

"The inspiration of drumming came directly to me from God when I was a little boy. Drumming makes me feel complete. Knowing that I'm satisfied and I have contributed to the world through this great art form makes being a part of music even more special."



ARTHUR HULL

Drum Circle Facilitator

"Drumming is a life enhancement experience for the heart, mind, and body. Rhythm is the mother tongue, it is the foundation of our language, music and relationships. Vibrations from a drum circle are a message that reaches into and relaxes those places in us that are separate, alone or afraid. Drumming together makes us more human."



PAULO MATTIOLI

Drum Circle Facilitator

"I am driven to drum by a burning passion to express what is in my heart, to share the joy and spirit inside of me and share that with others. Drumming comes from the heart; it is the voice of our spirit. An invisible, palpable energy wave, it transcends all boundaries of race, gender, language and background to touch the very essence of all beings within its reach."



PONCHO SANCHEZ*

Latin Jazz Great

"Drumming fills my spirit and enriches my body. It sets me straight in every way and reaches out to other people with positive energy. I feel that I was put on this earth to drum and it brings me closer to my spiritual being."



ABE LABORIEL JR

Sting/Paul McCartney

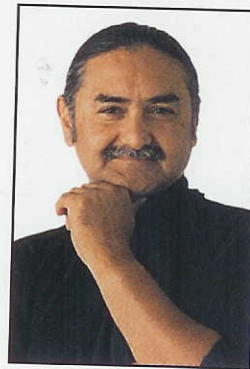
"Drumming allows me to express myself in all emotional states."



MARVIN MCQUITTY

Fred Hammond

"Life drives me to drum, realizing that there is a rhythm to everything living and if you listen closely, you can catch it and play it literally. It calms me and at the same time, gives me such a rush that I get inspired to create more music."



GLEN VELEZ

Artist

"Drumming opens doors to my inner emotions and to the life force I share with all living things. It is a pure form of love spirit energy, it connects all the parts to the whole. Drumming allows me to fulfill my purpose on earth, while swimming in and transcending time."



RICKY LAWSON

Babyface

"It's a great escape. It takes me to a spiritual zone-out of this world into the next world. And you take the people who are listening with you."



LEON MOBLEY

Ben Harper & The Innocent Criminals

"When I'm playing, I'm not on this plane. I try and play from within my heart to be true to whoever is listening or feeling me. It is like I'm out of body, really soul searching."



DAVE WECKL

Dave Weckl band

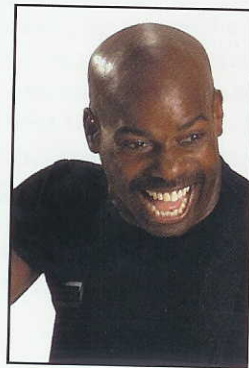
"From body, mind and spirit, through my hands and onto the instrument, it is spiritual, sensual, powerful, delicate, raw, finely crafted communication with others. It is the gratification, the joyous feeling I get, through this primal, artistic journey and display of ability we call 'playing drums' and making music, to be able to affect someone else's life positively. It is the essence of who I am; always has been, always will be."



PAUL LEIM

Nashville Session Great

"The passion to drum comes from the sound and fury I first heard and felt when I was 8, and heard Louie Bellson for the first time on 'Skin Deep.' Amazing!! I believe it came as a gift from God. Where else? I've never had any drum lessons. Therefore, it goes out to the world as the gift that God blessed me with."



RON POWELL

Kenny G / Madonna

"I enjoy expressing my emotions through drumming. Sometimes I drum just for others, I don't know what it is, but people get something from it, and I'm happy to give it."



ADRIAN YOUNG

No Doubt

"I can't stand drumming. It stresses me out and makes me want to sh*t my pants when I play live."

*Licensed as an exclusive trademark of Poncho Sanchez Enterprises.