

**SOUTHEAST REGIONAL
FOLK ALLIANCE**

WWW.SERFA.ORG

SERFA

MAY 13-17 / 2015 / MONTREAT / NORTH CAROLINA



2015 PROGRAM BOOK

Sue Massek Stars in Si Kahn's New Musical **PRECIOUS MEMORIES**

To hear Sue Massek's low-lonesome voice and clawhammer banjo is to travel 80 years back in time.

Sue time travels all of us back to 1932, to the Bell County, Kentucky coal camp in which she was born and raised. But she doesn't just transport us she mesmerizes us. Long time folk and bluegrass DJ Jim Rogers, who was in the audience when Sue performed *Precious Memories* to open the first ever Northern Appalachian Folk Festival in Indiana, Pennsylvania in September 2013, wrote to Si Kahn the morning after: "When one woman on a stage can hold the attention of an audience for nearly 90 minutes, you know something special is taking place. I believe you've created a masterpiece, and you've found the perfect person to deliver it. It was truly a privilege to be there."

It's no surprise that Sue Massek can generate that kind of musical and artistic power. She's a founding member of Kentucky's award-winning **Reel World String Band**, which celebrates its 38th anniversary this year. No less an authority than Lily May Ledford of the original **Coon Creek Girls** wrote: "You don't see many people up on stage who've got fire. But you girls have got it. Lord, you girls are good!"

A master artist for the Kentucky Arts Council's Master/Apprentice program, Sue Massek has taken her music as close to home as the Eastern Kentucky coalfields and as far away as Italy. Most recently, she performed *Precious Memories* for a reunion of women coal miners. Marat Moore, author of the book **Women in the Mines: Stories of Life and Work** and a former miner herself, wrote afterwards: "Sue Massek blew us away in her portrayal of Sarah Ogan Gunning. Our audience of women miners wept, laughed, sang along, and rose to cheer Sue at the final curtain. We left inspired and newly aware of the history of struggle and the power of ordinary people."

Sarah Ogan Gunning certainly fits that description of "the power of ordinary people." A self-described "miner's wife" from Bell County, Kentucky, she watched one of her children starve to death and another die of tuberculosis; she herself lost a lung to the disease. One brother was killed in the mines and another disabled; her first husband died of black lung when he was 32.

It was the old time music of the mountains that helped keep her going. She shared with her brother Jim Garland and her half-sister Aunt Molly Jackson a great oral family collection of traditional songs, many of which were recorded for the Archive of Folk Music at the Library of Congress.

It was the music, too, that took Sarah, Jim, and Aunt Molly to New York City's Lower East Side in the early 1930s, where for the first time in her life Sarah found recognition, singing with Woody Guthrie, Huddie ("Lead Belly") and Martha Ledbetter, the 15 year old Pete Seeger, becoming friends with some of the great writers and actors of that time, from John Dos Passos and Theodore Dreiser to Sherwood Anderson and Will Geer, later to become even more famous as Grandpa on **The Waltons**.

Precious Memories takes place in real time on September 4th, 1960, the day on which Sarah's half-sister Aunt Molly Jackson was buried. By that time, Sarah was all but forgotten, living in a basement apartment in a rundown section of Detroit, only singing in church and to the four walls.

Three years later, on October 8th, 1963, legendary folklorist and labor historian Archie Green, who had been searching for Sarah, knocked on the door of her basement apartment in Detroit. For the next 20 years, Sarah Ogan Gunning brought and taught her songs, both old and new, to people all over North America. She appeared at the Newport Folk Festival, singing from the same stage as Joan Baez, Bob Dylan, and her old friend Pete Seeger. She sang at the Smithsonian Festival of American Folklife on the mall in Washington, D.C., she sang at Carnegie Hall, and she served as an inspiration and mentor to many young women musicians, including Sue Massek. On November 14th, 1983, during an evening spent singing with family and friends, Sarah Ogan Gunning quietly and peacefully slipped away.



More information: sikahn36@gmail.com or umassek@bellsouth.net



DEAR SERFAer,

Be present.

Enjoy.

Work hard and take breaks.

Be kind.

I'm so glad you're here.

Thank you.

Love,

Kim Richardson
SERFA PRESIDENT

It's wonderful to be back here at the beautiful Montreat Conference Center - a perfect place to learn, play, share, recharge and reenergize! For those who have come in on Wednesday night to have dinner, see Sue Massek in Si Kahn's play, *PRECIOUS MEMORIES* about Sarah Ogan Gunning, and then participate in an open mic, well, what a great start!

This year our programming is designed with many varied offerings, yet with a lot more options for downtime - to stay rested yet engaged with all there is throughout the day. We're offering a more intimate and customizable conference experience.

It's exciting to have the Rounder Records Founders - Ken Irwin, Marian Leighton Levy and Bill Nowlin, along with venerable artists Alice Gerrard and Si Kahn at SERFA. They'll be receiving a special award from me and compose this year's special edition of *Wisdom of the Elders: The Rounder Roundtable*. They'll be lending their expertise to attendees throughout the conference, both in workshops and mentor sessions and we're honored to have them here.

WORKSHOPS - GROUP MENTORSHIPS & SERFA COMMUNITY HOUR

You'll notice this year our workshops are 75 minutes, group mentorships are more intimate and interactive in nature and are 45 minutes and then we have our special SERFA Community Hour. We hope you'll take advantage of this variety - attend what can enrich your experience or help your career, yet take time to walk the grounds, jump in on an impromptu jam session and then come back for more. We've added a hot breakfast as late as possible at Montreat - with a half hour free after both breakfast and lunch for you to relax before programming begins.

Kari Estrin
Conference Director 2015
Founding/Immediate Past President

Conference Director: Kari Estrin
Co-Conference Directors: Kim Richardson & Roberta Schultz

The 2015 Conference team of SERFA Volunteers:
Sarah Aili, Don & Louise Baker, Clint Bernard, Dennis Cash, Anna Creek, Bill Erskine, Betty Friedrichsen, Steve & Mayra Gnadt, Jenna Lindbo, Art Menius, Bill Nowlin, Grady Ormsby

Thanks to Mountain Spirit Coffeehouse for their donation of lighting for our Official Showcases - uuasheville.org/mountain-spirit-coffeehouse

Graphic Design/SERFA Logo & Promo Materials/Program Book: Ellen Bukstel
Sound - Stuart Reinhardt/Acoustic Sound Production

And a special thanks to the Montreat Conference Center Staff and Dining Services.

VOLUNTEER AND SUGGESTION BOXES:

We have volunteer and suggestion boxes set up this year in the Exhibit Hall - please feel free to give us your comments or volunteer to help SERFA grow and expand. Enjoy and thanks for coming!

CONFERENCE AT A GLANCE

Wednesday, May 13th

- 4:00 - 5:00 pm Bag Stuffing - come help us downstairs in Assembly 1 (Ground Floor)
 - 6:00 - 7:00 pm Dinner - Galax Dining Room
 - 7:30 - 9:00 pm Si Kahn's PRECIOUS MEMORIES w/Sue Masek - one woman show - Convocation Hall
 - 9:15 -11:15 pm Open Mic - informal sign-up and hang out for a fun night! - Lobby
-

Thursday, May 14th

- 8:00 - 9:00 am Hot Breakfast Buffet - Galax Dining Room
 - 9:30 -10:30 am Yoga with Caroline Cotter - meet in Assembly 1 (Ground Floor)
 - 9:30 -10:30 am COMMUNITY HOUR
 - 10:45 -12:15 pm Early Bird Open Mic - Lobby sign up
 - 12:30 - 1:30 pm Lunch - Galax Dining Room
 - 2:00 - 3:00 pm Opening Reception sponsored by Down East Folk Arts Society - Lobby
 - 3:00 - 5:00 pm SERFA Outreach in the Schools - Coordinator, Dennis Cash
 - 3:15 - 4:30 pm Workshops Sessions - 75 minutes
 - 4:45 - 5:30 pm Group Mentor Sessions - 45 minute interactive groups
 - 6:00 - 7:00 pm Dinner - Galax Dining Room
 - 7:15 -10:15 pm Official Showcases - Convocation Hall
 - 10:40 - 2:00 am Guerrilla Showcases
-

Friday, May 15th

- 8:00 - 9:00 am Hot Breakfast Buffet - Galax Dining Room
 - 9:30 -10:45 am Workshop Sessions - 75 minutes
 - 11:00 -12:15 pm Workshop Sessions - 75 minutes
 - 12:30 - 1:30 pm Lunch - Galax Dining Room
 - 2:00 - 3:30 pm KARI ESTRIN FOUNDING PRESIDENT'S AWARD - For Outstanding Contributions to Music and Culture in the Southeast/KEYNOTE SPEECH - - Convocation Hall
 - 3:45 - 4:45 pm Community Hour & Yoga
 - 5:00 - 5:45 pm Group Mentor Sessions - 45 minute interactive small groups
 - 6:00 - 7:00 pm Dinner - Galax Dining Room
 - 7:15 -10:15 pm Official Showcases - Convocation Hall
 - 10:40 - 2:00 am Guerrilla Showcases
-

Saturday, May 16th

- 8:00 - 9:00 am Hot Breakfast Buffet - Galax Dining Room
 - 9:30 -10:45 am WISDOM OF THE ELDERS: The Rounder Roundtable w/Alice Gerrard, Si Kahn, Rounder Founders - Ken Irwin, Marian Leighton Levy, & Bill Nowlin; hosted by Art Menius - Convocation Hall
 - 11:00 -12:15 pm Workshop Sessions - 75 minutes
 - 12:30 - 1:30 pm Lunch - Galax Dining Room
 - 2:00 - 3:15 pm Workshop Sessions - 75 minutes
 - 3:30 - 5:00 pm Mentor Sessions / Clinics
 - 6:00 - 7:00 pm Dinner - Galax Dining Room
 - 7:15 -10:15 pm Official Showcases - Convocation Hall
 - 10:40 - 2:00 am Guerrilla Showcases
-

Sunday, May 17th

- 9:00 - 10:30 am Farewell Breakfast & Annual General Meeting - Galax Dining Room
- 11:00am Check-out Time for Assembly Inn Guests



OLD HOUSE

Recording Studio

CHARLOTTE, NC • (704) 488-1790

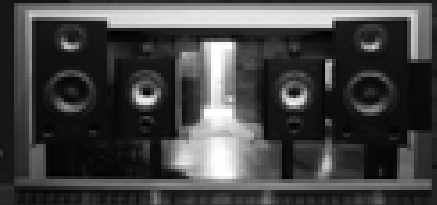
facebook.com/oldhousestudio

"I have had the pleasure of working with some of the world's finest engineers. I can honestly include Chris amongst their ranks in both professionalism and in his wide range of musical & technical knowledge..."

"When it comes to love of music as an art form, I see a passion in Chris that is often missing in some of his contemporaries."

- Mark S. Berry

(George Martin, David Bowie, Carly Simon)



"Old House Studio functioned perfectly for me. A great collection of gear and instruments, not the least of which includes Chris' amazing collection of drum gear. I hope to get back to Old House to work with Chris again in the future."

- Eric "Roscoe" Ambel

(Steve Earle, Joan Jett, The Bottlerockets)

"Chris is without a doubt one of the most talented individuals I have ever worked with. The fact that he is also one of the nicest is the icing on the cake."

- Ed Toth

(The Doobie Brothers)



"A first class recording engineer needs three things: great hands, great ears and a great heart. Chris (Garges at Old House Studio) has all three. The place to go for superb sound at a fair price."

- Si Kahn

EVENTS • WEDNESDAY

7:30pm - 9:00pm • Si Kahn's **PRECIOUS MEMORIES**

w/Sue Massek - one woman show about Sarah Ogan Gunning - Convocation Hall

PRECIOUS MEMORIES, a play by Si Kahn starring Sue Massek as Sarah Ogan Gunning is a portrait of life and work in the coal camps of Eastern Kentucky during the early 1930s. Part memory play, part eulogy, part concert, this one-woman show traces Sarah's life as she deals with the ravages of poverty and oppression. The play is set in Sarah's Detroit basement apartment on the evening of her half-sister, Aunt Molly Jackson's funeral, as she attempts to set the record straight and say goodbye. Sarah's life was rich in tradition and filled with the unexpected. Sarah's powerful songs were an influence on such folk music and social justice icons as Woody Guthrie and Pete Seeger. She served as a mentor/role model for the generations that followed in her footsteps including Sue Massek.

9:15pm - 11:15pm **Open Mic - informal sign-up and hang out for a fun night! - Lobby**

WORKSHOPS • THURSDAY

9:30am - 10:30am • **Yoga with Caroline Cotter**

Yoga at Montreat? You bet! Start the day off right on the beautiful Montreat grounds
Meet at Assembly 1 (Ground Floor)

9:30am - 10:30am • **Community Hour**

VOLUNTEERING: YOU CAN MAKE A DIFFERENCE

Kari Estrin & Betty Friedrichsen - Lobby

Ever wanted to volunteer but weren't sure you should? Come hear not only how you could volunteer for any organization, but how you can really matter, be valuable to an organization and also how not to get too overwhelmed. You may have a particular skill to offer or just want to help out. Volunteers are what help many non-profits run, so you do make a difference, whatever time or expertise you contribute.

PLAYING IN NURSING HOMES: HOW TO GIVE A GREAT PERFORMANCE AND ALSO HAVE A LOT OF FUN - Robinlee Garber - Living Room

Some of the most appreciative audiences can be found in nursing homes, assisted living facilities, and other healthcare settings. Robinlee Garber, MA, ATR-BC, LCPC, has over 20 years experience as a professional Creative Arts Therapist and would like to share and discuss performance tips with others.

MAD (MAKING A DIFFERENCE) WITH MUSIC: MAD ORGANIZATIONS

Todd Mack - Lakeside

The first of this two-part community hour spotlights organizations that harness the power of music as a platform for change. Mad With Music looks at how this can be done as an organizing project such as Rock the Vote, a fundraising and awareness-raising model like Farm Aid, and through political and social commentary songwriting. Smaller, grassroots projects are also looked at as examples. NOTE: The second part of this workshop seeks to inspire musicians to take action of their own with their music held on Friday at 3:45 pm

3:00pm - 5:00pm • **SERFA Outreach in the Schools**

Coordinator, Dennis Cash

Once again SERFA is teaming up with Asheville's Isaac Dickson Elementary School and their Bright IDEAS After School Program. Dennis Cash will host this children's workshop for 3rd to 5th grade students. SERFA members will share songs, give the kids a chance to play an instrument, and introduce the children to various types of folk instruments and styles of music that they create. It will be a fun afternoon with music, learning, and laughter. Penny Lewis, Director of Isaac Dickson; SERFA members Eric Lambert, Heather Pierson, Roberta Schultz, Steve Kelly, Mary Shapiro, and Caroline Cotter.

3:15pm - 4:30pm • **Workshops Sessions • 75 minutes**

RECORD COMPANY FORUM FOR INDIE ARTISTS - Ken Irwin, Marian Leighton Levy, Bill Nowlin - Rounder Records; Ty Gilpin - Crossroads Label Group; Kari Estrin, Moderator - Lakeside

Don't miss this rare opportunity hear from these seasoned label reps and ask your own questions. Why would a label sign an indie artist, what's the advantage in releasing your own CD, what about radio promotion and publicity, distribution and much more. Through interactive discussion get to know some insider tips as well as how to navigate some of the challenges facing both indie artists and labels. Follow-up panel on Friday at 11:00 am "Recording A Commercial Release."



CAROLINE COTTER
DREAMING AS I DO

Folk DJ, February 2015
#5 Album
#2 Song, *Bella Blue*

SERFA Guerrilla SHOWCASES

Thursday:
12:30-12:45 AM - Kari Estrin Showcase
1:00-1:45 AM - Music in Common #251

Friday:
11 PM - Heart Rock Cafe Showcase #334
1:20 AM - My Old Kentucky Home #330

Saturday:
11:00 - 11:20 PM - Access Film #334
12:45 AM - Dillon Cash Showcase #218

Yoga at SERFA!
Thursday: 9:30 - 10:30 AM
Friday: 3:45 - 4:45 PM

Workshops
Thursday: 3-5 PM Music in the Schools
Saturday: 11 AM -12:15 PM Graphic Design and Imaging with Kari Estrin and Annie Capps

WWW.CAROLINECOTTER.COM

RobinLee Garber
New Album Release!
"Resilience"
Summer/Fall 2015



Thurs. 5/14,
1-1:15 am Rm 330 "Kari Estrin Mgt
Sat. 5/16, Client Tiny Showcase"
11:40- 12am Rm 330 "Apartment Saturday
Night"
Wellness Workshop: Thurs. 5/14, 9.30 - 10.30 am
Music As Medicine: playing in nursing homes and other
healthcare facilities.



ANTONIO ANDRADE

NEW RELEASE

"LIFE SHAKES"

WWW.LIFESHAKES.COM

ROCKIN' FOLK

WORKSHOPS • THURSDAY (CONTINUED)

FINDING THE SONG - SONGWRITING WORKSHOP

Tim Grimm - ROOM 234

Songwriting is often a mysterious process that defies explanation, and in some ways can't be "taught". Inspiration is more important than technique. As writers, we draw from experience, observation, prompts (or "assignments"), dreams and literature. We don't create in a vacuum, we write based on all that we've taken in to this point. We must be historians, actors, editors, listeners and directors. Tim will explore these sources of inspiration -- and others-- as well as the roles we play in writing a song in this workshop. Tim's recordings consistently reach the top of the Folk- DJ (2014 No. 1 Song and No. 2 Album) and EuroAmericana Charts. He tours the US and Europe, and lives in southern Indiana. He has also worked extensively in the Theatre, Film and Television.

GOING PRO: HOW AND WHY PERFORMANCE RIGHTS ORGANIZATIONS CAN HELP YOUR MUSIC CAREER

Chicago Mike Beck - ROOM 251

Did you know that you can get paid every time you perform your original songs in public, even at open mics? Did you know that musicians who are members of a performing rights organization earn an average of 20% more over the course of their careers? We'll walk you through the steps to affiliate with ASCAP / BMI / SESAC for songwriters and publishers, as well as Sound Exchange, which collects royalties for recording artists and sidemen. This workshop explains how membership can benefit your music career. We'll also discuss controversies surrounding PROs and how we can influence the PROs to become more responsive to the needs and concerns of their members.

NETWORKING 101

Art Menius - ROOM 218

Ever wonder how to get the most out of a conference like SERFA or Folk Alliance or any other gathering? Come to this workshop and get practical how to's on how to effectively prepare before a conference, tips on relationship building and following up. Enjoy SERFA more and attend your next event with confidence that you were well prepared to take advantage of it and get the most from your participation.

4:45pm - 5:30pm • Group Mentor Sessions • 45 minute interactive groups

VENUE PEER GROUP

Betty Friedrichsen - ROOM 334

This is the first of two sessions designed for venues. Get together to discuss common goals and needs, issues and solutions and more. The follow-up to this is on Saturday at 11:00 am with Exec. Directors Aengus Finnan - Folk Alliance and Jennifer Pickering - LEAF on "Keeping Your Organization Fit"

BUDGETING FOR YOUR NEXT CD

Bill Nowlin - Rounder Records - Lakeside

Bill will help you navigate how to construct a budget for your next release, including knowing how much you want to spend and how to make that work for you. Be ahead of the game by knowing to include things like graphic design, photography, manufacturing, paying musicians, etc., besides just paying for the studio and engineer so you don't get caught by surprise. We'll talk about royalties, too. Come with your questions!

EFFECTIVE MARKETING

Josh Dunson - ROOM 251

Please bring marketing materials including the CD that you use for promotional use. Josh will make suggestions on these as well as travel through your web sites. Josh Dunson was the sole proprietor of Real People's Music as agent for 40 years exclusively representing Joe Heaney, Ola Belle Reed, Si Kahn, Reel World String Band, Laura Fuentes, Peggy Seeger and many others. He was published in *Broadside*, *Sing Out!*, and *Chicago Magazine*. RPM created booths for Folk Alliance and NACA exhibit halls.

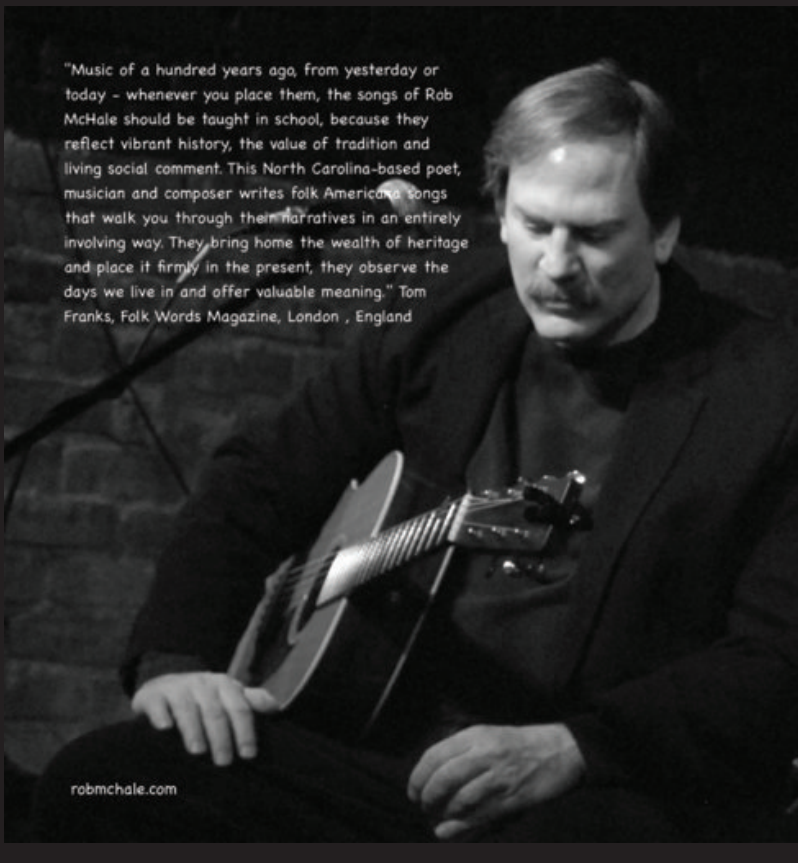
ENVISIONING THE LIFE YOU WANT

Nancy Beaudette - ROOM 218

"Look closely at the present you are constructing. It should look like the future you are dreaming" Alice Walker
You can't force dreams to happen, but you can take steps towards actualizing them. Join Nancy as she guides you through a visualization process that will propel you towards living your life's purpose. She will help you create a plan that will take you to the next level. Each step we take has value, even if there are set backs and challenges. Hold onto what you want to see happen in your life and watch it come to fruition. Nancy Beaudette is a certified creativity coach, 30-year business veteran, and full time artist.

rob mchale
www.robmchale.com

"Music of a hundred years ago, from yesterday or today - whenever you place them, the songs of Rob McHale should be taught in school, because they reflect vibrant history, the value of tradition and living social comment. This North Carolina-based poet, musician and composer writes folk Americana songs that walk you through their narratives in an entirely involving way. They bring home the wealth of heritage and place it firmly in the present, they observe the days we live in and offer valuable meaning." Tom Franks, Folk Words Magazine, London, England



robmchale.com

THE EARLY MAYS



"Harmonies that made my own heart sing"

Sasanna Robinson Kenga - LBSPT, Lewisburg, WV

#2 Album, October 2014 | #32, Top Albums of 2014

National Folk-DJ Charts

SHOWCASES

THURSDAY

11:45 pm | Kari Estrin Mgmt, Tiny Showcase Room
 1:00 am | AcousticMusicScene.com Showcase, #230

FRIDAY

10:40 pm | Hadley Music Group, #303
 12:00 midnight | Hillbilly Haiku, #234

SATURDAY

~The Mays will lead a Flatfoot Dance Workshop at 3:30!~
 11:00 pm | Acme Allstars, #234



OFFICIAL SHOWCASE, Thursday 7:15

www.TheEarlyMays.com

WORKSHOPS • FRIDAY

9:30am - 10:45am • Workshop Sessions • 75 minutes

PASSPORT REQUIRED: INTERNATIONAL TOURING

Tim Grimm, Aengus Finnan, Zoe Mulford - Mike Beck, Moderator - Lakeside

Touring outside the USA presents daunting challenges, but it can be immensely rewarding - artistically, professionally and personally. This panel examines the nuts-and-bolts of touring internationally, including getting gigs, making contacts, transportation, equipment, visas, financial realities of touring overseas, and strategies for maximizing impact before, during and after the tour. Learn from this team of artists with their varied experiences and entertaining stories.

THE HERSTORY OF OPPRESSION AND RESISTANCE IN APPALACHIA

Sue Massek, Alice Gerrard, Marian Leighton Levy - ROOM 234

Explore the lives of Appalachian women through three centuries of settlement and industrialization. From Cherokee women warriors to contemporary mountaintop removal opponents, this workshop celebrates Appalachian women who dared to stand tall, speak up and sing out for social and environmental justice. Using the lenses of gender and class, it chronicles the lives and music of some of Appalachia's best-known musicians, including songwriters such as Sarah Ogan Gunning, Aunt Molly Jackson, Florence Reese, Hazel Dickens and Alice Gerrard. This workshop weaves historical context and analysis from the perspective of many of Appalachia's women musicians and activists whose stories are told in word and song.

STATE OF THE MUSIC UNION IN 50 YEARS

Steve Johnson - Artist Relations Manager, MerleFest - ROOM 251

Ever ponder what the "music world" will look like in 50 years? Do you think about the state of music festivals, the format in which we will listen to music (albums, CDs, online), how we will see live music (live streaming, at concerts, private shows), and what artists of tomorrow will sound like, literally look like, and how we will use the "technology" available to us to experience music? How will we determine a #1 song and who will make that decision? In this interactive session we will discuss these topics and more and work to craft a "State of Music" forecast for the year 2065.

HARMONY WORKSHOP

Natalya Zoe Weinstein and John Cloyd Miller - ROOM 218

Vocal harmony is a cornerstone of many types of traditional and popular music. In this workshop Natalya and John will explore some of the wonderful possibilities of harmony singing including bluegrass tenor, lead and baritone, duet singing, and descant harmony. They will demonstrate these techniques using songs from such legends of harmony as the Stanley Brothers and the Louvin Brothers as well as examples from their original repertoire. Natalya and John will finish by leading the group in a three-part sing-along!

11:00am - 12:15pm / Workshop Sessions / 75 minutes

THEATER FOR FOLK MUSICIANS

Sue Massek - Precious Memories; Michael Johnathon - WoodSongs; Tim Grimm - artist/actor; Si Kahn, Moderator - ROOM 234

These days, with venues closing and intense competition for the available slots, it's hard for folk musicians to make a living as performers. But theater can add a new income stream and a new set of venues to an artist's toolbox. In this workshop, Sue Massek and Si Kahn will discuss how they thought up, created, developed, tested and marketed Si's musical Precious Memories, and what new performing opportunities that's opened up for Sue. They'll be joined by Michael Johnathon, creator and host of the Woodsongs Old-Time Radio Hour. Michael's play Walden: The Ballad of Thoreau has over 8,000 registered performances in 42 countries and has been translated into four languages. Tim Grimm has also worked as an equity actor for over 30 years alongside his music career and has created music for/composed new works.

PRESENTER'S PANEL

Steve Johnson - MerleFest; Jennifer Pickering - LEAF Community Arts; Jim Magill - Swannanoa Gathering; Michael Kornfeld - Folk Music Society of Huntington; Art Menius - Arts Centers/Arts Venues - Lakeside

Here's where you can get the skinny on what venues/festivals are looking for in hiring the artists they book, what challenges they face in getting audiences to attend, what you can do to help, various tips for a successful show and much more. Always a popular offering at SERFA and especially with the varied expertise on this panel.

WORKSHOPS • FRIDAY (CONTINUED)

INTERACTIVE SONGWRITING WORKSHOP

Jim Photoglo - ROOM 303

In his 35 years as a writer, not only has Jim had major hits with The Nitty Gritty Dirt Band (*Fishin' In the Dark*) and written for artists like Garth Brooks, Dusty Springfield and the Everly Brothers, but Jim has had three of his own successful CD's at Folk Radio. Come find out about co-writing, composing, lyric-writing, writing for other artists, writing for yourself, unblocking writer's block, keys to creativity or anything else you want to know about songwriting. Note: this is an interactive discussion, not a song critique.

RECORDING A COMMERCIAL RELEASE

Chris Garges and Melissa Mummert - ROOM 334

How do you choose a studio, a producer, and session musicians, or figure out budgets, pre-production, planning, and manufacturing? Even if you're planning a Do-It-Yourself recording project, there can be complications along the way. This panel addresses various challenges, including how to get started. Whether you're a complete beginner or a seasoned professional, this workshop will feature information that's helpful to you. Note: Rounder Records Bill Nowlin will do CD budgeting Group Mentor Session - see Thursday at 4:45pm.

**Thanks to Asheville's
own Roots Organic Hummus
for their donation to our Friday
afternoon break and to
the DILLON CASH showcase room on
Friday and Saturday nights!**



Glad to be back at SERFA!!

NOTABLE CREDITS:

Grand Prize, Lyrics, Nashville Songwriters Assn. International/CMT Song Contest, 2012
 Featured performer, *Austin City Limits* Special
 Fellow, National Endowment for the Arts Jazz/Folk/Ethnic Music Program
 Hundreds of dive bars, honky-tonks, cafes, VA Centers, and coffee houses!
www.jeepprosenberg.com

Down East FolkArts Society



**Presenting Only the Very Best
in Acoustic Music Since 1992**

2015-2016

Spook Handy

Suzie Vinnick

Dave Gunning

Jeff Talmadge

Tumbledown House

Natasha Borzilova

Shari Kane & Dave Steele

www.downeastfolkarts.com

NATASHA BORZILOVA

THURSDAY
 10:45 p.m. Room 251/Music in CommonPresents (with Bruce Piephoff, Mike Agranoff)

FRIDAY
 11:20 P.M. Room 303/Hadley Music Group
 12:20 A.M. Room 230/Mountain Spirit Coffeehouse

SATURDAY
 2:00 P.M. Iyengar Yoga for Musicians Workshop
 11:00 P.M. Room 303/Stillwaters Studios/Supper & Songs
 11:45 P.M. Room 218/DILLON CASH
 12:20 A.M. Room 251/Cup o' Joe

www.natashaborzilova.com

WORKSHOPS • FRIDAY (CONTINUED)

2:00pm - 3:30pm • KARI ESTRIN FOUNDING PRESIDENT'S AWARD

FOR OUTSTANDING CONTRIBUTIONS TO MUSIC AND CULTURE IN THE SOUTHEAST

with Alice Gerrard, Si Kahn and Rounder Founders - Ken Irwin, Marian Leighton Levy, and Bill Nowlin & KEYNOTE SPEECH - Convocation Hall



In the second year of this award I am pleased to honor Rounder Records Founders Ken Irwin, Marian Leighton Levy and Bill Nowlin and NC musicians Alice Gerrard and Si Kahn. These five recipients have not only provided us with some great music, but in the process have changed many people's lives, including my own. Ken, Marian and Bill opened a world of roots and Appalachian music over 45 years ago to many of us who had never heard it before, with their new label, Rounder Records.

Soon after Rounder began they released a groundbreaking duo - Hazel and Alice. Hazel and Alice woke many of us up by recording songs about the plights of miners and their working conditions, black lung, strikes and other economic and social conditions in Appalachia. Alice Gerrard went on to establish herself as a respected advocate and champion of old-time music and as an accomplished solo artist. Back in the '90's I had the opportunity to reunite Hazel and Alice after a 25-year hiatus, with Rounders' help. I wanted to surprise Naomi Judd as she was hosting the Indie Stage at FAN FAIR since Naomi credits Hazel and Alice for inspiring her to create the hugely successful country duet, The Judds, yet had never met Hazel and Alice in person. Below is a picture of us all that day.

Although I knew Si Kahn back in the '80s, I have witnessed first hand the staggering breadth and contributions of his talents to Southern music and culture these last few years. Si reaches people, not only through his music, but through his authorship of plays, books and his organizing through music for social change. His keynote speech at SERFA several years ago about courage stirred our attendees and inspired us all. Like Pete Seeger, Si has the ability to empower people just by meeting and talking with them, relating to and encouraging them, as if they had already been close friends for years.



Please join me in celebrating these five outstanding individuals and welcoming them to SERFA!

Alice Gerrard A Grammy nominee in 2015, Alice Gerrard is a pioneer from women in bluegrass music, an established star of old-time music, and founder of the Old-Time Herald quarterly magazine, who is writing and recording the strongest material of her long career now. *FOLLOW THE MUSIC*, produced by Mike Taylor and released on Tompkins Square shortly after her 80th birthday last summer, earned a glowing feature on NPR, rave reviews in publications including the Washington Post, and the Grammy nod.

A Durham, NC resident for 25 years, Gerrard came late to recording solo projects. Her first such release, *Pieces of My Heart*, appeared almost thirty years after the first Hazel and Alice album with Hazel Dickens. In between she recorded with The Strange Creek Singers and the Harmony Sisters, among others ensembles, and since with Tom, Brad & Alice. She mixes her compositions with riches from her knowledge of southern roots music. Gerrard's music blends old-time string band, bluegrass, and traditional country sounds, firmly establishing her place within the glorious country music tradition of sad love ballads, a living link between today's music and its roots.



Si Kahn is a 21st Century Renaissance man: social activist and community organizer, folksinger and songwriter, author, non-profit leader and fundraiser, public speaker and playwright. For over 50 years Kahn's efforts have reached communities and audiences worldwide, making an impact on the marginalized communities that he has worked tirelessly to support. A Harvard man, Kahn was active in the Southern Civil Rights Movement while still in school, and soon found himself helping with union organizing in cotton mills and coalfields. Eventually, he founded, and for thirty years led, Grassroots Leadership, which empowered activism from coast to coast. More recently, he has taken a pivotal role in the campaign to save Alaska's Bristol Bay.

Yet the songs and songwriting have always been there. Not just any songs, but ones that fit in the folk tradition, songs made for singing together, for building courage, for empowering movements: "Aragon Mill," "Gone, Gonna Rise Again" and "Go to Work on Monday," to name a few. From the release of *New Wood* in 1975 until the present, Si has continued his parallel careers as a community, civil rights and union organizer, and as a performing musician, these days focused mainly on festivals and international appearances.



WORKSHOPS • FRIDAY (CONTINUED)

ROUNDER RECORDS - Ken Irwin, Marian Leighton Levy, Bill Nowlin



College friends Ken Irwin, Marian Leighton Levy and Bill Nowlin discovered folk and roots music in the '60s and the die was cast. Meeting in New England while in their late teens, they formed a collective dedicated to roots music, and founded Rounder Records in 1970. They packed up their VW bus, and drove throughout the Southeast meeting older, traditional musicians, and other people involved in the field, with the Rounders sharing meals in these artists homes, interviewing and recording them, then selling records out of The Rounder van at festivals and concerts.

Through their own combination of friendship and chemistry, Rounder grew from releasing two, and then five, records out of their apartment in Somerville, MA, to moving to a living and working Rounder house, to three different sets of warehouses to the Rounder office, now in Nashville, and releasing over 4000 records in their nearly 45 years. From artists like Hazel and Alice, Sarah Ogan Gunning, Tut Taylor, and Norman Blake to George Thorogood, Alison Krauss, Irma Thomas, J. D. Crowe and the New South, the Steep Canyon Rangers, Steve Martin, Bela Fleck & Abigail Washburn, the Earls of Leicester, the Gibson Brothers, the SteelDrivers, and many, many others, Rounder has become synonymous with the best in roots music and its contemporary offshoots.

KEN IRWIN is the only non-New Englander, but made up for lost time, and now lives north of Boston with his wife Donna and their dog Annie. His academic background was in psychology and working with emotionally disturbed children and much of his Rounder time has been spent preparing for and working in the recording studio. He is involved in the local music scene in his community, as part of a roots music concert production group.

MARIAN LEIGHTON LEVY grew up in downeast Maine, the easternmost county in the United States. She met Ken Irwin in 1967, when they began talking about a book on the blues that he was reading. The following year, Ken introduced her to Bill at a Buddy Guy & Jr. Wells concert at Club 47 in Cambridge. She has a 26-year-old son, and lives in a town north of Boston, where she is involved in local politics, old house preservation, and working to free American political prisoners.

BILL NOWLIN, from Lexington, Massachusetts, was Ken Irwin's roommate at Tufts, where their friendship grew in their shared love of folk and roots music. Bill was a political science professor and has written or edited close to 50 books, mostly about baseball - when not traveling or reading mysteries. He lives in Cambridge, Mass. and has one son, Emmet Nowlin.



A DIFFERENT KIND OF KEYNOTE: Looking for Charlie Poole-Rounder Records' Ken Irwin, Marian Leighton Levy, and Bill Nowlin

Why did these three New Englanders find their record label on Southern Roots music in their college years? What was it about the music and the people behind it that inspired their commitment and passion? Hear all three Rounders share their personal stories and insights of how they got started and why Appalachian music was their driving force.

SI KAHN

SINGING AT SERFA

"In a world rife with many talented songwriters, Si Kahn stands alone. And his deeply thoughtful, elegantly simple, sometimes majestic, often achingly moving and always hard-hitting songs have stood, and will continue to stand, the test of time."



~ Dave Higgs, Bluegrass News ~



www.sikahn.com

THURSDAY, MAY 14th

11-11:25 pm, Room 230, AcousticMusicScene.com: Si's Songs Sing-along with Kari Estrlin. Kari is not just the founder of SERFA and a remarkable resource for us all, but a fine musician and harmony singer. Come join the choir for favorite Si Kahn songs such as "Aragon Mill" and "Gone Gonna Rise Again."

Midnight-12:40 am, Ampersand Studio Presents, Room 218: Civil Rights Movement Songs Singalong with Spook Handy. You've heard "We Shall Overcome," but do you know "Oginga Odinga" and "Dog Dog"? Join us for familiar and unfamiliar civil rights songs, and the history behind each.

1- 1:25 am, Music in Common Presents, Room 251: Song Swap with Todd Mack, Caroline Cotter, Shawna Caspi and surprise guests. What's going to happen? Only those present will ever know.

1:30-2 am, Precious Memories, Lakeside Room: "Southwest Virginia" with Sam Gleaves. Si recorded his first album in 1974 in Wise, Virginia, less than two hours from Wytheville, Virginia, where Sam was born in 1992, thereby missing the chance to play on New Wood. It's about time they shared a stage.

FRIDAY, MAY 15TH

10:30-11:25 pm, Hillbilly Haiku, Room 234: "Appalachian Tradition" with Alice Gerrard and Sue Massek. Old time ballads, high mountain harmony, banjo breakdowns, fiddle tunes. Bring your dancing shoes!

12:20-12:40 am, Hadley Music Group, Room 303: "Si Kahn Stupid Song Singalong" with Annie and the Hub Capps. Did Si really write "Rubber Blubber Whale," "Walt's Waltz" and "Panning for Salmon"? Join the singing and find out!

SATURDAY, MAY 16th

12:20-12:40 am, Focus Music, Room 230: "Si Kahn's Love Songs" with Katie Dates. Great harmony from Katie on such love songs as "Sixteen" and "Otis is Flying." Hey, dogs deserve love songs, too!

1-2 am, Stillwaters Studios/Supper and Song, Room 303: "Song Swamp" with Mary Shapiro and Jan Gillies. What's the difference between a "Song Swap" and a "Song Swamp"? There's only one way to know for sure!

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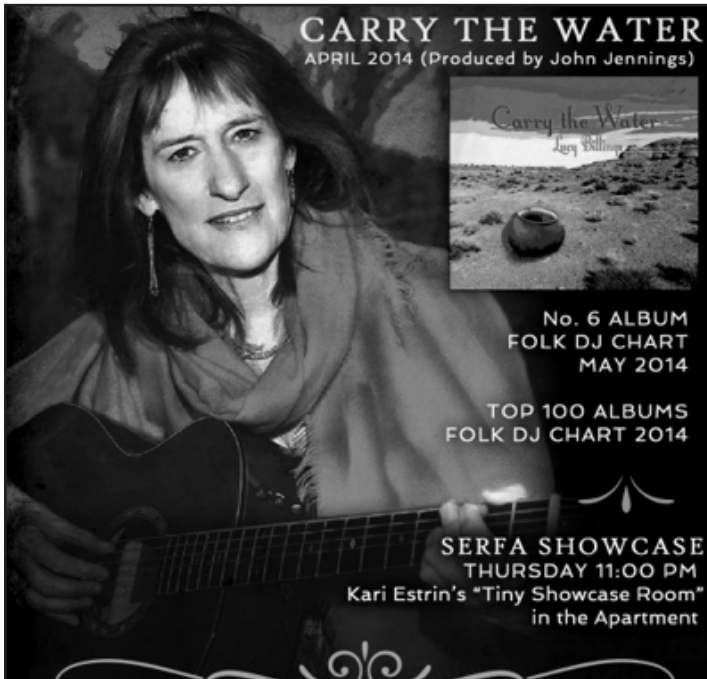
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SERFA SHOWCASE
 THURSDAY 11:00 PM
 Kari Estrin's "Tiny Showcase Room"
 in the Apartment

LUCY BILLINGS

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 of "O" ~ The Oprah Magazine



WWW.LUCYBILLINGS.COM

WORKSHOPS • FRIDAY (CONTINUED)

3:45pm - 4:45pm • Community Hour & Yoga

YOGA with Caroline Cotter

take another break and just relax and recharge - Assembly 1 (Ground Floor)

WOODSONGS FRONT PORCH ASSOCIATION

Michael Johnathon - Lakeside

The WFPA is a new association for all folksingers, front porch pickers, songwriters, artists, poets, dreamers, song farmers, fans and families. Get FREE tickets and showcase to the first Gathering Sept 25 and 26 PLUS help send rural, organic music into schools nationwide. Find out more about the WFPA and how you can be part of it.

MAD (MAKING A DIFFERENCE) WITH MUSIC: THE MAD TOOL KIT

Todd Mack - ROOM 251

The second of this two-part community hour reviews the steps needed to turn your music in to action for change. Brainstorm and be inspired with Todd in a small group setting for tips on what you can individually do with your music for the change you want to see. NOTE: Continuation of these workshops on Saturday at 11:00 am with SI Kahn on the Music Can Make A Difference Workshop/Bristol Bay.

5:00pm - 5:45pm • Group Mentor Sessions • 45-minute interactive small Groups

GATHER YOUR TRIBE: PERFORMERS AND PRESENTERS PARTNERING IN PROMOTION

Michael Kornfeld and Lorraine Conard - ROOM 234

Hear "straight from the horse's mouth" how to supply venues with the right publicity materials to effectively connect with your best potential fans (or maybe even get your foot in the door). Learn about the effectiveness of having a "One Phrase" bio and avoid common pitfalls that cost artists and venues essential marketing time and reduce the size of your audience. (Presenters: Learn what materials to ask artists for upfront).

ARTIST DEVELOPMENT WORKSHOP: MAKING YOUR OWN CD

Interactive Session with Ken Irwin and Marian Leighton Levy - Rounder Records - Lakeside

Ken & Marian have shepherded countless artists through creating their new records with their guidance and presence in the studio. Take advantage of this opportunity in an intimate group setting to ask your questions with feedback from these indie industry pros who have a wide-ranging knowledge of what makes a "successful" album. From song selection to instrumentation, to tips on making a CD that will serve your goals, you may come away with some valuable ideas for your own future recordings.

THE ART OF THE COVER SONG

Jon Shain - Music Clinic - ROOM 218

Adding the right cover tune to your set of originals can help make your show even more memorable. The inclusion of a cover song in your CD may allow you to be discovered by new fans. Making the tune your own is the challenge - and it can be the difference between an artistic statement and an uninspired copy. Songwriter and guitarist Jon Shain offers you some tips on how to choose the right tune and arrange it to show off your strengths. The details of licensing and royalties will be discussed as well.

DRUM CIRCLE

Roberta Schultz - Participatory - Assembly 1 (Ground Floor)

Unwind from the day before dinner in a rhythmic kind of way. Join trained HealthRhythms facilitator Roberta Schultz for 45 -minutes of stress -relieving wellness before dinner! The best news? No experience needed and drums are provided!

WORKSHOPS • SATURDAY

9:30am - 10:45am • Wisdom Of The Elders

THE ROUNDNER ROUNDTABLE

Alice Gerrard, Si Kahn, and the Roundner Founders - Ken Irwin, Marian Leighton Levy, Bill Nowlin - hosted by Art Menius - Convocation Hall

Sonny Ochs created the Wisdom of the Elders interviews at the NERFA conference. In 2013 it spread to both the Folk Alliance International Conference and to SERFA and has rapidly become an essential feature of our Folk Alliance gatherings. At SERFA 2015 we have an exciting and special Wisdom panel called "The Roundner Roundtable." We'll bring together the three founders of Roundner Records – Ken Irwin, Marian Leighton Levy, and Bill Nowlin – with "Elder repeater" Alice Gerrard, who recorded for Roundner as half of Hazel and Alice, and Si Kahn, who has released and re-released recordings on Roundner Select and Roundner's Philo imprint. All came from outside the South, but became deeply involved in its culture and social issues. Art Menius, the first president of Folk Alliance International, will facilitate our session.

11:00am - 12:15pm • Workshops

TRANSLATING YOUR MUSIC IN YOUR GRAPHIC DESIGN AND IMAGING

Kari Estrin, Annie Capps and Caroline Cotter - ROOM 234

What does your promo picture say about you and what makes it get chosen to be printed? How does your album design reflect your musical message and help get it played? Find out how to translate your musical message into all of the above, your website and more. Feel free to bring your own materials to the workshop and also hear one artist's journey to achieve this goal. Leave this workshop with ideas for your next photo shoot, album design and more.

PERFORMANCE MASTER CLASS

with Cosy Sheridan - Lakeside

Learn from this accomplished musical pro with over 30 years' experience of musical and theatrical performances of how to improve your show. Volunteers will be chosen to perform a song and Cosy will work with them in front of the group, making suggestions on what might help improve and strengthen their performance. Bring your instrument!

KEEPING YOUR ORGANIZATION FIT -

Executive Directors Aengus Finnan - Folk Alliance International, Jennifer Pickering - Founding Executive Director LEAF Community Arts - ROOM 303

For non-profits and venues at SERFA: Hear tips from these well-versed Executive Directors on how to strengthen your organization. Topics will include organizational structure, non-profit governance and policies, Board and volunteer recruitment, succession planning, and community engagement. Please take advantage of this unique opportunity of having Aengus and Jennifer share their experiences with you. Note: Venue Peer Group Session will precede this workshop on Thursday at 4:45 pm.

MUSIC CAN MAKE A DIFFERENCE - ORGANIZING BRISTOL BAY & MORE

Si Kahn and Todd Mack - ROOM 334

How does music make a difference? Learn from this organizing workshop for Bristol Bay and other causes how your music counts. From Claire Lynch to Kim and Reggie Harris to Noel Paul Stookey and Holly Near and Spook Handy to Annie and Rod Capps have in common all joined Musicians United To Protect Bristol Bay, an international network of over 400 musicians co-founded by Si Kahn five years ago. Their specific goal is to use the power of music and musicians to helping stop the proposed Pebble Mine, which threatens to destroy the jobs, communities, Native cultures, languages and wild sockeye salmon in Alaska's pristine Bristol Bay. Come not only to learn how you can become part of this collective effort by folk, bluegrass and roots musicians—but also how you might adapt this model to your own community and/or issue. NOTE: Todd Mack's two MAD Community Workshops precede this on Thursday at 9:30 am and Friday at 3:45 pm.

2:00pm - 3:15pm • Workshop Sessions • 75 minutes

STAGE PRESENCE: CONNECTING WITH YOURSELF AND YOUR AUDIENCE

Sara Aili and Kim Richardson - Lakeside

Take advantage of this unique performance workshop! Kim and Sarah will show how connecting the mind, body and music as an artist and songwriter will offer tools, exercises, and expansion surrounding the nature of stage performance and the presence within. Kim and Sarah, both performers and songwriters, have come together with their individual sets of experience to offer what will be an interactive and fun session. Come play!

YOGA FOR MUSICIANS

Natasha Borzilova - Assembly 1 (Ground Floor)

Learning to play an instrument or crafting a beautiful song takes a lot of practice, patience and hard work, and that's why stiff backs, necks and shoulders, tight hips and bad posture are all trademarks of professional musicians. This workshop will focus on simple yoga poses you can do anywhere to help increase flexibility, relieve tension and even out the imbalances caused by holding musical instruments and countless hours spent sitting or standing. Taught by Grammy nominated guitar player and certified Iyengar yoga instructor Natasha Borzilova this workshop is for all levels of practitioners. Wear loose comfortable clothing and shoes.

3:30pm - 5:00pm • Mentor Sessions • Clinics

INDIVIDUAL MENTOR SESSIONS:

Signup Sheets in Exhibit Hall Friday morning at 9:30 am

Annie Capps - Graphic Design - Artists Who Run Venues
Michael Kornfeld - Venues, Publicity, FAI and NERFA Board Member
Kari Estrin - Radio Promotion, Self-Management, Producing Your CD
Aengus Finnan - FAI Exec. Director - Non-profits, Event Production
Mike Beck - international touring, PRO's, Movie, Film Licensing
Tim Grimm - Songwriting, Touring, Managing Your Career
Art Menius - Touring and working with Art Centers and Arts Venues
Erik Balkey - Radio Promotion, Indie Artist skills, Songwriting

Clinics:

ARRANGING SONGS ON GUITAR FOR SOLO PERFORMANCE

Jon Shain - Participatory - Lakeside

You've recorded your album and have some really cool production. But how as a solo performer do you arrange that song for your performance? Let Jon Shain help expand the possibilities in taking your songs and suggesting some ways to arrange for your shows. Plan on bringing a song or two - a recording of the recorded version (on a phone is probably fine) and your guitar.

PERCUSSIVE GUITAR

Sheltered Turtle/Henry Nam - ROOM 218

The acoustic guitar has an entire drum set hidden within and is capable of harp-like sounds that are underutilized by songwriters. Join us to begin learning the secrets to creating a more dynamic and diverse performance that will set you apart from strummers and fingerpickers. The workshop is interactive and available to players of all levels, so bring your guitar and get ready to tap your toes!

GLUED TO THE HIDE: OLD TIME BANJO STYLES

Sue Masek - Participatory Clinic - ROOM 334

Sue will share banjo styles she's learned throughout four decades of playing old time music with the Reel World String Band. These styles reflect her influence by legendary musicians such as Lily May Ledford, Oscar Wright, Blanche Coldiron and Clyde Davenport. Your banjo's welcome!

FLATFOOTING WITH THE EARLY MAYS

Participatory Dance - Assembly 1 (Ground Floor)

Bring your hard-soled shoes and join Emily, Ellen and Judith for a step-by-step exploration of the basics of Appalachian percussive dance. We'll start from scratch to get everyone up and moving, and by the end of the session we'll take a look at one or two advanced steps that Emily learned from her teachers Charlie Burton, Thomas Maupin and Jay Bland. Most of all, we'll focus on finding our "voice" as dancers in a style that's all about channeling your unique sense of rhythm and melody. All levels of experience welcome!



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THURSDAY NIGHT IN THE APARTMENT

- | | |
|-------------------------|--------------------------|
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| 11:00 - LUCY BILLINGS | 12:45 - BROOKSIE WELLS |
| 11:15 - JIM PHOTOGLD | 1:00 - ROBINLEE GARBER |
| 11:30 - DAVY STURDEYANT | 1:15 - TIM GRIMM |
| 11:45 - THE EARLY MAYS | 1:30 - DAN WEBER |
| 12:00 - LYDIA SYLVIA | 1:45 - ANNIE & ROD CAPPS |
| 12:15 - NEPTUNE'S CAR | |

AND ALSO BY PRESENT/PAST CLIENTS -
SI KAHN, BROOKSIE WELLS, COSTY SHERIDAN, DAMIEN KERRICK...

Please join me Friday - 1:00 pm
The Kari Estrin Founding President's Award
Presented to Rounder Founders Ken Irwin,
Marian Leighton Levy, Bill Nowlin; Alice
Gerrard and Si Kahn



Check schedule for mentoring and workshops

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THURSDAY EVENING • SERFA OFFICIAL SHOWCASES



The Early Mays A new thread in the rich tapestry of American roots music, The Early Mays have burst on to the scene with their self-titled album at No.2 on the national Folk-DJ charts. Rhythmic, evocative, dark and wistful, their Appalachian-inspired songs are built on deep country sensibilities, masterful ballad singing and a sweet old-time sound. Fiddle, banjo and guitar are the backdrop for vocal harmonies that "bring traditional and original material to spectacular life" (Cindy Howes, Folk Alley/WYEP).



Angela Easterling Angela Easterling lives with her partner and their young son on the South Carolina farm that has been in her family since 1791. She was named a 2009 and 2010 Kerrville New Folk Finalist, a 2011 Telluride Troubadour, and a 2012 Wildflower Performing Songwriter Finalist. The Boston Herald named her song *The Picture* the "Best Political Country Song" in their Year's Best Music list. Roger McGuinn, of the Byrds, called her "a bright shining star on the horizon!" and went on to say, "Her CD BLACK TOP ROAD brought me back to the time the Byrds recorded Sweetheart of the Rodeo - tradition meets youthful exuberance." Angela will release her fifth album, COMMON LAW WIFE in 2015.



Bruce Piephoff Bruce Piephoff has been recording and performing, mostly out of Greensboro, North Carolina, for several decades. Firmly a part of the Appalachian tradition of story-songs and character portraits, it is his versatility that makes his music so fascinating. Easily touching both the shores of folk music and poetry with simple, compelling imagery and subtle depth, Piephoff's unassuming voice, ringing with wit and sincerity, steals the show.



Kala Farnham Kala Farnham is a classically trained multi-instrumentalist singer/songwriter, and an active member of the Rhode Island Songwriters Association. Described by Motif Magazine as a "pint-sized, piano-playing powerhouse... with influences of pop, Broadway, and world music," she has been compared to such artists as Joni Mitchell, Regina Spektor, and Jewel. Kala is currently nominated for Best Americana Album and Best Americana Female Vocalist in Rhode Island's Motif Music Awards. Don Tassone of The Mediator Stage describes her saying, "this is what happens when a truly gifted musician in-vests a lifetime perfecting her skills but somehow maintains the spontaneity of a young and curious poet."

****BREAK****



The Yes Team Back in 2010, Kinnie Dye, Jonathan Walsh, and TJ Moss took a big chance. They bought a used purple van (dubbed Purple Reign) on Craigslist and drove it from New York City to San Diego in search of sunshine and harmony. Since then, they have turned music into their full-time profession. They have toured the country ten times playing living rooms, main stages, and anywhere else in between. They recently released their first full length album, self-titled THE YES TEAM, produced by Jeff Berkley. This is their first SERFA conference and they are thrilled to bring the YES!

THURSDAY EVENING • SERFA OFFICIAL SHOWCASES (CONTINUED)



Danielle Miraglia Danielle Miraglia comes armed with a strong steady thumb on an old Gibson, an infectious stomp-box rhythm and harmonica with tunes ranging from heart-felt to socially conscious that will move both your heart and hips. On her latest album, *GLORY JUNKIES*, she is joined by a killer cast of musicians blending the classic rock vibe of The Rolling Stones and Janis Joplin with Danielle's signature lyrical ability to explore human nature at its best and worst. "Danielle is a dynamic and captivating musician; her rich soulful voice and blues guitar mastery reso-nate in a performance both rare and unforgettable." -Paul Patchel, State Street Blues Festival



Zoe Mulford A set by songwriter Zoe Mulford is like a small volume of short stories - evocative, beautifully crafted, and endlessly varied. Whether her starting point is a polar expedition in 1845 or a Greyhound bus ride in 2007, her vivid storytelling and down-to-earth humor take listeners on an enjoyable journey. This warm and engaging performer backs her clear voice with guitar or clawhammer banjo, drawing on the traditional music of the United States and the British Isles to make sense of the modern world. Originally from Pennsylvania, she now lives in Manchester, England and tours on both sides of the Atlantic.



Dan Weber Award-winning songwriter Dan Weber has been described as "the classic mid-life overnight sensation." A gifted storyteller and inspiring performer, in 2014 he won second place in the prestigious Woody Guthrie songwriting contest and was honored to become a rare two-time finalist in the legendary Kerrville Folk Festival New Folk competition. An ex-Park Ranger, his songs have been described as "timeless" and "authentic." Legendary folk troubadour Ramblin' Jack Elliott said, "I love Dan's songs and he tells really good stories." The UK's *Maverick Magazine* said, "4 Stars. The touch of a true Master Craftsman songwriter."

FRIDAY EVENING • SERFA OFFICIAL SHOWCASES



Paddy Mills Paddy Mills is the son of a part-time DJ at the local AM country radio station. He grew up in the small fishing village of Owl's Head, Maine and cut his teeth playing Irish music at pubs throughout New England. Over the past year Paddy has won the Woody Guthrie Folk Festival Songwriting Contest, the Rose Garden Coffeehouse Performing Songwriter Competition, the South Florida Folk Festival Singer-Songwriter Competition, the CT Folk Grassy Hill Songwriting Competition and the Mid Atlantic Song Contest.



Mary Bragg "Honey, you ain't got nothing to say. Go out there and live a little—come back to me in ten years." Those stinging words from a Nashville music executive years ago could not have hurt more. But she took that blow-off advice into a journey that transformed the south Georgia native into the striking, vulnerable voice she wears on *EDGE OF THIS TOWN*, the new album recorded after winning the Band-Page/Zoo Labs Music Residency contest. A 2015 Kerrville New Folk finalist, Mary studied classical voice at the University of Georgia, spent 10 years in New York City, and is now based in Nashville, where she's been welcomed into the circle of songwriters at the Bluebird Café.

FRIDAY EVENING • SERFA OFFICIAL SHOWCASES (CONTINUED)



Tim Grimm Tim Grimm is joined onstage by his wife, Jan, and son, Jackson. He has toured and recorded with his friend, Ramblin' Jack Elliott, appeared with Harrison Ford in the film *CLEAR AND PRESENT DANGER*, and has shared the stage with writer and poet Wendell Berry. His most recent recording, *THE TURNING POINT*, produced the No.1 song on Folk radio in 2014, *King of the Folksingers* (a tribute to his friend and musical icon, Ramblin' Jack). The album itself, was No. 2 for the year. Grimm lives on 80 acres in southern Indiana and has been called "The Poet Laureate of the rural Midwest." Grimm has ten albums under his belt, including the historical Wilderness Plots "folk-theatre" piece (with four other Midwestern songwriters) that also became a PBS filmed concert nominated for two Emmy awards. As an actor, he has appeared in numerous feature films and for two years co-starred in NBC's *REASONABLE DOUBTS*. He tours across the states and Europe.



Underhill Rose Harmonies. Soul-touching lyrics. Underhill Rose has become synonymous with fresh, beautiful Americana music that touches your soul. In 2013, the group released *SOMETHING REAL*, which landed in the top 25 of six different airplay charts and was named a Top 100 Album by the Americana Music Association. In early 2014, the group launched a second successful fan-funding campaign and embarked on a national tour before settling into the recording studio for the creation of their best work yet—*THE GREAT TOMORROW*—slated for a June 2015 release. With great ambitions, Underhill Rose is poised for another groundbreaking year.



The Barrel Jumpers The Barrel Jumpers is a Contemporary Folk band from Nashville, Tennessee. Utilizing a unique blend of harmonies, the band has created a sound that combines modern musical stylings with their love of traditional roots music. After the completion of their first studio project with Grammy award-winning producer Bil VornDick, the band made appearances as official showcase artists at the international conferences in 2013 and 2014. Having just recently completed work on their much anticipated follow-up release, a full-length album with nine original songs, The Barrel Jumpers are thrilled to be returning to SERFA as official showcase artists.

****BREAK****



The Misty Mountain String Band Drawing influence from old-time music, Americana, bluegrass, and songs of labor and protest, Misty Mountain String Band doesn't stray far from their upbringings in Kentucky and West Virginia. Formed as a pickup group for an old-time camp revival, MMSB has evolved into a professional band that is as at home playing with the Louisville Philharmonia Orchestra as at bluegrass festivals with Americana favorites. The group connects with fans of folk music around the world, sharing unique string band music written for today but informed by tradition. MMSB has universal appeal, combining high energy with charismatic storytelling and a warm, conversational attitude.



Jefferson Ross Southern folk artist, Jefferson Ross, is a songwriter, singer, guitar slinger and painter weaving stories for the ears and eyes. Based in The Peach State, Jefferson travels throughout the United States and Europe performing his original music and displays his art at festivals and galleries across the South. For years, Jefferson lived in Nashville playing for a number of recording artists including, Canada's Entertainer of the Decade, Terri Clark, and shared the stage with Country music greats such as George Strait, Toby Keith, Reba, and Vince Gill. He worked as a staff writer for a number of publishers on Music Row including Curb Music, one of the top music publishers in the world. An evening with Jefferson Ross is a homespun southern experience that you're unlikely to forget.

FRIDAY EVENING • SERFA OFFICIAL SHOWCASES (CONTINUED)



Sheltered Turtle Sheltered Turtle is a percussive fingerstyle acoustic guitar solo act following in the footsteps of Michael Hedges, Leo Kottke, Don Ross, and Preston Reed. Born on a military base in the Republic of Korea, raised in San Francisco, Germany, and Washington, DC, musician and autodidact Henry Nam (aka Sheltered Turtle) is the product of an international, multicultural upbringing. This manifests itself in the currently Philadelphia-based artist not only in his diverse musical styling but also in his attitudes about the role of the arts as a universal language able to help people of all backgrounds build meaningful connections and communicate constructively.

SATURDAY EVENING • SERFA OFFICIAL SHOWCASES



Matt Nakoa Matt Nakoa grew up on a small goat farm in New York and began writing music as a teenager. Following a formative stint as a concert pianist, he attended Berklee College of Music. His first album of songs, 2012's *LIGHT IN THE DARK*, was received as an eclectic pop/rock masterpiece. 2014's *A DOZEN OTHER LOVES* explores an acoustic palette and has become a folk radio favorite. An exciting performer, Matt tours internationally and has recently been appearing with folk legend Tom Rush. Matt is a 2014 Kerrville New Folk Winner and Falcon Ridge Festival Most Wanted Artist.



Kaia Kater One of the youngest performers in the Canadian old-time community, this twenty-one year old plays the banjo, sings, dances and has her own unique take on Appalachian and Canadian traditional music. Working with producer Chris Bartos (Jonathan Byrd, Sarah Harmer), Kaia released her debut EP in 2012. Catching the attention of Wepecket Island Records, they included her on their *Banjo Babes* compilation, helping her earn a spot on the 2013 North American Folk DJ radio charts. Originally from Québec, now based in Toronto, Kaia spends time in West Virginia, studying Appalachian music. Recently signed to Kingwood Records, Kaia's first full-length album entitled *SORROW BOUND*, will be released in the US in June 2015.



Wyatt Easterling After many years of working all angles of the music business in such diverse roles as a multi-platinum producer and songwriter, to Chief of A&R for a major label, to signing on as a staff writer in Nashville, Wyatt has had the opportunity to work with some of the finest songwriters and artists from around the world touching on a number of different genres. All of these various roles have influenced his craft as a songwriter and performer. Along with his intricate guitar work and smooth voice, Wyatt easily draws in the listener into his world of Contemporary Folk and Americana.



Shawna Caspi Shawna Caspi sings of love, travel, home, and heart, distilling each experience into a series of vibrant snapshots, colored with humour and grace and arranged with care and craft. Shawna has toured across Canada, including performances at the Blue Skies Music Festival, the Summerfolk Festival, and the Deep Roots Music Festival. She has shared the stage with many great performers, including Jon Brooks, James Keelaghan, Suzie Vinnick, and Garnet Rogers. She has even played music on the long-haul passenger trains from Vancouver to Halifax. Her latest release, *APARTMENTS FOR LOVERS*, showcases her rich voice and remarkable fingerstyle guitar technique.



Zoe & Cloyd Zoe & Cloyd is the husband-wife duo of renowned fiddler and singer Natalya Zoe Weinstein and award-winning songwriter and vocalist John Cloyd Miller. Long-time veterans of the Asheville music scene and members of acclaimed groups such as Red June and Lo-Fi Breakdown, the couple released their debut duet album, entitled *EQUINOX*, in April 2015. Featuring original and traditional repertoire spanning bluegrass, old-time and folk, Zoe & Cloyd showcase the elegant simplicity of two instruments and two voices. Their performances include top-notch musicianship as well as engaging stories and history about the music they play.

SATURDAY EVENING • SERFA OFFICIAL SHOWCASES (CONTINUED)

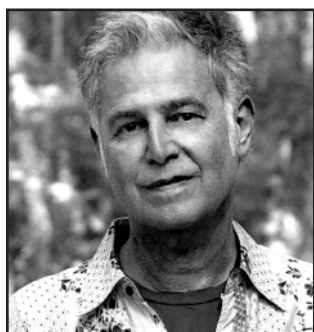
****BREAK****



Bobtown Featuring five singers and songwriters out of New York City, Bobtown brings an unconventional approach to folk and Americana. Their repertoire mixes traditional with contemporary, resulting in a refreshingly unpredictable live performance. A typical show might see them move from a Civil War-era field holler to a tango to a country waltz, capped off with an upbeat tune seemingly straight out of Disney's haunted mansion. These enchanting stories play out with intricate harmonies and innovative vocal arrangements, the band's signature elements. Sometimes serious, often quirky, but always original, Bobtown has something for everyone.



Cosy Sheridan Cosy first caught the attention of national folk audiences in 1992 when she won the songwriting contests at both the Kerrville Folk Festival and the Telluride Bluegrass Festival. She has been touring, writing and recording ever since. West Side Folk called her "one of the era's finest and most thoughtful songwriters." Her latest CD, *PRETTY BIRD*, was included in *Sing Out Magazine's* "Great CDs of 2014". *The Albuquerque Journal* called her "a buddhist monk in a 12-step program trapped in the body of a singer/songwriter."



Jim Photoglo In the early '80s, Jim Photoglo debuted on the Pop charts with two Top 30 hits. Meanwhile, as a successful songwriter in various genres, he scored two No.1 Country singles including The Nitty Gritty Dirt Band's signature song, *Fishin' In The Dark*. He also sang backup and played bass with Carole King, Dan Fogelberg, and Wendy Waldman, and co-founded the cult-classic Run C&W. His most recent album, *HALLS OF MY HEART*, contains the No.1 most played song in August of 2015 (No. 25 for the year) on the Folk DJ playlist and was the third most played album (No. 35 for the year).

**Thanks
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**Thursday
Showcase!**

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New Album Out - Let's Tour!

GUERRILLA SHOWCASES • THURSDAY

Room 234 Hillbilly Haiku

10:30 Todd Hoke: Nothin' But Townes
 11:00 Ed Snodderly
 11:30 Jefferson Ross
 12:00 Clinton Collins
 12:30 Kerry Grombacher
 1:00 Heather Pierson Trio
 1:30 Carver & Carmody

Room 230 AcousticMusicScene.com

10:40 Sharon Goldman and Bev Grant
 11:00 Si Kahn Sing Along with Kari Estrin
 11:30 Rob Lytle, Kipyn Martin and Paddy Mills
 12:00 Mary Bragg, Shawna Caspi and Matt Nakoa
 12:30 Redneck Mimosa: Todd Hoke, Michael "Country" Carver and Mare Carmody
 1:00 Harmonic Convergence: The Early Mays and Underhill Rose
 1:30 Blues & Roots: Lorraine Conard, Danielle Miraglia and Jon Shain

Lakeside Room Precious Memories

Co-hosts: Si Kahn and Sue Masek
 10:30 Sue Masek
 11:00 Alice Gerrard
 11:30 Annie & Rod Capps
 12:00 Charlotte Songwriters' Circle "Luck of the Draw" Open Showcase: DeWitt Crosby, Katie Oates, Melissa Mummert
 1:30 Si Kahn and Sam Gleaves

Room 218 Ampersand Studio Presents

10:40 Janet Gillies
 11:00 Melissa Mummert
 11:20 DILLON CASH
 11:40 Mary Shapiro
 12:00 Spook Handy & Si Kahn – Civil Rights Songs Sing Along
 12:40 Joe Virga
 1:00 Mike Agranoff
 1:20 Dennis MC DoNoUgh!
 1:40 Eric Lambert

Room 251 Music in Common Presents

10:45 Natasha Borzilova, Bruce Piephoff, Mike Agranoff, Raison Duo
 11:30 Angela Easterling, Dan Weber, Kaia Kater, Todd Hoke
 12:15 Kipyn Martin, Sheltered Turtle, ordinary elephant, Kala Farnham
 1:00 Si Kahn, Todd Mack, Caroline Cotter, Shawna Caspi

Room 334 Heart Rock Café

10:40 Dan Weber
 11:00 Lyal Strickland
 11:20 Angela Easterling
 11:40 Antonio Andrade
 12:00 DILLON CASH
 12:20 Mary Shapiro
 12:40 Jon Shain
 1:00 Steve Warner
 1:20 Mike Holliday
 1:40 Open song pull and jam

Room 330 Kari Estrin Mgt./Consulting Client Tiny Showcase Room

10:45 Lauren Heintz
 11:00 Lucy Billings
 11:15 Jim Photoglo
 11:30 Davy Sturdivant
 11:45 The Early Mays
 12:00 Lydia Sylvia
 12:15 Neptune's Car
 12:30 Caroline Cotter
 12:45 Brooksie Wells
 1:00 Robinlee Garber
 1:15 Tim Grimm
 1:30 Dan Weber
 1:45 Annie & Rod Capps

Room 303 CrabDonkey Showcase

10:35 Paddy Mills (1st timer)
 10:45 Zoe Mulford (1st timer)
 10:55 Old Man Kelly (1st timer)
 11:05 Eric Lambert (1st timer)
 11:15 Crab Donkey Favorites: Heather Pierson, Nancy Beaudette, ordinary elephant (by invitation)
 12:00 Wyatt Easterling
 12:20 Lyal Strickland
 12:40 Matt Nakoa
 1:00 Sharon Goldman, Bev Grant, Angela Easterling (in the round)
 1:30 Kipyn Martin, Rob Lytle, Bruce Piephoff (in the round)



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Love,
 Jay, Catherine, Carolann & Karyn

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Thursday Official Showcase



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www.daniellem.com

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www.zoemulford.com

**Formal Showcase Artist
 Thursday Night**



"supremely evocative and
 sometimes cheekily humorous"
 - *fRoots Magazine*

Zoe Mulford thanks the Danielle Rose Paikin Foundation
 for supporting her at SERFA.

GUERRILLA SHOWCASES • FRIDAY

Room 234 Hillbilly Haiku

- 10:30 Appalachian Tradition with
Sue Massek, Si Kahn and Alice Gerrard
- 11:30 Ed Snodderly
- 12:00 The Early Mays
- 12:30 Nathan Bell
- 1:00 Jefferson Ross
- 1:30 Tim Grimm

Room 230 Mountain Spirit Coffeehouse

- 10:40 Jon Shain
- 11:00 Kipyn Martin
- 11:20 Neptune's Car
- 11:40 Shawna Caspi
- 12:00 Dan Weber
- 12:20 Natasha Borzilova
- 12:40 Wyatt Easterling
- 1:00 ordinary elephant
- 1:20 fRICTION fARM
- 1:40 Bobtown

Lakeside Room Sunshine and Songs

- 10:40 Bobtown
- 11:00 Heather Pierson
- 11:20 Rick Drost
- 11:40 Cosy Sheridan
- 12:00 Henry Nam
- 12:20 Rob Lytle
- 12:40 Barrel Jumpers
- 1:00 Kipyn Martin
- 1:20 Kala Farnham
- 1:40 OPEN MIC

Room 218 DILLON CASH

- 10:45 Neptune's Car
- 11:00 Dennis Cash
- 11:15 DILLON CASH
- 11:30 Jon Shain
- 11:45 Heather Pierson Acoustic Trio
- 12:00 Sherman Lee Dillon
- 12:15 DILLON CASH
- 12:30 Mike Agranoff
- 12:45 Spook Handy
- 1:00 Dennis Cash
- 1:15 DILLON CASH
- 1:30 Janne Henshaw
- 1:45 Dennis Cash

Room 251 Cup o' Joe

- 10:40 fRICTION fARM
- 11:00 Mary Bragg
- 11:20 Jan Gillies
- 11:40 Lauren Heintz
- 12:00 Wyatt Easterling
- 12:20 Dennis MC DoNoUgh!
- 12:40 Joe Virga
- 1:00 Sharon Goldman
- 1:20 Mary Shapiro
- 1:40 Beverly Grant

Room 334 Heart Rock Café

- 10:40 Jeep Rosenberg
- 11:00 Caroline Cotter
- 11:20 Janne Henshaw
- 11:40 David Russell
- 12:00 Eric Lambert
- 12:20 Kipyn Martin
- 12:40 Old Man Kelly (Liam Kelly)
- 1:00 Lauren Heintz
- 1:20 Marshall Artz
- 1:40 Jam in the Round-- open to all

Room 330 My Old Kentucky Home

- 10:40 Janne Henshaw
- 11:00 Steve Warner
- 11:20 Lyal Strickland
- 11:40 Kerry Grombacher
- 12:00 Sue Massek
- 12:20 Nancy Beaudette
- 12:40 Cosy Sheridan
- 1:00 Eric Bannan
- 1:20 Caroline Cotter
- 1:40 Mike Holliday/Raison Duo Song
Swap(with bourbon)

Room 303 Hadley Music Group

- 10:40 The Early Mays
- 11:00 Eric Lambert
- 11:20 Natasha Borzilova
- 11:40 Bill Maier
- 12:00 Nancy Beaudette
- 12:20 Si Kahn's Stupid Song Singalong with Annie
and the Hub Capps
- 12:40 Mary Shapiro
- 1:00 Shawna Caspi
- 1:20 Jan Gilles
- 1:40 Todd Mack



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News & Commentary for the Folk, Roots & Singer-Songwriter Communities



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THURSDAY MAY 14TH

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TELLS REALLY GOOD STORIES."

- RAMBLIN' JACK ELLIOTT

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GUERRILLA SHOWCASES • SATURDAY

Room 234 Acme Allstars

- 10:30 Lorraine Conard
- 11:00 The Early Mays
- 11:30 Song swap betwixt Eric Bannan and Meg Braun
- 12:00 Kerry Grombacher
- 12:30 Jefferson Ross
- 1:00 SONGWRITER SMACKDOWN featuring Kim Richardson vs Todd Hoke. Round 2. This time it's personal.

Room 230 Focus Music

- 10:40 fRICTION fARM
- 11:00 Mike Agranoff
- 11:20 Jon Shain
- 11:40 Kim Richardson
- 12:00 Kipyn Martin
- 12:20 Si Kahn's Love Songs with Harmony by Katie Oates
- 12:40 Spook Handy
- 1:00 Annie and Rod Capps
- 1:20 Marshall Artz
- 1:40 David Russell

Lakeside Room Sunshine and Songs

- 10:40 David Russell
- 11:00 Rick Drost
- 11:20 Neptune's Car
- 11:40 Sharon Goldman
- 12:00 Tim Grimm
- 12:20 Jon Shain
- 12:40 Beverly Grant
- 1:00 Wyatt Easterling
- 1:20 Janne Henshaw
- 1:40 Meg Braun

Room 218 DILLON CASH

- 10:45 Cosy Sheridan
- 11:00 Sherman Lee Dillon
- 11:15 DILLON CASH
- 11:30 Wyatt Easterling
- 11:45 Natasha Borzilova
- 12:00 Dennis Cash
- 12:15 DILLON CASH
- 12:30 Kaia Kater
- 12:45 Caroline Cotter
- 1:00 Sherman Lee Dillon
- 1:15 DILLON CASH
- 1:30 David Russell
- 1:45 Sherman Lee Dillon

Room 251 Cup o' Joe

- 10:40 Neptune's Car
- 11:00 Heather Pierson Acoustic Trio
- 11:20 Paddy Mills
- 11:40 Lauren Heintz
- 12:00 Spook Handy
- 12:20 Natasha Borzilova
- 12:40 Shawna Caspi
- 1:00 Joe Virga
- 1:20 Rick Drost
- 1:40 Chicago Mike Beck

Room 334 Access Film Music

- 10:40 JUNG WOMBATS!
- 11:00 Caroline Cotter
- 11:20 Sean van Blerk
- 11:40 Torn & Frayed
- 12:00 (ITR)Sean van Blerk/
Matt Campbell/Lyal Strickland
- 12:30 (ITR) Chicago Mike Beck/
Eric Lambert/Dennis MCDNoUgh! (aka)
- 1:00 (ITR)Zoe Mulford/Sean van Blerk/
Isabel Taylor
- 1:30 (ITR) Marshall Artz/The Barrel Jumpers/
Lyal Strickland

Room 330 Apartment Saturday Night

- 10:40 Tish Hinojosa
- 11:00 Erika Kulnys
- 11:20 Rob Lytle
- 11:40 Robinlee Garber
- 12:00 Marshall Artz
- 12:20 Sam Gleaves
- 12:40 Antonio Andrade
- 1:00 Liam Kelly
- 1:20 Katie Oates
- 1:40 Isabel Taylor

Room 303 Stillwaters Studios/Supper and Songs

- 10:40 Sue Masek
- 11:00 Natasha Borzilova
- 11:20 Spook Handy
- 11:40 Zoe Mulford
- 12:00 fRICTION fARM
- 12:20 David Russell
- 12:40 Sharon Goldman
- 1:00-2:00 SONG SWAMP with Jan Gillies,
Mary Shapiro & Si Kahn



shermanleedillon.com

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Discover Sherman Lee Dillon & Dennis Cash

The Mississippi — Appalachia Combination



The pair, who met on a Rolling Roots Revue tour last year, made their initial appearance as a duo on WFNC radio on March 6. While maintaining their long-standing solo careers, Dillon and Cash will be touring together as well.

Check out the videos at <http://shermanleedillon.com/home-page/videos/> or <https://www.youtube.com/channel/UCgbmH8frUBUGFvxwtnitg1Q>. Enjoy them in Room 218 Friday & Saturday at 11:15, 12:15, & 1:15.

Then Book Dillon & Cash through Dennis or Sherman Lee, contact info to left

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DILLON CASH ROOM SCHEDULE (ROOM 218)

	FRIDAY	SATURDAY
10:45 PM	Neptune's Car	Cosy Sheridan
11:00 PM	Dennis Cash	Sherman Lee Dillon
11:15 PM	DILLON & CASH	DILLON & CASH
11:30 PM	Jon Shain	Wyatt Easterling
11:45 PM	Heather Pierson Acoustic Trio	Natasha Borzilova
12:00 AM	Sherman Lee Dillon	Dennis Cash
12:15 AM	DILLON & CASH	DILLON & CASH
12:30 AM	Mike Agranoff	Kaia Kater
12:45 AM	Spook Handy	Caroline Cotter
1:00 AM	Dennis Cash	Sherman Lee Dillon
1:15 AM	DILLON & CASH	DILLON & CASH
1:30 AM	Janne Henshaw	David Russell
1:45 AM	Dennis Cash	Sherman Lee Dillon

Food and beverage from Ingles Supermarkets, Mountain City Roasters, Roots Hummus, Enjoy Life and Bakery on Main. There'll be some string samples from our string sponsor, GHS, and info about Bonham Cajons and Cedar Creek Custom Cases.

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PRECIOUS MEMORIES

GUERRILLA SHOWCASE

Thursday, 10:30 pm to 2 am

Lakeside Room

Hosts: Si Kahn and Sue Massek

FEATURING

**ALICE GERRARD • ANNIE & ROD CAPPS • DEWITT CROSBY • KATIE OATES
SAM GLEAVES • SI KAHN • MELISSA MUMMERT • SUE MASSEK**

10:30 - 11:00 pm: SUE MASSEK: *"Wow! Packed House. Super performance! This old coal mining hillbilly wanted to cry, laugh and jump up and clog! Amen! Sue, you took me back 50 years + to my mountain home."* -Sue Bailey, retired coal miner

11:00 - 11:30 pm: ALICE GERRARD: *"Alice has a haunting and distinctive voice and she can do anything-holler, shout, belt it out, swing a little, croon a little, and then flat-out break your heart."* -Lee Smith, novelist

11:30 pm - Midnight: ANNIE & ROD CAPPS: *"Super-genial, understated musicians that will rip your heart out with a song if you put your guard down. You've been warned-and you'll be charmed."* -Fran Snyder, Concertsinyourhome.com.

Midnight-1:30 am: Charlotte Songwriters' Circle "Luck of the Draw" Open Showcase, featuring DeWitt Crosby, Katie Oates, Melissa Mummert and - if you're lucky - YOU! (Please see our ad in this program for details on how YOU might get to perform!)

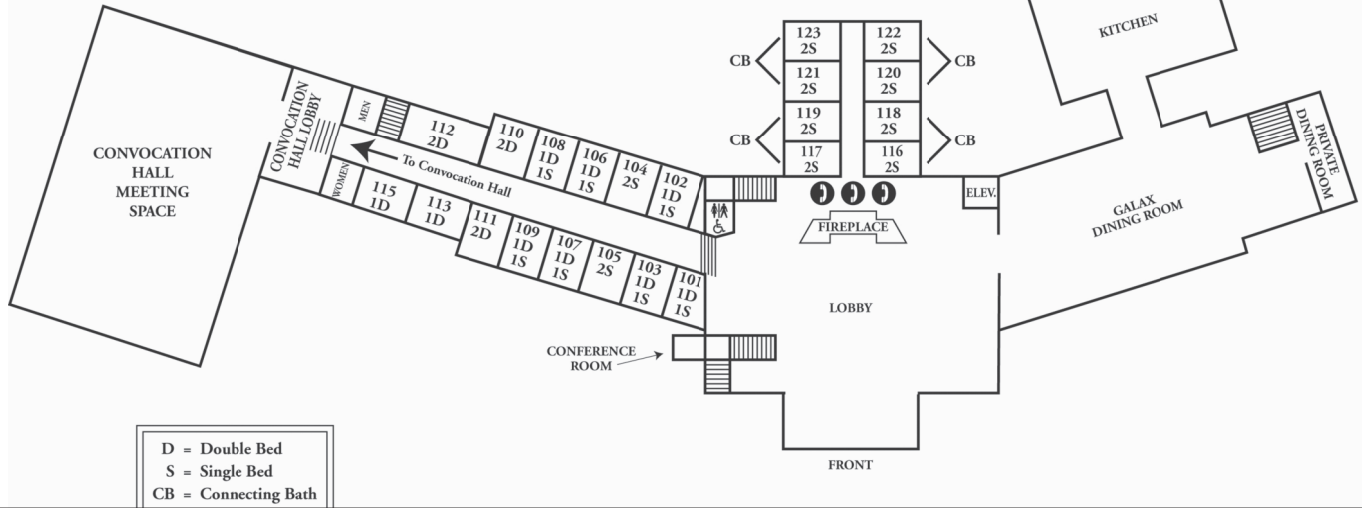
DEWITT CROSBY: *"Holy gawd-mole! That was some song! I'm glad to help shine a light on such a poignant, important piece of songwriting."* -Kathy Mattes, Grammy winning artist

KATIE OATES: *"Bold, radiant and THAT VOICE"* -Lisa Zerkle, former President, North Carolina Poetry Society

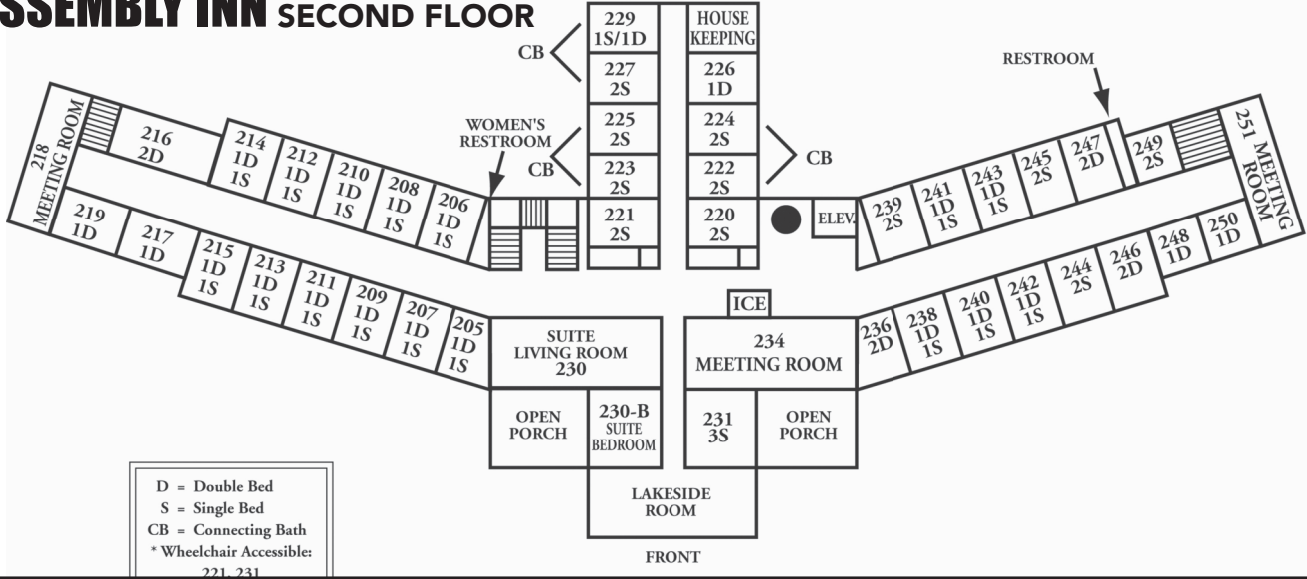
MELISSA MUMMERT: *"Melissa's songs are raw and truthful, often funny and always soulful. She performs with passion...audiences connect to her instantly and deeply."* -L. Page Leggett, Journalist

1:30-2:00 am: SI KAHN & SAM GLEAVES: *"SAM GLEAVES assures us that the roots and branches of tradition and innovation are alive and well."* -Alice Gerrard, Grammy winning artist
"SI KAHN fuses life with song." -Studs Terkel, Pulitzer Prize-winning author

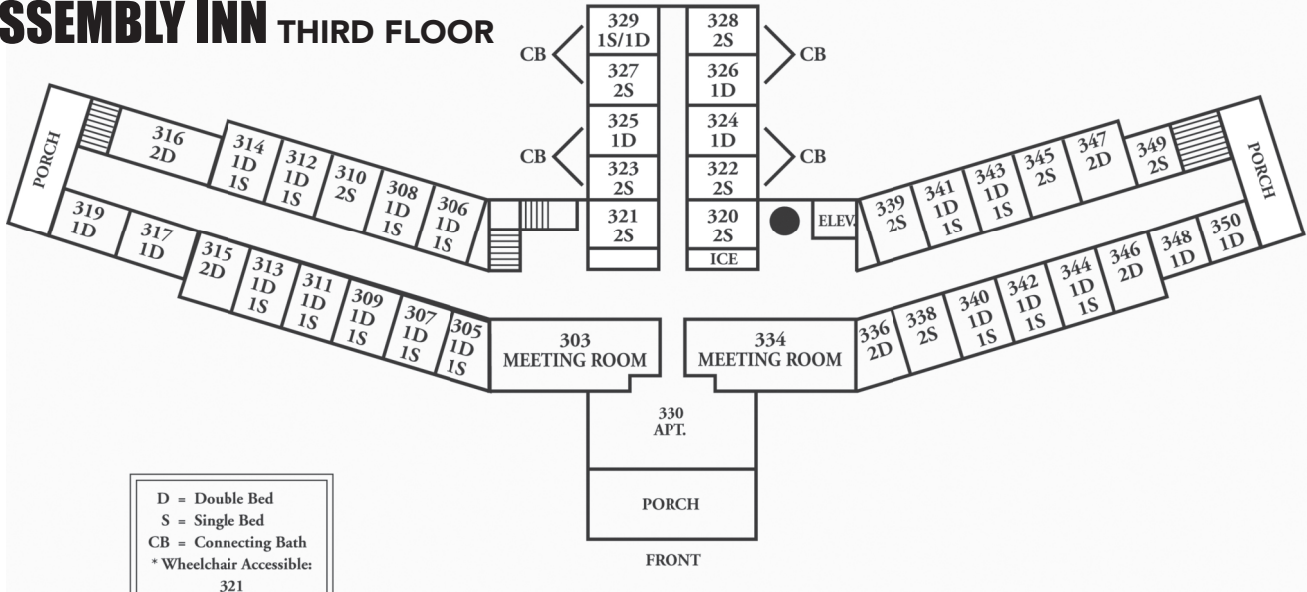
ASSEMBLY INN FIRST FLOOR



ASSEMBLY INN SECOND FLOOR



ASSEMBLY INN THIRD FLOOR



TIPS TO A PRODUCTIVE AND FUN CONFERENCE FOR SERFA FIRST TIMERS AND RETURNING ATTENDEES!

WELCOME TO SERFA - we're glad you're here and you'll leave as part of our SERFA family. We're a friendly group and everyone here is family (that Southern hospitality) so we'd like to give you a few tips for you to enjoy the conference.

1) Be yourself - have a good time and relax:

This isn't simplistic advice, but it helps you to make contacts/friends easily, you'll make a more positive impression and get more done this way!

2) Don't be shy about starting a conversation:

Whether it be at mealtimes, after a workshop, or just waiting in the lobby, say hi to the person next to you and ask them about themselves. They'll want to know more about you too...

3) No need for the hard sell:

Be relaxed, friendly and professional, don't launch into a hurried explanation about yourself first. Make conversation. Ask a presenter or other attendee if s/he might like to take your info or offer to mail it if it's easier for them. Let them know if something exciting is happening for you and get to know more about the person and venue you're interested in playing for.

4) Eat meals together, go to the workshops and the official showcases:

It's good to practice for your officials and guerillas, and we have tried to give you enough options of things to take advantage of and have some downtime as well. But it's mingling with others, asking questions at workshops and hearing other artists that truly gives you a fuller and more productive experience.

5) Guerrilla Showcasing etiquette:

Remember to be conscious of your time and respect your host and fellow artists by starting and finishing on time.

6) Take advantage of the programming and attend workshops,

Group Mentorships and Community Hour:

SERFA is offering expanded programming, but with more intimate options such as Group Mentorships with interactive 45 minute sessions and our Community Hour to help foster action and change. The programming is designed for a "customizable" conference - so you may also take advantage of your downtime and enjoy jamming, the environment and recharging!

VOLUNTEERING HELPS YOUR COMMUNITY

Whether you are volunteering for a community organization, a musical one or with us at SERFA, here are some tips on what can make your contribution especially valuable.

Your participation makes a big difference, whether it is sharing a particular skill, or just having the desire to help.

Check the list below if you are interested in volunteering at SERFA - see our Volunteer Box on the Regions table in the Exhibit Hall.

10 Tips for What Makes You Valuable as a Volunteer!

- Wanting to be involved and making a difference, no matter how big or small
- Just having good common sense, communication and follow-through
- Completing what you say you will do, yet knowing when it is more than you want to do and speaking up to let that organization know
- Not being shy about following up, asking questions, and making suggestions
- Working as a team with others to achieve the "larger goal"
- Showing up when you say you will and being on time - calling if delayed unavoidably
- Asking for clarifications if you need it
- Being proactive in whatever your role is - initiating a call to check in
- Offering a particular skill if you have one
- Wanting to be part of something greater than oneself where your participation is valued

SERFA could not do it without you!

SERFA is about our community. If you would like to volunteer but aren't sure with what, or have the following expertise, please fill out a form and drop it in our volunteer box or talk with Kari, Kim or Roberta during the conference. For those who come in on Wednesday night, please come to our Community Hour's **Volunteering - You Can Make a Difference** at 9:30 am in the lobby.

Skills SERFA is looking for:

- Anyone wanting to help us make a difference
- Advertising, sponsorship experience
 - Outreach to others - organizations and venues to know about SERFA
 - Education in schools and nursing homes
 - Additional graphic design help
 - Grant writing
 - Publicity
 - Local outreach in Asheville
 - Publicity and social media
 - Members from various states to help us know about different resources where you live
 - Tech skills - website, database, etc.
 - Leadership roles - heading various committees and projects

IN SHORT - YOU!

SAD BECAUSE YOU'RE NOT SHOWCASING AT SERFA? HERE'S YOUR CHANCE!

Join us at the
CHARLOTTE SONGWRITERS' CIRCLE
"LUCK OF THE DRAW" OPEN SHOWCASE

at the Precious Memories Guerilla Showcase Room

hosted by Si Kahn & Sue Massek

in the Lakeside Room

Thursday night from Midnight to 1:30 am

featuring three of Si Kahn's favorite Charlotte songwriters

DeWitt Crosby

Melissa Mummert

Katie Oates



"Holy guacamole! That was some song! I'm glad to help shine a light on such a poignant, important piece of songwriting."

—Kathy Mattea, Grammy Winning Artist

"Melissa's songs are raw and truthful, often funny and always soulful. She performs with passion...audiences connect to her instantly and deeply."

—E. Page Leggett, Journalist

"Bold, radiant and THAT VOICE."

— Lisa Zerkle, former President, North Carolina Poetry Society



At midnight, when the showcase starts, you'll write your name on a slip of paper and put it in our official hat.

EVERY THIRD SONG we'll draw a name. If it's yours YOU'RE ON!

**Then stay with us for the 1:30 AM grand finale featuring
 SI KAHN & SAM GLEAVES**

PS Even if you already have a showcase, you can still put your name in the hat



Musicians United to Protect Bristol Bay invites musicians everywhere to join the campaign to protect Alaska's Bristol Bay, the richest wild salmon fishery left in the world.

An international mining consortium is trying to build what would be the world's largest open-pit mine right next to the headwaters of the rivers where the salmon spawn.

Please join musicians everywhere to help spread the word about the campaign to stop the proposed



Pebble Mine and to protect the people, communities, cultures and wild sockeye salmon of Bristol Bay forever.

CAN MUSIC CHANGE THE WORLD?

What do Andy Cohen, Annie & Rod Capps, Art Menius, Chris Garges, Claire Lynch, DeWitt Crosby, Holly Near, Kari Estrin, Katie Oates, Kim & Reggie Harris, John McCutcheon, Michael Johnathon, Melissa Mummert, Sam Gileaves, Si Kahn, Spook Handy, Sue Massek, Tom Chapin, Noel Paul Stookey of Peter, Paul and Mary, and the late great Pete Seeger have in common? They're all members of Musicians United To Protect Bristol Bay, an international network of over 400 musicians co-founded by Si Kahn five years ago. Our goal is to use the power of music and musicians to help stop the proposed Pebble Mine, which threatens to destroy the jobs, communities, Native cultures, languages and wild sockeye salmon in Alaska's pristine Bristol Bay.

SPECIAL SERFA OFFER: Join Musicians United at SERFA this year (no charge to join!) and receive as our thank you a free autographed copy of Si Kahn's CD Bristol Bay.

To find out more visit www.MusiciansUnited.info

www.folk.org

**28TH FOLK ALLIANCE INTERNATIONAL
CONFERENCE & CAMP**

FEB. 17-21, 2016

KANSAS CITY, MO

**REGISTRATION OPENS
JULY 2015**

