

14th ANNUAL
CONFERENCE

SOUTHEAST REGIONAL
FOLK ALLIANCE

SERFA

FOLK ALLIANCE
INTERNATIONAL

2018

MAY 16-20

2018 Keynote Speaker Jim Rooney



SERFA.ORG

HEATHER PIERSON ACOUSTIC TRIO

"...one of the best performers we've seen in many a year." -Rich Warren (WFMT)

*Shawn and Davy and I
are sorry to miss you this year, SERFA!
Have a great conference!
Hope to see you down the road.*



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#11
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Folk DJ

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photo by Ray MacGregor

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and for the artist in us all:
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From Our Regional President

We welcome you to our 11th annual SERFA Conference. We are delighted to return to Montreat with its serene and scenic campus nestled in the Blue Ridge Mountains and overlooking the lovely Lake Susan. Our conference committee has been working for months to ensure that you all have an opportunity to have an enjoyable and productive conference. We encourage you to take full advantage of all the conference has to offer by attending workshops and panels, mentoring sessions, jam sessions and showcases.

I hope you will also get outside to relax and rejuvenate in the bucolic surroundings of Montreat. At Montreat we have the opportunity to dine together, so please use this as an opportunity to network and meet new friends. One of the best aspects of our friendly and intimate conference is that you will be able to meet all of the attendees at some time. We hope you will leave having made numerous new friends and acquaintances.

We expect a number of first timers this year and look forward to helping you get the most out of our conference. If it is your first time, you might want to attend the Thursday morning panel, which may help you to make the most of your opportunities at the conference. If you have any questions please feel free to ask anyone wearing a staff badge. We are all eager to help you in any way. We welcome back all of our returnees and thank you for choosing once again to attend our conference. We hope that you will find it well worth your time and effort to attend.

SERFA is always looking for folks who would like to help out in any way. If you are interested in volunteering some of your time and talent, please talk to me or to any of our SERFA staff. If you have any ideas to improve our conference please speak to us or put your ideas in our suggestion box.

Cheers,
Don Baker, President



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Our hashtag for Instagram and Twitter is #SERFA18.

Please use it and help spread the word

Special thanks to
Trader Joe's for
providing cookies for
our breaks.





Southeast Regional Folk Alliance



MISSION STATEMENT

“The Southeast Regional Folk Alliance exists to preserve, promote, develop and celebrate the diverse heritage of roots and indigenous music, dance, storytelling and related arts of the Southeastern United States.”



SERFA is the Southeastern Regional chapter of The Folk Alliance International. Our goal is to provide opportunities for our members to network locally and advance the overall mission of The Folk Alliance International:

- Increase access to needed resources for our members.
- Expand the breadth of the folk music experience for the general public.

SERFA fosters and promotes member initiatives in the states listed below:



MEMBER STATES:

- Alabama**
- Arkansas**
- Florida**
- Georgia**
- Kentucky**
- Louisiana**
- Mississippi**
- North Carolina**
- South Carolina**
- Tennessee**
- Virginia**
- West Virginia**



If you are in this region, or would like to participate in our efforts to advance folk music in the Southeast, please let us know at the conference!



Welcome Back Home to the SERFA Conference

The all-volunteer SERFA Board and I have been working hard since the beginning of August to provide an outstanding 11th annual homecoming for you. We welcome the many new participants to the SERFA community - a friendly and surprisingly refreshing combination of business and friendship.

SERFA is always looking for those who want to make a difference, whether by joining leadership roles, volunteering, or sharing your ideas on how to have an even better conference. Please talk with any of the staff persons listed below, to myself, or to any of the board members.—Art Menius, Executive Director



2017-18 SERFA Board of Directors

L-R

Roberta Schultz, Secretary
Grady Ormsby, Vice-President
Denise Williams, Treasurer
Jefferson Ross
Isabel Taylor
Don Baker, President
Abby Parks

Art Menius, Executive Director

2018 Showcase Committee

Don Baker
Abby Parks, Chair
Jefferson Ross

2018 Programming Committee

Louisa Branscomb
Andy Cohen
Abby Parks
Matthew Sabatella
Christine Stay

2018 SERFA Conference Staff

Don Baker: Logistics coordinator, sponsorships, lights, showcase selection

Annie Capps: Graphic Design

James Dean: Photography

Kari Estrin: Awards selection

Betty Friedrichsen: Photography

Mike Holliday: Registration and Showcase Desks

Phil Jamison: Dance Caller

Marisa Kolka: Folk Alliance International (FAI) Digital Marketing Coordinator

Luella's Bar-B-Que: Wednesday Dinner Catering

Linda McCrae: Registrar

Art Menius: Conference Director, Awards selection

J.B. Nuttle: Video Documentation

Grady Ormsby: Open Mic, Volunteers

Bill Pointexter/Fiddle & Bow: Open Mic Sound

Stuart Reinhardt: Acoustic Sound Productions

Jefferson Ross: Official Showcase Stage Management

Roberta Schultz: Guerrilla Wrangler, Exhibit Tables

Tracy Schwarz, Gordy Hinners, John Herrmann, and Meredith McIntosh: Barn Dance musicians

Isabel Taylor: Website, Registrar

Alan Watts: Acoustic Sound Productions

Denise Williams: Awards Selection



Return your nametag & holder on Sunday at the Registration table to be entered into a drawing for a half-page ad in 2018 Program.

Win Registrations for Other Regional Conferences

Like each Folk Alliance International Regional Conference, we are **raffling registrations for the other four conferences**—SWRFA, FAR-West, NERFA, and FARM. You Can enter the raffle early and often at the Registration Desk for \$2 a chance; 3 for \$5.

Tret Fure Celebrating the release of her 16th album, "Roses In November"



Evening Showcases

- Thurs - 12::30 Acoustic Music Scene
"Women's Voice Swap" - Rm 303
- Fri - 9:20 Offical Showcase
- Fri - 11:00 Uncorked - Rm 230
- Fri - 12:40 Sunshine State - Rm 213

You will find also me in the lobby for Local 1000's Showcase Free Zone

Also visit my panel discussion on Local 1000 in the First PC Dallas Meeting Room, Thursday 1:45 PM

HONEST TUNES & TALL TALES

Mike is a performer loved by audiences. -Virginia Arts Commission

The audience hooped and hollered and stomped their feet! -Ross Ragland Theatre

Mike is something of a floating John Prine crossed with Ry Cooder. -Sail Magazine

Mike Aiken & Amy Aiken

Showcases:

Thurs. 11:30p Texas Sugarbaby-218

Sat. 11:30p Texas Sugarbaby-218



WAYWARD TROUBADOUR
June 2018 - 7th Album



MIKEAIKENMUSIC.COM

VISIT US IN THE EXHIBIT HALL - CATCH A SHOWCASE

NORTHWIND RECORDS

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2018 SERFA Conference T-Shirts

You can take home a lovely souvenir of the 11th Annual SERFA Conference with our new t-shirts designed by Annie Capps. They are available at the Registration Desk and the Showcase Merch Table for \$15.

You don't want to miss out since supplies are limited.

The few remaining 2017 10th Annual SERFA Conference T-Shirts on Sale at Registration Desk: One for \$5; Three for \$12

Women's— 1 XL, 11 large, 15 medium, 12 small; Men's— 2 large, 10 medium, 1 small



Open Mics

In Upper Lobby

Wednesday 8:30—10:50 PM

Thursday 4:00-6:00 PM

Saturday 3:45—5:45 PM

Hosted by Grady Ormsby

Sound by Fiddle & Bow



All three sessions will be dedicated to the memory of Robert Bobby. Usually the order of performance has been determined by a series of drawings. The order has been first-timers with no showcases, followed by anyone with no showcases, and then anyone at all. We're going to alter that by adding a new first category: anyone performing a Robert Bobby song. If you perform a first-round

Robert Bobby song, you will still be eligible to participate in the other three rounds and perhaps do a song of your own. A sound system and sound tech will be available. Performers will be limited to one song at each session (except as noted above). Each session will start fresh with no carry-over from the previous session. You can hear his songs at www.robertbobby.com. So get busy. Work up one for each session if you wish. Let's make this a special tribute. [See more about Robert Bobby on page 67]

Very Simple #SERFA18 Schedule

Wednesday

3—8 PM: Registration Open

6—7 PM: BBQ Supper

7—9 PM: Barn Dance

8:30—10:50 PM: Open Mic

11 PM—2 AM: Opening Night Showcases

Thursday

8—9 AM: Breakfast

9 AM—6 PM: Registration Open

9:30—10:45 AM: Session 1

11:00 AM—12:15 PM: Session 2

12:30—1:30 PM: Lunch

1:45—3 PM: Session 3

3—4 PM: Break

3-4:30 PM: Women Writers Song Circle

4—5:30 PM: Session 4

4-6 PM: Open Mic

6—7 PM: Supper

7:15—10:30 PM: Official Showcases

10:40 PM—2 AM: Guerrillas

Friday

8—9 AM: Breakfast

9 AM—4 PM: Registration Open

9:30—10:45 AM: Session 5

11:00 AM—12:15 PM: Session 6

12:30—1:30 PM: Lunch

1:30—3 PM: Annual SERFA Celebration with Awards and Keynote

3—4 PM: Break, Yoga

4—5:30 PM: Session 7

6—7 PM: Supper

7:15—10:30 PM: Official Showcases

10:40 PM—2 AM: Guerrillas

Saturday

8—9 AM: Breakfast

9:15—10:30 AM: Session 8

10:45 AM—12:15 PM: Wisdom of the Elders'

12:30—1:30 PM: Lunch

1:45—3 PM: Session 9

3—3:45 PM: Break, Tea Garden Jam

3:45—5:25 PM: Mentor Sessions, Ballad Swap

3:45-5:45 PM: Open Mic

6—7 PM: Supper

7:15—10:30 PM: Official Showcases

10:40 PM—2 AM: Guerrillas

Sunday

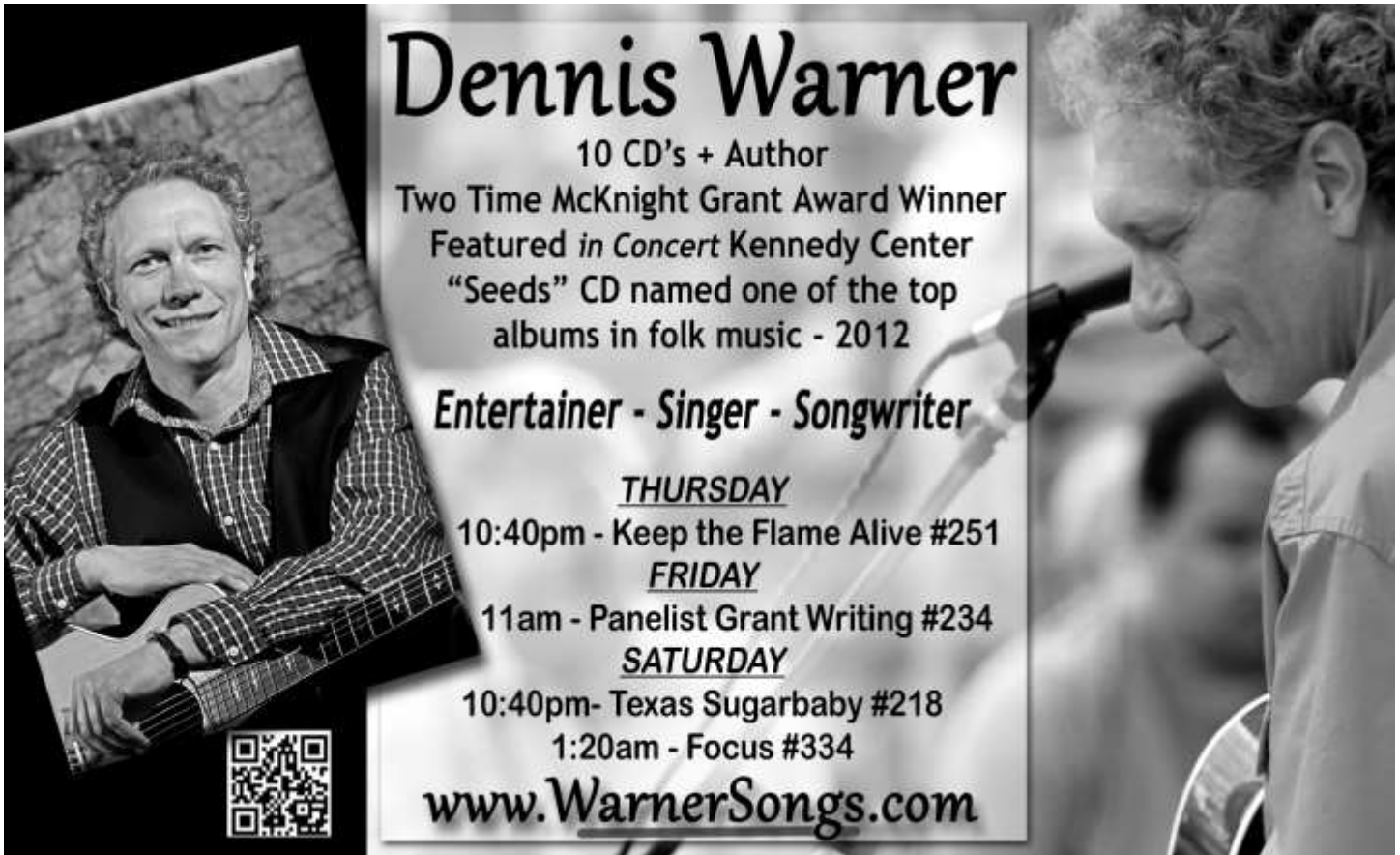
9:00—10:30 AM: Breakfast

11:00 AM: Check Out Time

Official Sponsor Saturday Night Official Showcases

REDFIN

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Dennis Warner
 10 CD's + Author
 Two Time McKnight Grant Award Winner
 Featured in Concert Kennedy Center
 "Seeds" CD named one of the top
 albums in folk music - 2012


Entertainer - Singer - Songwriter

THURSDAY
 10:40pm - Keep the Flame Alive #251

FRIDAY
 11am - Panelist Grant Writing #234

SATURDAY
 10:40pm- Texas Sugarbaby #218
 1:20am - Focus #334

www.WarnerSongs.com



FOLK ALLIANCE INTERNATIONAL

Hello,

On behalf of our Board and Kansas City-based staff of Folk Alliance International, welcome to the SouthEast Regional Folk Alliance conference!

I'd like to start by acknowledging that **the site of the SERFA conference is on the traditional lands of the Cherokee tribe**, who sang the original folk songs of this land.

Congratulations and thanks are due to the entire Board of SERFA for their year-round volunteer service, to Art Menius for his role managing the organization and event, and to all the volunteers who collectively make your conference as professional, inspiring, and fruitful as it is.

Enjoy the panels, showcases, and jams this weekend, and the friendships old and new as you continue to celebrate community and song. Ultimately the folk community is about more than just music, it is also about ideals and values that bring us together. **Equity, inclusion, and compassion are core to who we are.** Now is a good time to pause, look around and note who is at our table, and who is still missing, not just at our conferences, but on our boards, our staffs, our stages, our panels, and in our audiences.

Recently FAI joined a global initiative called KeyChange, which commits organizations to **meet a 50/50 gender balance in programming by 2020**. FAI is determined to meet that goal in 2019 across panel programming, guest speakers, and Official Showcases.

Beyond gender equity, we must make a continued effort to ensure all people feel welcome and safe at our events, venues, and in our industry. The following is a pledge signed by hundreds at our recent conference. **I invite you to adopt this pledge**, and encourage others to do so also:

As a member of the music community, I pledge to create and uphold a safe environment for all, one that respects all national, geographic, cultural, ethnic, social, economic, gender, sexuality, orientation, mobility, and other forms of diversity. I reject harassment and discrimination of any kind. When I witness behavior that undermines or threatens the safety and security of any participant, I pledge to address this behavior as unacceptable. I will seek training to learn how to address these issues appropriately.

We hope to see you **February 13 - 17, 2019, in Montréal, Quebec** for our next international conference whose theme is *The Spirit of Creativity*. Also coming to FAI in 2019: an Indigenous Summit, Ethnomusicology Symposium, the CommUNITY gathering will focus on addiction and mental health, and the conference hotel will be celebrating the 50th anniversary of John Lennon and Yoko Ono's infamous bed-in where they wrote, "Give Peace a Chance." Discounted registration, hotel reservations, and showcase applications are open now!

Sincerely,

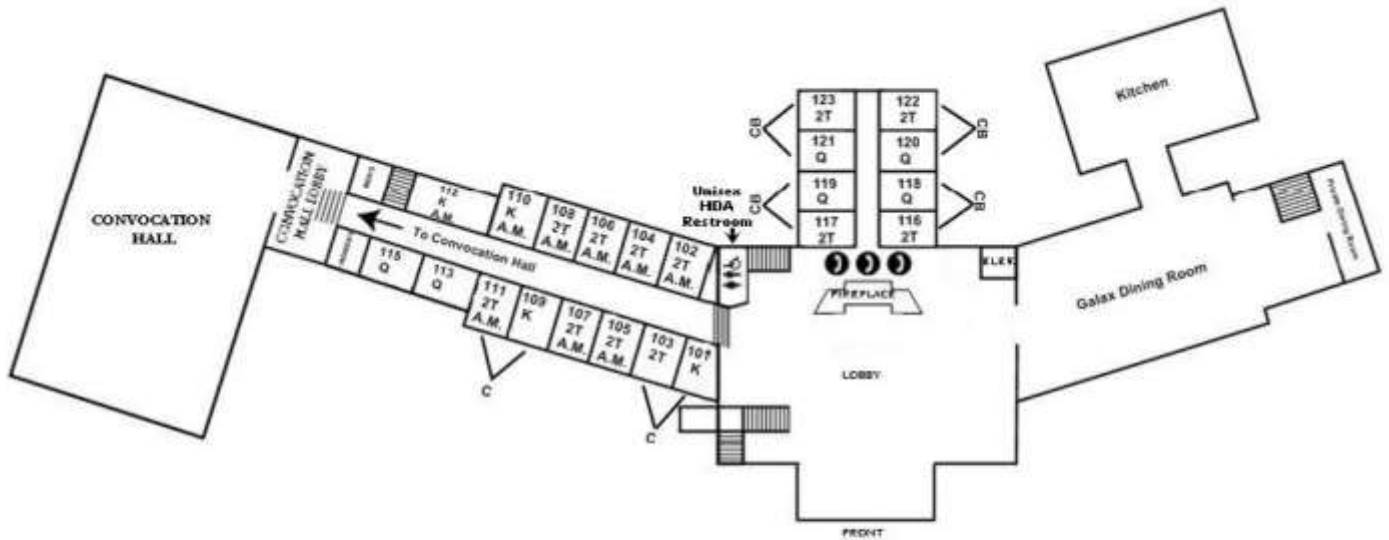
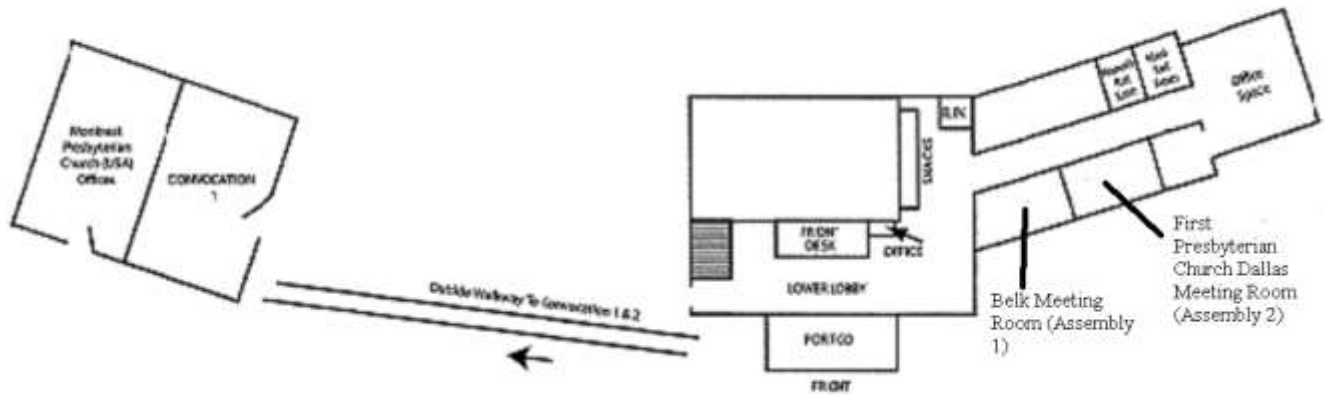


Aengus Finnan, Executive Director
Folk Alliance International



ASSEMBLY INN

Ground Floor



FIRST FLOOR

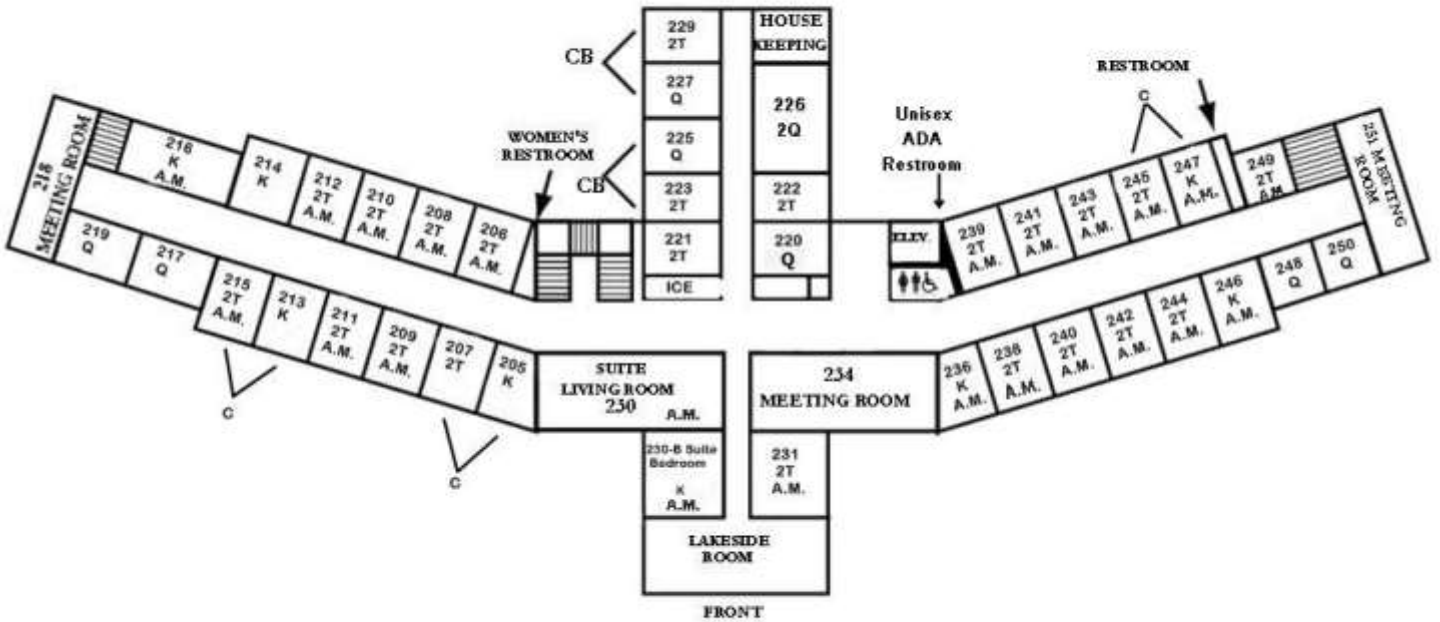


MONTREAT
conference center

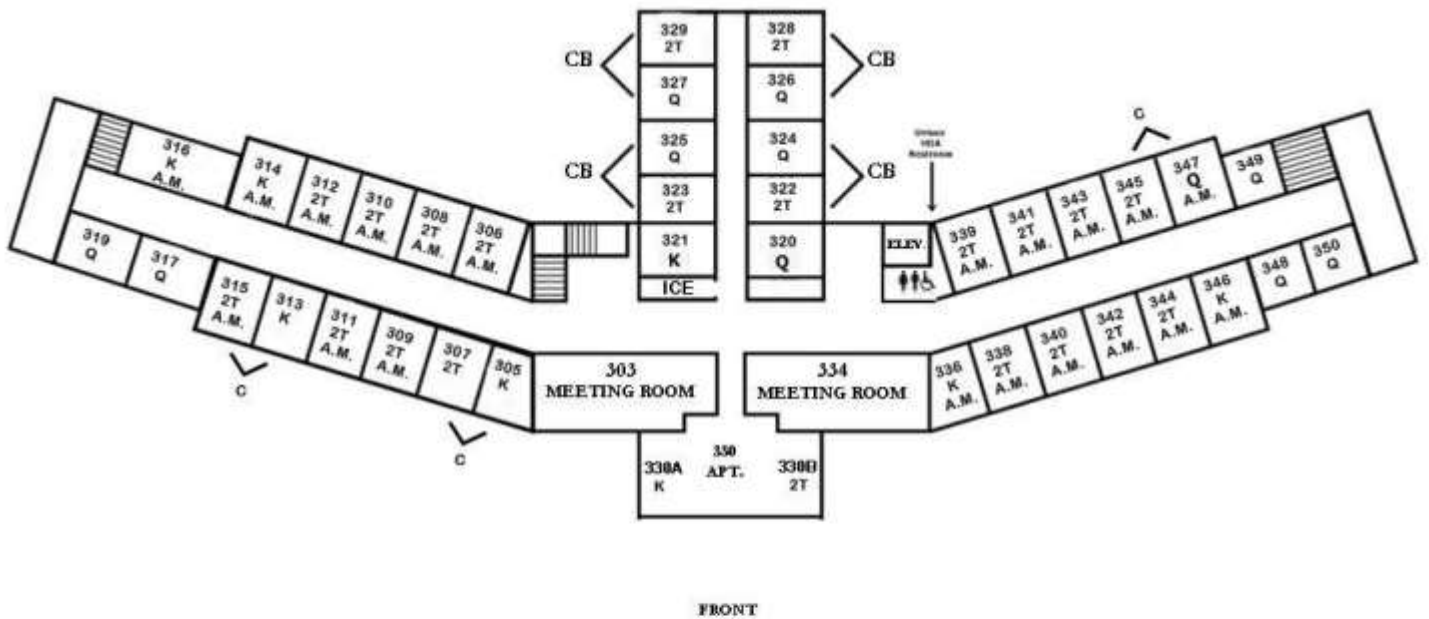
PO Box 969 • Montreat, NC 28757-0969

- K 1 King Bed
- Q 1 Queen Bed
- 2T 2 Twin Beds
- C Connecting Rooms
- CB Connecting Baths
- AM Room Accommodates Air Mattress

ASSEMBLY INN



SECOND FLOOR



THIRD FLOOR



MONTREAT[®]
conference
center

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- K 1 King Bed
- Q 1 Queen Bed
- 2T 2 Twin Beds
- C Connecting Rooms
- CB Connecting Baths
- AM Room Accomodates Air Mattress

SHOWCASES:

WED Access Music Room 1:30-2:00 am
 THURS Texas Sugar Baby Room 1:10-2:00 am
 FRI Big Orange Tarp 11:30 pm-12:00 am
 SAT Trad Room 1:15-2:00 am

Chip Wilson

Singer/Songwriter, Luthier, Writer,
 ArtistShare Recording Artist

Americana with South Louisiana spice,
 and traditional songs through the night.

"He's got that sweet voice that effortlessly floats into falsetto and guitar work that makes even non-guitarists gasp and blink...connecting with the audience with style, humility and warmth."
 George Thomas, Public Radio DeeJay

Check out Chip Wilson's new album
 Tin Pan Highway on ArtistShare!

ChipWilsonNola.com
 chipwilsonnola@gmail.com
 504-343-7276

Mark Rubin

JEW OF OKLAHOMA

Songs of Social Justice and Jewish-
 Americana from Bad Livers founder
 and lifelong folk music activist.

"Everything Mark Rubin does is done with no compromise. He is fearless, fearsome, and most of all, completely musical!"
 - *Gurf Morlix*

"...a man at the frontlines of America's culture wars...ignore him at your peril!" - *Devon Leger, Kithfolk*

"His 2nd release of original material
 "Songs for the Hangman's Daughter"
 available now"

PANELS:

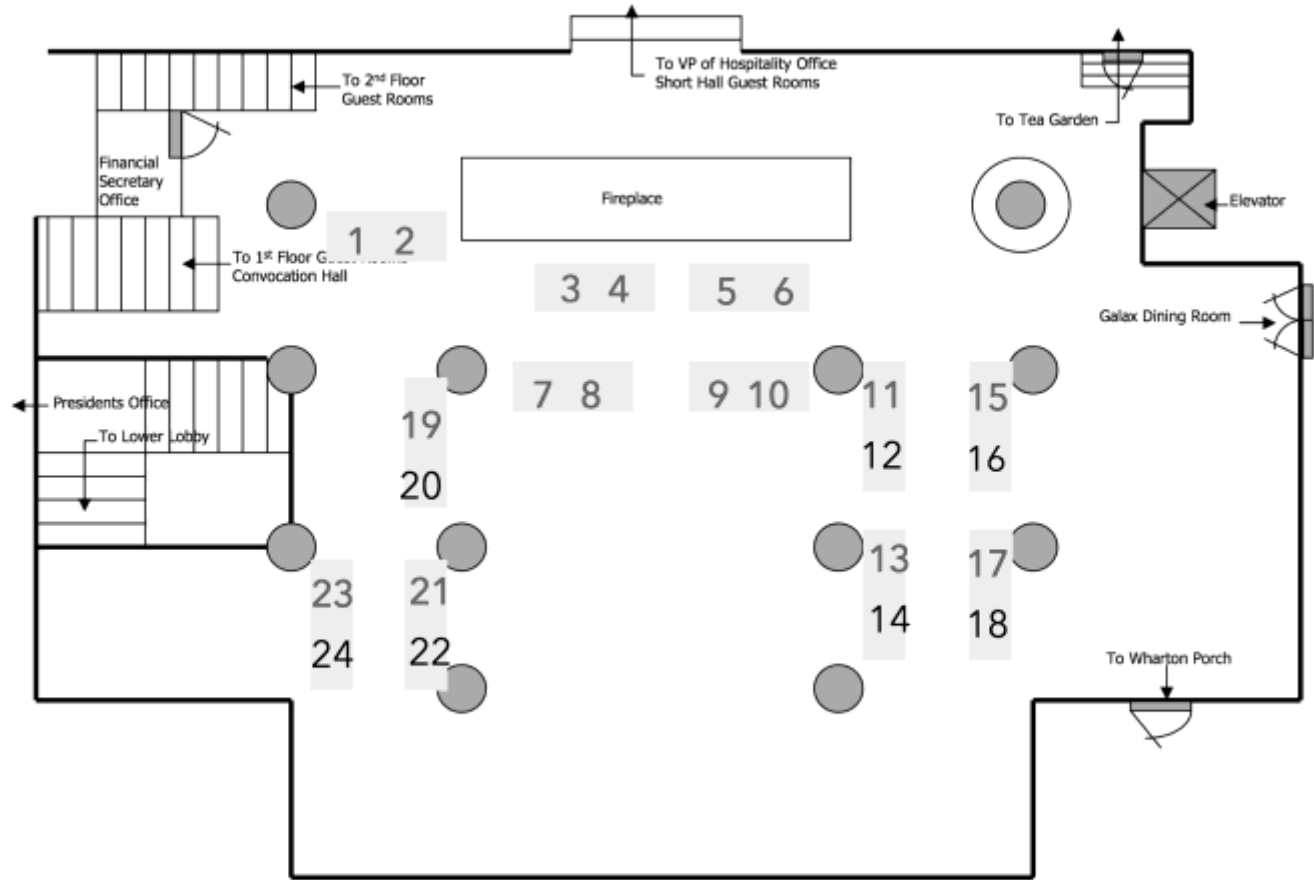
THURS "Songs of Place" 1:45-3:00 pm
 FRI "Does the Folk Community Have Social Responsibility" 4-5:30 pm

SHOWCASES:

THURS Texas Sugar Baby Room, 10:40-11:30 pm
 FRI Roots and Sources Room, 1:00-1:30 am
 FRI Hillbilly Haiku Room, 1:40-2:00 am
 SAT Focus Room, 1:40-2:00 am

JewOfOklahoma.com
 nolarubinchik@gmail.com
 512.659.8952

Upper Lobby and Exhibit Tables



1g: **Assembly Inn – Upper Lobby Detail**
 ss: 401 Assembly Drive
 :: (828) 669-2911 Ext. 0

Montreat Conference C
 PO Box 969, Montreat, NC 287!
 (800) 572-2257 / (828) 669-291

Exhibitors by Table Number

- | | | |
|--|--|--|
| 1 — The Branscomb-Williams Band & ScreenDoor Songwriter Alliance | 10—Jon Shain & FJ Ventre/Good Luck Studios | 18— Susan Shann |
| 2 — North Carolina Songwriters Co-op | 11– Raison D’Etre | 19/20 —Kari Estrin Management |
| 3/4 — Baker Booking | 12 – Loretta Sawyer Acoustic Arts | 21— Meghan Cary Coaching—Let Your Story Take the Stage |
| 5 — Dennis Warner Music | 13—Dan & Faith | 22— AirGigs |
| 6 — Undiscovered Music Network | 14—Ruth Wyand & The Tribe of One | 23— Suzie Vinnick Music |
| 7/8 – Deserie and Jim | 15/16— Mike Aiken Music | 24— Local 1000, AFM |
| 9 – Tory Gallery Promotions | 17 - Mara Levine | |

I'm proud to have been at Malibu, to have served as the FIRST PRESIDENT OF FOLK ALLIANCE, and to have been its first employee. I am grateful to be in Kansas City celebrating our 30th. I wrote this for the first Folk Alliance newsletter back in 1990:

At the risk of some redundancy and of thanking myself, there are tons of thank you's that need to be committed to print. First of all, to Clark and Elaine Weissman for getting the whole thing off the ground and to the California Traditional Music Society for all the in-kind services it has provided to the Folk Alliance. We never would have reached Philadelphia without the dedicated work of every member of the Steering Committee: George Balderose, Anne Blaine, Margo Blevin, Bob Cohen, Jim Hirsch, Art Menius, Mark Moss, Caroline Paton, Sandy Paton, Shelly Romalis, Diane Tankle, Sonny Thomas, Juel Ulven, Clark Weissman, and Elaine Weissman, as well as our outstanding facilitator, Cheryl Yuen. We all owe a debt of gratitude to the 1990 Program Committee, consisting of Elaine, Diane, Shelly, Margo, and George, with especial thanks to Bob, Diane, and Elaine for their extra efforts in making the event such a success.

"A TRUE GIANT OF AMERICAN FOLK MUSIC!"

—Dar Williams

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BOOKING

Dennis Cash
Jim Lloyd
Sue Massek

Sue Massek as Sarah Ogun Gunning
in Si Kahn's "Precious Memories"

Connect with Art here or down the road: art@artmenius.com | 919-675-2787 | www.artmenius.com

Karyn Oliver

"A List Of Names"
Releasing Later This Year

www.KarynOliver.com

Photo by Jake Jacobson



SERFA Conference Schedule at a Glance

	Belk MR (was Assembly 1) Ground Floor	First PC Dallas MR (was Assembly 2) Ground Floor	Upstairs Lobby	Galax Dining Room	Convocati on Hall	234 Jeffrey Meeting Room	Query Lakeside (2nd Floor)	Other
WEDNESDAY								
3:00 - 8:00 PM	Registration	Open						
6:00 - 7:00 PM								BARN: BBQ Dinner
7:00 - 9:00 PM								BARN: Barn Dance
8:30 - 10:50 PM			Open Mic					
11:00 PM -	Opening Night Showcases - see specialized schedule							
THURSDAY								
8:00 - 9:00 AM				Breakfast				
9:00 AM - 6:00PM	Registration	Open	Exhibit Tables					
9:30 - 10:45 AM	How to get the most out of SERFA for First Time Attendees	Songwriting: How to Write Your Masterpiece				Sharing Licks and Lyrics: The Art of Community Jams and Song Swaps	Envisioning the Life You Want	
11:00 AM - 12:15 PM	You Can't Escape Your Raising, But Do You want to? Influences of Our Origins on Our art	Presenters Only Forum				Mountain Blues	Sharpening the Tools in Your Promotional Tool Kit	
12:30 - 1:30 PM				Lunch				
1:45 - 3:00 PM	Social Media for Venues and Artists	Local 1000 - The Union That Works for You				Songs of Place	Songs that Bridge the Political Divide	
3:00 - 4:00 PM			Afternoon Break					
3:00 - 4:30 PM								Women's Song Circle— Room 230
4:00 - 5:30 PM	Managing and Preparing for Your Own Tours	Effective Collaboration Among House Concert Presenters				Writing About Folk Music	Fieldwork and the Musician	
4:00 - 6:00 PM			Open Mic					
6:00 - 7:00 PM				Supper				
7:15 - 10:30 PM					Official Showcases			
10:40 PM - 2:00 AM	Guerrilla Showcases - see specialized schedule							

SERFA Conference Schedule at a Glance

	Belk MR (was Assembly 1) Ground Floor	First PC Dallas MR (was Assembly 2) Ground Floor	Upstairs Lobby	Galax Dining Room	Convocation Hall	234 Jeffrey Meeting Room	Query Lakeside (2nd Floor)
FRIDAY							
8:00 - 9:00 AM				Breakfast			
9:00 AM - 4:00 PM	Registration	Open	Exhibit Tables				
9:30 -10:45 AM	How House Concerts Can Make You a Living as a Musician	Using Music for Tourism Development - Blue Ridge Music Trails				Building a House Concert Community	Music in Healing Environments
11:00 AM - 12:15 PM	The Art of Record-Making: From Pre-Production to Mastering	Small and Medium-Sized Venues: Do's, Don'ts, Problems, Issues...and Answers				Grant Support for Musicians, Events, Radio, and Organizations	Folksongs in the Making: Backwoods Appalachian Songs and New Generation
12:30 - 1:30 PM				Lunch			
1:30 - 3:00 PM					The SERFA Celebration: Annual Meeting, Awards, and Keynote by Jim Rooney		
3:00 - 4:00 PM			Afternoon Break			Yoga with Karyn Oliver	
4:00 - 5:30 PM	Using Music to Survive Music: Transcending Hard Times as a Musician	How to Grow Your Audience				Does the Folk Music Community Have a Social Responsibility?	Traditional Banjo Greats: George Gibson
6:00 - 7:00 PM				Supper			
7:15 - 10:30 PM					Official Showcases		
10:40 PM - 2:00 AM	Guerrilla Showcases - see specialized schedule						

SERFA Conference Schedule at a Glance

	Belk MR (was Assembly 1) Ground Floor	First PC Dallas MR (was Assembly 2) Ground Floor	Upstairs Lobby	Galax Dining Room	Convocati on Hall	234 Jeffrey Meeting Room	Query Lakeside (2nd Floor)	Other
SATURDAY								
8:00 - 9:00 AM				Breakfast				
9:00 - 10:00 AM	Registration	Open	Exhibit Tables					
9:15 - 10:30 AM	Learning from the Old Songs	Presenting a Song Contest				Promoting and Supporting Your Radio Show	Worry Less and Create More: Essential Legal Tips Easy Easy	
10:45 AM - 12:15 PM					Wisdom of the Elders			
12:30 - 1:30 PM				Lunch				
1:45 - 3:00 PM	Promoting to Radio, Hiring Publicists, and Finding Management	Mentoring Youth From Communities to Festivals: The Acoustic Kids Showcases Story				Texas Country Blues Style Guitar	Using Your Guitar Skills as Entry Point for Writing Songs	
3:00 - 3:45 PM			Afternoon Break					Tea Garden Courtyard jam session (if rain, 334)
3:45- 5:25 PM	Mentor Sessions						Ballad and Hymn Swap	CONVO 1 (ground level, below showcase room) Group Mentor Q&A Session about video with JB Nuttle
3:45 - 5:45 PM			Open Mic					
6:00 - 7:00 PM				Supper				
7:15 - 10:30 PM					Official Showcases			
10:40 PM - 2:00 AM	Guerrilla Showcases - see specialized schedule							
SUNDAY								
9:00 - 10:30 AM				Breakfast				
11:00 AM	Check Out Time							



Carly Gibson

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APRIL 20, 2018

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CHRISTOPHER MARK JONES

"Christopher uses the palette of American roots music to weave his tales of families, lovers, workers, travelers, and hope." Robin Greenstein

Friday 10:53-11:06 Rm 334 MASC/SAW Showcase
Saturday 11:20-11:40 Rm 230 Rupert Wates & Friends

Booking March 2019 in the Southeast
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Workshop and Panel Tracks

Activism

- TH 1:45 PM Songs That Bridge the Political Divide
- FR 4:00 PM Does the Folk Music Community Have a Social Responsibility?
- FR 9:30 AM Music in Healing Environments

Business for Musicians

- TH 9:30 AM Envisioning the Life You Want
- TH 11:00 AM Promoting and Supporting Your Radio Show
- TH 11:00 AM Sharpening the Tools in Your Promotional Tool Kit
- TH 1:45 PM Social Media for Venues and Artists
- TH 1:45 PM Local 1000: The Union That Works for You
- TH 4:00 PM Managing and Preparing for Your Own Tours
- TH 4:00 PM Writing About Folk Music
- FR 9:30 AM How House Concerts Can Make You a Living as a Musician
- FR 9:30 AM Music in Healing Environments
- FR 11:00 AM Grant Support for Musicians, Events, Radio, and Organizations
- FR 4:00 PM Using Music to Survive Music: Transcending Hard Times as a Musician
- SA 9:15 AM Taking Care of Business: Essential Legal and Business Tips Easy Easy
- SA 1:45 PM Promoting to Radio, Hiring Publicists, and Finding Management
- SA 3:45 PM Group Mentor Session About Video

Media

- TH 4:00 PM Writing About Folk Music
- FR 9:30 AM Using Music for Tourism Development
- FR 11:00 AM Grant Support for Musicians, Events, Radio, and Organizations
- SA 9:15 AM Promoting and Supporting Your Radio Show
- SA 9:15 AM Taking Care of Business: Essential Legal and Business Tips Easy Easy

Performing and Recording

- TH 11:00 AM You Can't Escape Your Raising. But Do You Want to? Influences of Our Origins on Our Art
- TH 3:00 PM Women's Song Circle
- FR 9:30 AM Music in Healing Environments
- FR 11:00 AM The Art of Record-Making: From Pre-Production to Mastering
- FR 4:00 PM Using Music to Survive Music: Transcending Hard Times as a Musician
- SA 9:15 AM Mountain Blues
- SA 1:45 PM Mentoring Youth From Communities to Festivals: The Acoustic Kids Showcases Story
- SA 1:45 PM Texas Country Blues Style Guitar

Presenting

- TH 9:30 AM Sharing Licks and Lyrics: The Art of Community Jams and Song Swaps

- TH 11:00 AM Presenters Only Forum
- TH 11:00 AM Promoting and Supporting Your Radio Show
- TH 1:45 PM Social Media for Venues and Artists
- TH 4:00 PM Effective Collaboration Among House Concert Presenters
- TH 4:00 PM Writing About Folk Music
- FR 9:30 AM Using Music for Tourism Development
- FR 9:30 AM Building a House Concert Community
- FR 9:30 AM Music in Healing Environments
- FR 11:00 AM Small and Medium-Sized Venues: Do's, Don'ts, Problem, Issues... and Answers
- FR 11:00 AM Grant Support for Musicians, Events, Radio, and Organizations
- FR 4:00 PM How to Grow Your Audience
- SA 9:15 AM Presenting a Song Contest
- SA 9:15 AM Taking Care of Business: Essential Legal and Business Tips Easy Easy
- SA 1:45 PM Mentoring Youth From Communities to Festivals: The Acoustic Kids Showcases Story

Songwriting

- TH 9:30AM Songwriting: How to Write Your Masterpiece
- TH 11:00AM You Can't Escape Your Raising. But Do You Want to? Influences of Our Origins on Our Art
- TH 1:45 PM Songs That Bridge the Political Divide
- TH 3:00 PM Women's Song Circle
- FR 11:00 AM Folksongs in the Making: Backwoods Appalachian Songs and New Generation Interpretations
- FR 4:00 PM Using Music to Survive Music: Transcending Hard Times as a Musician
- SA 9:15 AM Learning from the Old Songs
- SA 9:15 AM Presenting a Song Contest
- SA 1:45 PM Using Your Guitar Skills as Entry Point for Writing Songs

Roots and Sources

- TH 11:00 AM You Can't Escape Your Raising. But Do You Want to? Influences of Our Origins on Our Art
- TH 11:00 AM Mountain Blues
- TH 1:45 PM Songs of Place
- TH 4:00 PM Writing About Folk Music
- TH 4:00 PM Fieldwork and the Musician
- FR 9:30 AM Using Music for Tourism Development
- FR 11:00 AM Folksongs in the Making: Backwoods Appalachian Songs and New Generation Interpretations
- FR 4:00 PM Traditional Banjo Greats: George Gibson
- SA 9:15 AM Learning from the Old Songs
- SA 1:45 PM Texas Country Blues Style Guitar
- SA 3:00 PM Ballad and Hymn Swap

Official Showcase Schedule

Thursday, May 17

7:15p: ilyAIMY
 7:35p: James Lee Stanley
 7:55p: Sarah Peacock
 8:15p: Rough & Tumble
8:30 - 9p: Intermission
 9:00p: The Belle Hollows
 9:20p: Jacob Johnson
 9:40p: Ernest Troost
 10:00p: Suzie Vinnick

Friday, May 18

7:15p: Alan Barnosky
 7:35p: Jon Byrd
 7:55p: Beth Snapp
 8:15p: Escaping Pavement
8:30 - 9p: Intermission
 9:00p: Ed Snodderly
 9:20p: Tret Fure
 9:40p: Matthew Sabatella
 10:00p: Piper Hayes

Saturday, May 19

7:15p: Louisa Branscomb w/Jeanette & Johnny Williams
 7:35p: Rupert Wates
 7:55p: Brian Ashley Jones
 8:15p: Bill and the Belles
8:30 - 9p: Intermission
 9:00p: Edgar Loudermilk Band, Featuring Jeff Autry
 9:20p: Jane Kramer
 9:40p: Greg Klyma
 10:00p: David Jacobs-Strain and Bob Beach



Thanks SERFA!!!

David Jacobs-Strain & Bob Beach

Formal Showcase - Saturday

Guerillas:

- Friday** - AcousticMusicScene
- Saturday** - Big Orange Tarp & Focus Music

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For booking:

info@davidjacobs-strain.com

610.716.2155

www.DavidJacobs-Strain.com

*Artist Showcase:
 Friday, May 18
 7:55pm*

bethsnapp

Web: www.bethsnapp.com
 Social media: @bethsnappmusic

WEDNESDAY

3:00 PM to 8:00 PM: Registration open in downstairs lobby of Assembly Inn

6:00 PM to 7:00 PM: Barbecue catered by Luella's in the Barn (remember your meal ticket)



7:00 PM to 9:00 PM: Barn Dance in the Barn

Music by SERFA Awardee Tracy Schwarz, Gordy Hinners, John Herrmann, and Meredith McIntosh

Caller: Phil Jamison, SERFA Award winner and author of *Hoedowns, Reels, and Frolics: Roots and Branches of Southern Appalachian Dance Music*



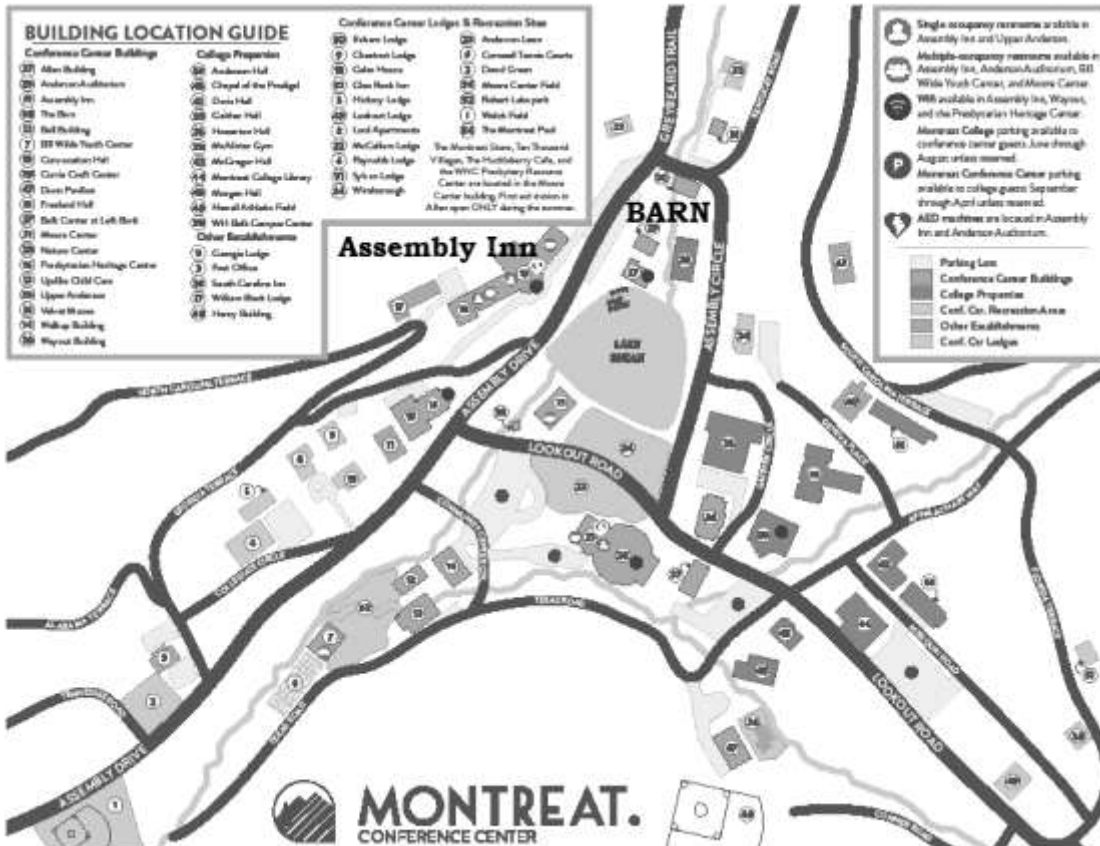
8:30 PM to 10:50 PM Open Mic in First Floor Lobby, Assembly Inn

Hosted by Grady Ormsby, Down East Folk Arts Society, New Bern, NC

Sound by Fiddle & Bow, Winston-Salem, NC

11:00 PM—2:00 AM Opening Night Showcases

See page 25 for schedules



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– *Stephen Perkins, drummer, Jane's Addiction*



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– *Chris Lord-Alge, Grammy-winning mix engineer*



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– *Joe Salgo, Of Clocks and Clouds*

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Wednesday Opening Night Showcases

Belk Meeting Room (Ground Floor, formerly Assembly 1) Access Film Music

Dennis McDonough

- 11:00 Rob McHale, Bryce Ernest Taylor, Deserie & Jim
- 11:30 Rick Ruskin, My One And Only, Ted McVay
- 12:00 Gina Holsopple, doctornorm, Dennis MC DoNoUgh! (aka)
- 12:30 Xaris, Mark Monroe Gibson, Bett Padgett
- 1:00 Leah Kaufman, Isabel Taylor, Rick Drost
- 1:30 Mike Franke, Chip Wilson, Ruth Wyand

1st Presbyterian Church Dallas Meeting Room (Ground Floor, formerly Assembly 2) Simply Music

Chari Huntzberry

- 11:00 Writers round with Andy May and Shelby Sanders
- 12-2 "Open mic" jam

Lakeside Traddies on Parade

Andy Cohen

- 11:00 Matthew Sabatella, Andy Cohen and Just Vinny ITR
- 12:00 Andy May
- 12:30 Ruth Wyand
- 1:00 Rick Ruskin, Elly Weninger and Andy Cohen ITR

Apt. 330 My Old Kentucky Home Raison D'Etire Duo

- 11:00 Leslie Evers
- 11:20 Mike Holliday
- 11:40 Kerry Grombacher
- 12:00 Karyn Oliver
- 12:20 Tiff Williams
- 12:40 Nancy Beaudette
- Last Call Songwriter Rounds*
- 1:00 Steve Warner/My One and Only
- 1:30 Todd Hoke/Raison D'Etire Duo

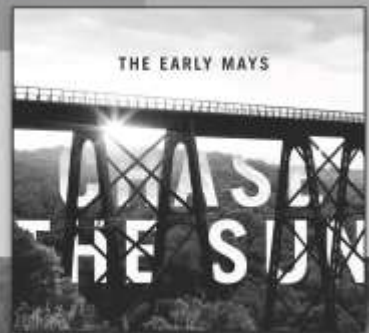
Wednesday



THE EARLY MAYS

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- Featured Performer, NPR's Mountain Stage with Larry Groce (October 2017)
- 1st Place, Appalachian String Band Festival (2016)



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THURSDAY



8:00 AM to 9:00 AM: Breakfast in Galax Dining Room

9:30 AM to 10:45 AM: WORKSHOP SESSION #1

How to Get the Most Out of SERFA for First Time Attendees

Belk Meeting Room (ground level)

Facilitator: Grady Ormsby,
Panelists: Don Baker, Piper Hayes

Get tips on how to take advantage of what the SERFA Conference has to offer. We will show you how to use its tools and structure to your advantage. Know what's on the grounds, how we work, and how you might get involved in SERFA and its conference.

Songwriting: How to Write your Masterpiece

First Presbyterian Church Dallas Meeting Room (ground level)

Presenter: David Hakan

This workshop will help you plan your roadmap for creating a great song. I have seen this work over and over with songwriters. It is not quick or easy, but if you are serious about taking your songwriting to the next level this will help. Prerequisite: this works best if you have at least 10 original songs that you are comfortable playing in front of an audience. (This is not a critique session. This is not a formula for writing the perfect hit song.)

Sharing Licks and Lyrics: The Art of Community Jams and Song Swaps

234 Jeffrey Meeting Room (2nd floor)

Facilitator: Abby Parks
Panelists: Johnny Williams, Jeanette Williams, Matthew Sabatella

Whether professional or beginner, string band musician, or singer-songwriter, jamming and song swap are part of the folk musician's DNA. This workshop will take a look at jam etiquette, the differences among bluegrass and old-time jams and song swaps, how to host a song swap or jam session in your community, selecting songs and tunes, and ideas for soloing and backing up singers and players. Any remaining time will be spent jamming and song sharing. An outdoor jam Saturday afternoon is scheduled in the Tea Garden to the left of the Dining Hall (room 334 if raining).

Envisioning the Life You Want

Query Lakeside Room (2nd Floor)

Presenter: Nancy Beaudette

“Look closely at the present you are constructing. It should look like the future you are dreaming.” 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 setbacks 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.

11:00 AM to 12:15 PM: WORKSHOP SESSION #2

You Can't Escape Your Raising. But Do you Want To? Influences of Our Origins on Our Art

Belk Meeting Room (ground level)

Facilitator: Louisa Branscomb, Ph.D.
Panelists: Johnny Williams, Jeanette Williams, Ginny Hawker, Linda McRae

The influences of our geographic roots - the natural environment and social and political issues - infuses our music and consciously and unconsciously shapes our performing and songwriting. Whether positive or negative - elements of our early upbringing infuse our stories and our art. The panelists represent a diversity of folk styles and geographic roots: Ginny Hawker (Virginia, West Virginia), Johnny and Jeanette Williams (bluegrass, rural Appalachia), Linda McRae (Canada, then Tennessee, roots folk), and Louisa Branscomb, moderator, who grew up in Alabama and Nashville, and was recreated the second time around in the music of North Carolina and Tennessee. To start us off, each panelist will perform a song that reflects their early influences in their work, followed by panel remarks, and then time for members of the audience to voice their own experiences as artists with regard to their backgrounds.

Presenters Only Forum

First Presbyterian Church Dallas Meeting Room (ground level)

Facilitator: Grady Ormsby

Open to presenters only. A venue for presenters of all types and sizes to engage in frank discussion and problem solving without artists, agents, and media.

Mountain Blues

234 Jeffrey Meeting Room (2nd floor) Presenter: Andy Cohen

The blues players, fiddle and banjo players are surprisingly thick up here. Every fifteen miles or so, up through Kingston and Big Stone Gap, through East Kentucky, up in the coal fields, Frank Hutchison, Bailess Rose and Dick Justice blurred the color line. Carl Martin's family had a fiddle band. To the east was Etta Baker and her family; Spartanburg and Greenville both supported active string ensembles of all shapes and sizes. There's some right here in Asheville, "common music" I heard one man call it. Knoxville and Kingston supported separately facing scenes and La Follette supported a whole polyglot culture among the Bessemer converters. In Kingston, the older Leslie Riddle worked with the Carter Family to collect the repertoire that made them famous, while the younger Brownie favored more urban settings for his blues. Listening to them both play, it's hard to distinguish them. White and black players shared blues in this region more than any other in the South. Rev. Gary Davis and Arthur 'Guitar Boogie' Smith came from the same town- Laurens, SC- about the same time. Davis spent seven or eight years in Asheville, busking in Pack Square. Much of this talent ended up in Durham, and much of it flowed up the East Coast from there. Blues ain't all from the Delta.

Sharpening the Tools in Your Promotional Tool Kit

Query Lakeside Room (2nd Floor)

Facilitator: Christine Stay

Panelists: Stephen Bond Garvan, Herb Cooper-Levy

Having effective tools readily available to share with venues and media is essential to promoting an artist. But what works best? What doesn't? The panel will show examples of effective web sites, bios, photos, and etc.

12:30 PM to 1:30 PM: Lunch in Galax Dining Room

1:45 PM to 3:00 PM: WORKSHOP SESSION #3

Social Media for Venues and Artists

Belk Meeting Room (ground level) Facilitator: Michael Kornfeld

Panelists: Todd Burge, Maggie McDonald

Discussion of the major social media sites - Facebook, Twitter, Instagram, SnapChat, LinkedIn and YouTube to help venues and artists use those platforms to connect, build a brand, and find new audiences. The panel will cover specific differences of each platform, what to post where, when, how often, and how to gain visibility and wider audience.



Local 1000, the Union that Works for You

First Presbyterian Church Dallas Meeting Room (ground level) Facilitator: Tret Fure

Our work as professional musicians is more than the show. We all work very hard to make a sustainable career and make a decent wage. Staying focused and being creative is a tough job when managing our finances and our lives. Local 1000 can help you make good choices in your career, from finding affordable instrument insurance, working with fair trade venues to collecting a pension when you've come of age. We are a community of like-minded people who can help each other grow more unified in our work and therefore our lives. Come find out more about how to make the long haul a productive one.

Songs of Place

234 Jeffrey Meeting Room (2nd floor)

Facilitator: Susan Pepper

Panelists: Sheila Kay Adams, Mark Rubin, Ginny Hawker

We derive great inspiration in our performance and songwriting from our relationship to place. Whether we root in our native homeland or "adopted" musical landscape, we connect more intimately with traditional material and our own creative process by honoring the historical sources and contexts of our music. Featuring a diversity of artists, this panel will show how particular communities and spaces—from rural to urban—help define the musicians' repertoire and artistry.

Songs that Bridge the Political Divide

Query Lakeside Room (2nd Floor)

Speaker: Spook Handy

How well does YOUR song bridge the political divide? We all live on the same planet, breathe the same air, care for the welfare of our children and know that we are mortal. You don't have to belong to one political ideology or another to value these things or the ideals of justice, freedom and love. Today, when every one of these values is under threat, many musicians find it easy to write songs of protest that echo their audience's frustrations about one issue or another.

But it's a different set of skills to write songs that speak to the common values most people share - songs that build bridges and build community - while still speaking truth to the corrupting forces that threaten them. Let's talk a little bit, sing a lot, and mostly, let's workshop a song of yours that you would like to bridge the political divide.

3:00 PM to 4:00 PM Afternoon Break

3:00 PM to 4:30 PM Women's Song Circle - open to all women singers and songwriters

Room 230, The Living Room (2nd Floor) Leaders: Louisa Branscomb, Nancy Beaudette, Linda McRae, Christine Stay, Jeanette Williams

Stories about women, and stories told by women through original or traditional songs are a dynamic and critical component of folk music. Stories of women have been in the forefront this year in social media and the news. All women songwriters and or singers are welcome to join in the circle (not a workshop!) if numbers exceed or time frame we'll have a first come first serve sign up sheet. ALL SERFA attendees are welcome to come and listen! It promises to be an inspiring and celebratory event!

4:00 PM to 5:30 PM: WORKSHOP SESSION #4

Managing and Preparing for Your Own Tours

Belk Meeting Room (ground level) Facilitator: Kari Estrin
Panelists: Suzie Vinnick, Rupert Wates, Tret Fure

Preparing for touring starts with asking the right questions to yourself while you're conceiving a tour and to venues as you're booking each date. Learn tips about why you always need a calculator by your side before you quote prices, and a good list of items to find out before you route your tour. Before you get on the road, assemble the helpful tools to make your touring easier. We'll discuss everything from record keeping and if you want to use "day sheets" or what makes a good tour itinerary, keeping track of your merch, the need for contracts/letters of agreement, etc and why they are helpful and how to be on top touring by "advancing" your dates. Come with questions - and some stories to share as well!



Thursday

Effective Collaboration Among House Concert Presenters

First Presbyterian Church Dallas Meeting Room (ground level) Facilitator: Steve Gnadt
Panelists: Curtis Johnson, Bett Padgett

House concerts have become an essential part of many, if not most, folk musicians' performance schedules. Fortunately, there are more and more house concerts all over North America. In Canada, Mitch Podalok created Home Routes, a national network of house concerts that creates substantial tours for artists. This session will allow presenters and artists to explore how house concerts can help out each other and the touring musicians.

Writing About Folk Music

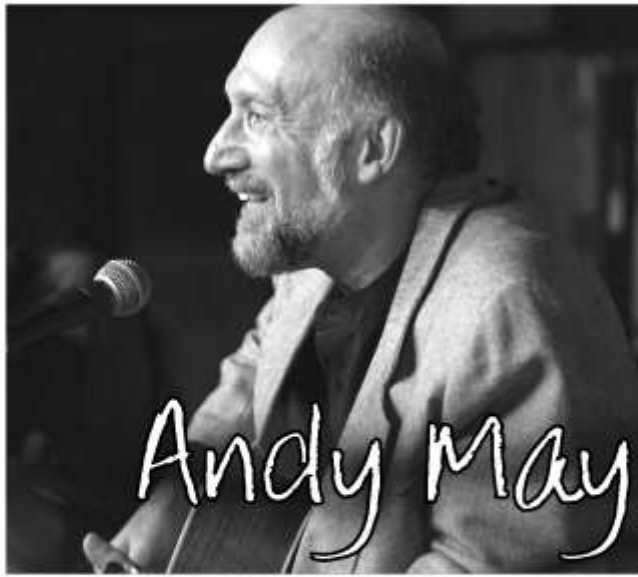
234 Jeffrey Meeting Room (2nd floor) Facilitator: Andy May
Panelists: Garret K. Woodward, Jim Rooney, Eddie Huffman

Serving since 2012 as the Arts & Entertainment editor for *The Smoky Mountain News* after stints as a music writer from Ireland to Idaho, Garret Woodward is the author of *If You Can't Play, Get Off the Stage: Bluegrass in Western North Carolina and Beyond*. You can read more about Jim Rooney on page 41. He has published three important books: *Bossman*, the first biography of both Muddy Waters and Bill Monroe, *Baby Let Me Follow You Down: An Illustrated Story of the Cambridge Folk Years* with Eric Von Schmidt, and his recent memoir, *In It For The Long Run*. Eddie Huffman is a veteran music journalist covering the Triad area of North Carolina. His *John Prine: In Spite of Himself* appeared in 2015. The conversation will include the challenges and rewards of writing about folk music at both book length and for newspapers and periodicals. Not just for writers, but for those wanting to know how to connect with the press to promote their band or events or just interested in the history of our music.

Fieldwork and the Musician

Query Lakeside Room (2nd Floor) Facilitator: David Brose
Panelists: Ed Snodderly, Sheila Kay Adams, Andrew Adams

This session is a conversation between older song makers, who honed their skills in the '60s, and younger performers who have learned primarily at festivals and camps and through electronic media, not so much via field excursions to the homes of elder players. Some discussion will take place as to what this means, and how to encourage the practice. The 19th century scholars of ballad and folksong didn't visit living singers, but rather assembled texts through



PICKER. SONGWRITER. ENTERTAINER. EDUCATOR. PRODUCER.

(Andy May's) distinct style of writing and performing – with a mixture of warmth, sensitivity and good nature – bridges the gap between traditional and contemporary American music with purity and exuberance. – David Sokol, WRSI

- MerleFest since 2001
- MerleFest on the Road 2018
- 2016 release, *Room for Roots*, on Roots Music Report's "Top Americana Country Albums" chart for 2016 and 2017

CATCH ANDY AT THESE WORKSHOPS AND GUERRILLA SHOWCASES:

Workshops: Thursday 11 a.m. – Writing About Folk Music (Moderator) – 234 Jeffery Rm. **Saturday 1:45 p.m.** – Mentoring Youth: The Acoustic Kids Showcases Story – First PC Dallas Rm.

Guerrillas: Wednesday 10:40 p.m. – Chari Huntzberry's room; Midnight, Lakeside Room – Andy Cohen's trad. room

Friday 11:50 p.m., Lakeside Room – Andy Cohen's trad. room

Saturday - 1:15 a.m., Lakeside Room – Just Vinny's trad. room

New Release (March 2018)

McPeake & May: *The Good Things (Outweigh the Bad)*
with banjo legend, Curtis McPeake – featuring Aubrey Haynie and Tim Dishman

Old-time meets old bluegrass –
4 musicians. 4 instruments. 1 heckuva good time!



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- FOR THE RECORD: Proven format - Walnut Valley Festival ("Winfield") 25+ years, MerleFest 15+ years

Andy has a remarkable ability to make kids feel welcomed and valued as a person and [a] musical contributor.... I'm so glad Acoustic Kids has stayed involved in the community... – Sara Watkins, multi-year participant, with Nickel Creek, in the 1990's

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*Thanks to producer Andy May for doing this up right-it should bring McPeake some of the credit he deserves as one of the top Scruggs-style banjo players... –Dave Freeman, County Sales Newsletter. Curtis McPeake, *The View from McPeake**

*Andy May produced the CD in perfect sync with Lee, a mostly old-timey sound.... –Sing Out!: Rick Lee, *There's Talk About a Fence**

correspondence. The early 20th century brought collectors who did visit singers in their communities and homes, and most of them landed right here. Olive Dame Campbell, Cecil J. Sharp, Dorothy Scarborough, John and Alan Lomax, all were driven by a desire to document ballad and folksong texts. For some, tunes as well. A string band revival that began in the fifties spread explosively in the early '70s. This in turn led to a new kind of collector. Hundreds of young fiddlers, banjo players, guitar pickers and mandolin chunkers began visiting elder musicians in their homes and befriending them at old-time festivals and fiddlers' conventions. This generation of string band revival players and singers is now entering its senior years. Are Millennials playing old-time music today less likely to visit their old guys at home? Do they tend to learn tunes at gatherings like Clifftop or from electronic media? You Tube is very big in teaching forms of Old Time Music. But the guys who are old now had Dock Boggs himself to see up close and personal.

4:00 PM to 6:00 PM: Open Mic, hosted by Grady Ormsby (Upper Lobby)

6:00 PM to 7:00 PM: Dinner in Galax Dining Room

THURSDAY SHOWCASES

Thursday

7:15 PM ilyAIMY

Rob Hinkal rob@ilyaimy.com
 (301) 910-2575
<http://ilyaimypresskit.com>
[@ilyaimy](http://www.facebook.com/ilyAIMY)

For more than 15 years as ilyAIMY (i love you And I Miss You), Rob Hinkal and Heather Aubrey Lloyd have played everything from bait shops to biker weeks to clothing-optional resorts all over the country. They engage audiences with humor and award-winning narrative songs, pairing a powerful female vocalist/percussionist with a percussive, clawhammer-like guitarist. The "welcome jolt" of their rapid-fire lyricism and energy is softened by cello and lush harmony. The last few years have been ilyAIMY's most exciting. The release of TWO CDs in 2017, Heather's *A Message in the Mess*, and ilyAIMY's *Cicada*, have earned recognition from the Telluride Bluegrass and Falcon Ridge Folk Festivals. They are also past honorees/showcases of Kerrville New Folk and NERFA. Among fans, Pat Wictor: "Fearless writers and performers ... Voices this rich and emotionally hard-hitting don't come around often. Sing me the phone book - I'll ask for an encore."



7:35 PM James Lee Stanley

Stephen Chandler Chandlersc23@gmail.com 661-825-5058
www.jamesleestanley.com
[@jamesleestanley](https://www.facebook.com/james.l.stanley.7)

"So where have they been hiding James Lee Stanley? We could say that James Lee Stanley is probably the last great undiscovered singer songwriter in America. But true as that may be let's say something else. Let's say that a diamond has been smuggled into the wasteland... and here is where the wasteland ends." – **Tom Robbins**, Author of *Even Cowgirls Get the Blues*

JAMES LEE STANLEY, the true renaissance man, was born into a musical family in Philadelphia, PA, and already performing and recording for LeGrand Records by the time he was fourteen. He majored in music at California State University, did a stint in the Air Force as a Chinese linguist, performing three hundred dates a year with such diverse acts as BONNIE RAITT, ROBIN WILLIAMS, CHICK COREA, STEVEN WRIGHT, FREDDIE HUBBARD, POCO and LITTLE FEAT while landing his second recording contract.



7:55 PM Sarah Peacock

Jeff Catton jeffc@intuneentertainment.com (770) 235-4815
<http://sarahpeacockmusic.com>
<http://Facebook.com/SarahPeacockMusic>
[@TheSarahPeacock](#)

1.2 million miles, 2,800 shows, and 13 years flying solo. Sarah Peacock bridges gaps between Country, blues, Americana, and Rock-N-Roll. Her music is raw, truth telling, and fiercely unique. Held hostage by a record label at 21, the troubadour life came with a rude awakening for the young Georgia native. Peacock made her home in a '92 Volvo with her dog and a guitar, and for nearly seven years earned a living in the corner shadows of American dive bars. The tables turned in 2011. Sarah has released six albums, winning multiple awards for her songwriting. Being ghosted by her entire team and producer without explanation in 2015 launched her next album, "Dream On," and landed Sarah her first tour bus. But less than 4 months later, she watched it burn to the ground. Sarah's fans came to the rescue with a fundraiser, which is what kept her on the road in Hank Williams Jr.'s former tour bus. In 2017, she signed with In Tune Entertainment and American Roots Records. Her EP, "Hot Sheet Motel," will release in July 2018.



8:15 PM Rough & Tumble

Scott Tyler roughandtumbletones@gmail.com (559) 859-5711
<http://www.theroughandtumble.com>
<http://www.facebook.com/theroughandtumble>
[@TheRoughTumble](#)
<http://www.instagram.com/theroughandtumble/>

Formerly from Nashville, The Rough & Tumble now find themselves living full time on the road, in a 16 ft camper with an 85 lb puppy named Puddle. If you ask Mallory Graham or Scott Tyler how their lives ended up this way they'll likely respond, "with careful planning, spreadsheets, and shoddy cell phone service." On their new album, *We Made Ourselves a Home When We Didn't Know* (February 2018), the Americana duo retraces their mileage back to their footsteps and explores the struggle between going home and being home already when there's no other home and everywhere is home. The R&T know how the tread wears down on the tires when you play 140 shows a year cross-country. They're willing to stop, should the music run out of them and the road end, but until then, they are likely cross referencing a spreadsheet to play your town.

8:30 PM to 9:00 PM INTERMISSION Sponsored by Sue and Lester Reingold

9:00 PM The Belle Hollows

Louise Baker Louise@bakerbooking.com (828) 450-5385
<http://www.thebellehollows.com>
<http://www.facebook.com/thebellehollows>
[@thebellehollows](#)
<http://www.instagram.com/thebellehollows>

Having first played together in the Nashville-based band The Barrel Jumpers, Robert Phaneuf and siblings Rachel & Jeremy Johnson spent the better part of a decade developing the unique vocal blend that characterized the sound of their former band.

Now, with years of experience together and a sound all their own, this trio is breaking new ground with their debut album *Miller's Creek*. If a debut album marks the beginning of an artist's journey, then *Miller's Creek* is the beautiful road map that The Belle Hollows have created to begin theirs. Featuring nine original songs, this well-crafted blend of tasteful arrangements and soothing vocals is sure to please both listeners who have enjoyed them in the past and those who are just now being introduced to this talented group of musicians. Along with the talent of local musicians Josh Roy - bass; Chris Joslin - banjo and dobro; and Josh Culley of Nosey Flynn - accordion, bodhran, and tin whistle, the album also boasts the talents of Irish fiddle champion David Duffy and the gifted ladies of Harpeth Rising.



9:20 PM Jacob Johnson

JacobJohnsonTunes@Gmail.com (864) 382-1547
<http://www.JacobJohnsonTunes.com>
[@one_takejake](http://www.facebook.com/JacobJohnsonTunes)

Part virtuoso and part storyteller, you might say that Jacob Johnson does with a guitar what Gene Kelly did with dance. Although his songwriting has won awards and his guitar-playing has put him on stage with Tommy Emmanuel and Phil Keaggy, his ability as an entertainer is what has won fans throughout the southeast. He refers to himself as "a ham that just wants to be on stage" but he's much more than that. Jacob is an amazingly talented guitarist and songwriter which, combined with a bit of a personality, makes for a wildly impressive stage performance.

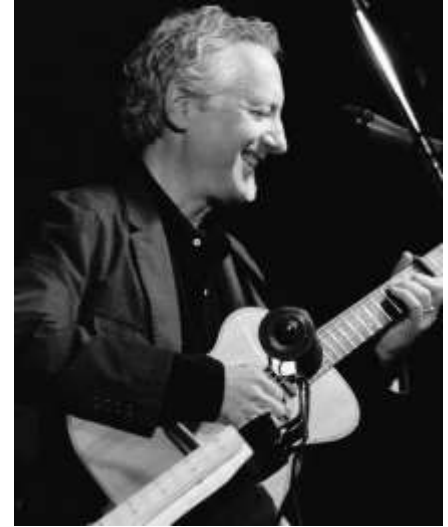


9:40 PM Ernest Troost

ernest@ernesttroost.com (310) 815-9297
<http://ernesttroost.com>
<http://www.facebook.com/ernest.troost>

Ernest Troost is a singer-songwriter and a Kerrville New-Folk winner whose songwriting style combines folk and Piedmont-blues-style guitar picking with evocative stories and colorful character portrayals—as though the Carter Family, Robbie Robertson, and Alfred Hitchcock wrote songs together.

“Ernest has phenomenal guitar chops. His voice is uniquely his own, and free of affectation. His lyrics, though deep, are in a straightforward, everyday vernacular. Humble on stage and off, Ernest is the whole package.” --*Steve Dulson, Past-President, FAR-West*



Thursday

“Troost's style and subject matter recall Dylan, Dave Alvin, and Richard Thompson-- enviable company indeed.” --*Tom Hyslop, Blues Revue Magazine*

10:00 PM Suzie Vinnick

suzie@suzievinnick.com (416) 988-5229
<http://www.suzievinnick.com>
[@suzievinnick](http://www.facebook.com/suzievinnickmusic)
<http://www.instagram.com/suzievinnick>



A Saskatoon native transplanted to the Niagara Region of Ontario, Suzie Vinnick is the proud owner of a gorgeous voice, prodigious guitar and bass chops, and an engagingly candid performance style.

Her career has seen triumph after triumph. Among her most recent successes: achieving finalist status in the Solo/Duo Category at the 2013 International Blues Challenge in Memphis, TN; the 2012 CBC Saturday Night Blues Great Canadian Blues Award and the 2012 Sirius XM Canada Blues Artist of the Year. Suzie has won 10 Canadian Maple Blues Awards, 1 Canadian Folk Music Award for Contemporary Vocalist of the Year and is a 3X Juno Nominee. Suzie's latest album entitled “Shake The Love Around” is a full band Roots and Blues extravaganza.

10:30 PM to 12:30 AM

Local 1000 Showcase Free Zone

In Lobby

10:40 PM to 2:00 AM

Guerrilla Showcases

See schedule Page 35

MARA LEVINE

SONG STYLIST - FINE TRADITIONAL AND CONTEMPORARY FOLK SONGS

2009 NERFA Folk DJ Showcase
 2014 NERFA Quad Showcase
 #3 Album, Folk DJ Chart 2013
 #1 Album, Artist and Song
 January 2013



"Truly great and lasting... one of the finest folk productions in recent times" - Country Jukebox

"I'm proud to be associated with your work" - Michael Peter Smith, writer of "The Dutchman"

You Reap What You Sow (Shann)
 #1 Song, Folk DJ Chart Nov. 2017
 By My Silence (Bukstel/Annis)
 #1 Song, Folk DJ Chart Sept. 2017


Available for booking solo, with Terry Kitchen, or co-bill with Gathering Time

"Some people are born with a Golden Voice. Mara Levine is one of those gifted few. Known for her warmth, sincerity and impeccable natural musicality, she makes us celebrate the beauty that she brings to every song she sings. Try to hear her live or listen to anything she has done or does." - DAVID AMRAM

MARABLEVINE@GMAIL.COM
 WWW.MARALEVINE.COM



RAISON D'ETRE DUO
 presenting "My Old Kentucky Home" Showcase, Apt. 330 Wednesday
 Opening Night Showcases
 Showcases: 1:30 Wednesday My Old Kentucky Home Apt. 330
 10:40 Thursday Texas SugarBaby Room 218
 10:40 Friday Ray Lewis Presents Sunshine&Song Apt. 330



RUTH WYAND

The first thing you notice when you hear Ruth Wyand is her **powerful guitar playing** but within minutes you will be captivated by her **sense of humor**, her **rich alto voice** and **thoughtful songs** steeped in imagery and reality.

Adept in **blues, folk, jazz** and **country** guitar styles
 a Ruth Wyand concert is a **journey down an American Music Highway**

SERFA SHOWCASE SCHEDULE

WEDNESDAY
 12:30 AM ROOTS AND SOURCES ROOM LAKESIDE 2ND FLOOR

FRIDAY
 1:00 AM SUNSHINE STATE SHOWCASES ROOM 218
 1:30 AM ACOUSTICMUSICSCENE BLUES SONG SWAP ROOM 303

"a solo performer with a guitar, tambourine and two drums going simultaneously. She sings like an angel, plays guitar like a demon, and her percussion creates a mighty sound. I've caught a few one-person bands over the years with mixed results. Wyand is undoubtedly one of the best I've seen."
 - John Porter WCVB Radio, Richmond VA

www.ruthwyand.com

Thursday Guerrilla Showcase Schedule

Belk Meeting Room (Ground Floor, formerly Assembly 1)

Studio C

Clinton Collins

- 10:40 Wegman Brothers
- 11:10 Clinton Collins
- 11:40 Bill Maier
- 12:10 Nancy Beaudette
- 12:40 Rich Eilbert
- 1:10 Clinton Collins
- 1:35 Bill Maier

First Presbyterian Church Dallas Meeting Room (Ground Floor, formerly Assembly 2) Gypsy Wagon Studios

David Hakan

- 10:40 David Hakan
- 11:00 Deserie & Jim
- 11:30 Bill and Eli Perras
- 12:00 Teghan Devon
- 12:30 Karyn Oliver
- 1:00 Steve Brooks
- 1:30 Gracious Me

Lakeside Roots and Sources

Matthew Sabatella

- 10:40 Leslie Evers
- 11:00 Andy Cohen
- 11:20 Susan Pepper
- 11:40 Matthew Sabatella
- 12:00 Singer/Songwriter
- Traditional Song Challenge
- 1:00 Just Vinny
- 1:20 Rick Ruskin
- 1:40 Loralyn Coles

218 Texas SugarBaby Showcase

Glynace Eastham

(All slots are songwriters in the round)

- 10:40 Jubilant Bridge, Mark Rubin, Raison D'Etire Duo
- 11:30 Steve Brooks, David Wiseman, Mike and Amy Aiken
- 12:20 Eric Lambert, Antonio Andrade, Kerry Grombacher
- 1:10 Chip Wilson, Friction Farm, Michael Henchman

230 Uncorked Showcase

Loretta Sawyer

- 10:40 Richard Eilbert
- 11:00 Escaping Pavement
- 11:20 Wayne Greene
- 11:40 Amelia Sweet Bluebird
- 12:00 Mark Dvorak
- 12:40 Friction Farm
- 1:00 Claudia Nygaard
- 1:20 Steven Pelland
- 1:40 Loretta's Last Call

234 Hillbilly Haiku

Denise and Rick Williams

- 10:40 Nathan Evans Fox
- 11:00 Ed Snodderly
- 11:30 The Ballingers

12:00 Linda McRae

12:30 Piper Hayes

1:00 Louisa Branscomb with Jeannette & Johnny Williams

1:20 Jane Kramer

1:40 Edgar Loudermilk Band

251 Keep the Flame Alive Showcase

Spook Handy

10:40 Dennis Warner

11:00 Spook Handy

11:20 Marilyn Duncan

11:40 Eric Lambert

12:00 Dennis McDonough

12:20 Bill & Eli Perras

12:40 Brooksie Wells

1:00 Scott Berwick

1:20 Joe Rollin Porter

1:40 Marci Benbow

303 AcousticMusicScene.com

Michael Kornfeld

10:40 Friction Farm

11:00 *Tennessee*: Claudia Nygaard, Erin O' Dowd and Taylor Pie

11:30 *O Canada*: Linda McRae, Suzie Vinnick and Noah Zacharin

12:00 *Guys of Note*: Alan Barnosky, Paul Helou and Chuck McDermott

12:30 *Women's Voices*: Kala Farnham, Jane Kramer and Tret Fure

1:00 *A Pair of Duos*: Dan & Faith and Jubilant Bridge

1:30 *Tunes by Todds*: Todd Burge and Todd Hoke

330 Ray Lewis Presents Sunshine&Song

Ray Lewis

10:40 Susan Shann

11:00 Xaris

11:20 Beth Snapp

11:40 Escaping Pavement

12:00 Rob McHale

12:20 My One and Only

12:40 Carly Gibson

1:00 Noah Zacharin

1:20 Deserie & Jim

1:40 Alan Barnosky

334 Focus Music

Scott Moore

10:45 Songwriters in the round:

Domenic Cicala, Piper Hayes, Sarah Peacock

11:30 Songwriters in the round:

Annette Wasilik, Steven Pelland,

Lynn Hollyfield

12:15 Heather Styka

12:30 Meghan Cary

12:45 Songwriters in the round:

Rob Hinkal, Gina Holsopple, Linda McRae

1:30 The Rough & Tumble



Registration Now Open!

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FOLK ALLIANCE REGION - WEST

The 2018 FAR-West Music Conferences will take place in Los Angeles at the Warner Center Marriott.

October 11-14, 2018

www.far-west.org

MARSHALL ARTZ



We will miss our SERFA friends this year. See you in 2019.

WWW.MARSHALLARTZ.NET

BANDMAIL@MARSHALLARTZ.NET

FRIDAY

8:00 AM to 9:00 AM: Breakfast in Galax Dining Room

9:00 AM to 4:00 PM: Registration open in downstairs lobby of Assembly Inn

9:30 AM to 10:45 AM: WORKSHOP SESSION #5

How House Concerts Can Make You a Living as a Musician

Belk Meeting Room (ground level)

Facilitator: Aidan Quinn Panelist: Rupert Wates

Rupert Wates averages 50 house concerts a year as the most booked performer on the international house concert network Concerts In Your Home and has twice been voted their Artist Of The Year. Learn how he has built a career in house concerts.

Using Music for Tourism Development

First Presbyterian Church Dallas Meeting Room (ground level)

Presenter: Art Menius

Panelists: Rob Bell, Laura Boosinger, Leigh Ann Wilder, Mary Howard Ade

Music trails have become ever more important in using a region's culture to promote regional economies through tourism. Some of the best known include Virginia's Crooked Road, the Blues Trail in Mississippi, and North Carolina's Blue Ridge Music Trail. Rob Bell of the latter and Madison County NC Arts Council Director will focus on that effort. Leigh Ann Wilder of the NC Arts Council can speak to it and other cultural tourism efforts in the state. Mary Howard Ade will provide a different perspective from the viewpoint of city using music for tourism development. You can learn how these efforts work and how they relate to you as musician, presenter, or radio host.

Building a House Concert Community

234 Jeffrey Meeting Room (2nd floor)

Facilitator: Bett Padgett

Panelists: Barbara Shiller, Steve Gnadt

One of the keys to a successful house concert is working with your community. From rules and regulations to social convention and cooperation, each community has a way it works. The panel will discuss how they navigate their community to build bridges instead of walls.

Music in Healing Environments

Query Lakeside Room (2nd Floor)

Facilitator: Roberta Schultz

Panelists: Steve Warner, Patricia Eaves, Andy Cohen, Ash Devine

Performing music and facilitating music-making in healing environments may not be for everyone, but for the touring artist looking to fill week days and the local artist seeking a steady income stream, these shows, facilitation, and instruction might be some of the most important and rewarding work you do. Join us in a discussion of marketing, booking, organizing, repertoire, and rapport for specialized audiences. Passion for the work is a must.

11:00 AM to 12:15 PM: WORKSHOP SESSION #6

The Art of Record-Making: From Pre-Production to Mastering

Belk Meeting Room (ground level)

Facilitator: Jeff Carroll

Panelists: Jon Shain, F.J. Ventre, Charlie Pilzer, Karyn Oliver, Suzie Vinnick

There are no rules for making records. Only choices. Today's artists have more options for how to approach and complete their recording projects than ever before. In this panel, accomplished singer-songwriters, engineers, and producers will discuss the art of record-making while examining the different stages of the production process. Learn how, after the songs are written, decisions made during pre-production, tracking, mixing, graphic design, and mastering will impact your art.



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Small and Medium-Sized Venues: Do's, Don'ts, Problem, Issues... and Answers

First Presbyterian Church Dallas Meeting Room (ground level)

Facilitator: Bailey Jones

Panelists: Louise Baker, Maggie McDonald

Whether you have run a venue for decades or are thinking about starting one, there is one thing that you definitely know, and that is: that you don't know everything! Nobody does, but in this workshop we will try to help each other find some of the answers. The panelists will have a list of problems and issues that all venues face, but don't be afraid to come with a list of your own.

Grant Support for Musicians, Events, Radio, and Organizations

234 Jeffrey Meeting Room (2nd floor) Facilitator: Art Menius

Panelists: Leigh Ann Wilder, Rob Bell, Herb Cooper-Levy, Dennis Warner

Over the last 30 years, grant support in the public sector for artists and arts events and organizations in all genre has decreased. This session will inform as to what potential funding sources remain and how one can learn about and access them.

Folksongs in the Making: Backwoods Appalachian Songs and New Generation Interpretations

Query Lakeside Room (2nd Floor)

Facilitator: Kay Loveland, Ph.D.

Demonstrators: James Harrell, Kelly Redmond, and Dakota Waddell (Letters to Abigail)

Psychologist and Author Kay Loveland, Ph.D. has published a book called *Last of the Rugged Individualists* with folk lore, stories, and songs discovered by her father, who hiked into isolated Appalachian communities beginning some 80 years ago, befriending many isolated individuals, families and small communities. In this presentation she will share some of the stories of this vanishing culture, including "raw" recordings of folk songs in their pure, original versions. SERFA members James Harrell, Kelly Redmond, and Dakota Waddell of Letters to Abigail will then play their "current folk" interpretations of these songs to give a "living" musical demonstration of how songs evolve from original raw expression to their current interpretation and performance. Ethnomusicology in the making!

Friday

12:30 PM to 1:30 PM: Lunch in Galax Dining Room

1:45 PM to 3:00 PM The Annual SERFA Celebration: Annual Membership Meeting, SERFA Awards and Keynote Address by Jim Rooney

Please see details pages 40-41

3:00 PM to 3:30 PM Afternoon Break Sponsored by

3:00 PM to 4:00 PM: Yoga with Karyn Oliver in 234 Jeffrey Meeting Room (2nd Floor)

4:00 PM to 5:30 PM: WORKSHOP SESSION #7

Using Music to Survive Music: Transcending Hard Times as a Musician

Belk Meeting Room (ground level)

Facilitator: Louisa Branscomb, Ph.D.

Panelists: Noah Zacharin, Kris Ballinger, Isabel Taylor

Being a musician is not easy even in the best of times. In this time of cultural unrest, many of us are also undergoing personal loss and changes such as aging, loss, illness, as well as normal challenges of our work. With personal stories, reflections and interactive discussion with the audience, this workshop will explore how we can not only "be" a musician, but use our own songwriting and music, as well as other resources, to help transform hard times. Louisa Branscomb, PhD, moderator, is a songwriter and psychologist, who has evolved a songwriting paradigm that unites creativity and concepts about life as a spiritual journey, which is the basis for her own approach to hanging in, and in teaching others. Noah Zacharin, Canadian singer-songwriter, gave up a career in dentistry that paid more but was "killing him," to perform full time. Kris Ballinger, of the Ballinger Family Band and formerly the Cluster Pluckers, is a veteran performer who has continued to play through many musical transformations. Isabel Taylor is a singer-songwriter with a #15 Folk DJ list album to her credit, who has struggled to make performing and songwriting a full-time gig.



Continued on page 43

2018 SERFA Awards

The annual SERFA Awards recognize those people, organizations, and businesses that made extraordinary contributions to folk music and its community in the South East Region of Folk Alliance International (*see list of awardees on page 64*). A committee consisting of Kari Estrin, who created the award in 2014, SERFA Treasurer Denise Williams, and SERFA Executive Director Art Menius selected, and the SERFA board ratified, the esteemed recipients for 2018: Jim Rooney, Ginny Hawker & Tracy Schwarz, and Michael Stock.

Jim Rooney has done it all in folk, bluegrass, and country music with an endearing grace and good humor. Read about his 65-year musical journey in the keynote address section next page.

Ginny Hawker & Tracy Schwarz, long time West Virginia residents, have enjoyed distinguished careers performing traditional folk music separately and together, without even considering Tracy's stellar role in the New Lost City Ramblers and the Strange Creek Singers. Since they met in 1988, they have wrapped their songs in stories of the people and the places of the music, transporting audiences to another time when life was more real and families were held close. Their harmonies are hair-raising and representative of the finest



American traditional music. Spanning old-time, Cajun, ballads, gospel, and bluegrass, they have recorded and performed together, solo, and with numerous bands and duos, including Dewey Balfa, Hazel Dickens, Marc Savoy, and Kay Justice. Ginny & Tracy have released two albums together. Ginny is credited with six albums, four of them with Justice. Tracy has at least 30 album credits. Ginny and Tracy have appeared in concerts and festivals throughout the United States, Canada, and England. Each summer they teach southern traditional singing at several music camps, introducing people to the music they love. Recently they started teaching students in their home.



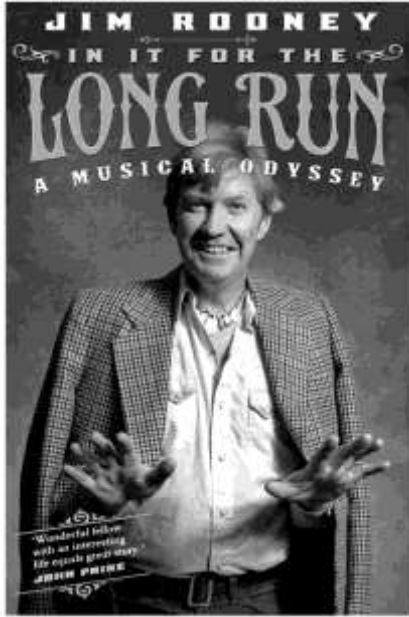
Michael Stock was one of the 120 people who formed Folk Alliance International (then the North American Folk Music and Dance Alliance) in Malibu in 1989. Every Sunday from 2-5pm, since 1981, Michael has produced "Folk & Acoustic Music" on public radio station 91.3 FM WLRN in Miami. The show consists of select recordings, old and new, of all types of folk music from bluegrass, blues, old-time, gospel, to contemporary singer/songwriter

Americana music. After being exposed to Dylan in high school, Michael became fascinated with the roots of American music, from the minstrel shows to the protest music of the 1960s.

During the late 1970s Michael became a concert promoter, operator of a folk night club, and host of a cable TV folk music programs. "Folk & Acoustic Music" features interviews and in studio performances of local and traveling artists, recently including T-Bone Burnett and Jesse Colin Young. Videos of more than 500 of these appear on his YouTube channel, including such SERFA conference regulars as Si Kahn, Bill & Eli Perras, Robin Greenstein, Jon Shain, Ellen Bukstel, Zoe Mulford, and Mean Mary.



2018 SERFA Conference Keynote Address



Musician, club and festival presenter, recording producer and engineer, author, music publisher, songwriter, and more, Jim Rooney will deliver the keynote address for the 11th Annual SERFA Conference.

Jim Rooney is a man who has done it all while enjoying being in it for the long run in many relationships. Think of Bill Keith, Eric von Schmidt, or his eventual spouse Carol Langstaff.

His love for bluegrass began back in Massachusetts in the 1950s when he heard a band called the Confederate Mountaineers at radio station WCOP. Inspired by the Lilly Brothers, Tex Logan, and Don Stover, it wasn't too long before Jim was on WCOP himself and hooked on performing.

At Amherst he met Bill Keith who would be a friend and musical partner for much of the next 60 years. In 1962, they recorded "Devils Dream" and "Sailor's Hornpipe," the first documentation of Bill's chromatic style shortly before he joined the Blue Grass Boys. The tracks appeared on their *Living on the Mountain* LP. Their many

collaborations would include the revolutionary Blue Velvet Band whose music spread worldwide person to person, Mud Acres, and concerts and tours with many different aggregations and combinations.

As a presenter, he managed the legendary Club 47 in Cambridge, bringing folks like Monroe and Flatt & Scruggs to northern, urban audiences in the same room as Tom Rush, Buddy Guy, and Doc Watson. He helped program the Newport Folk Festival, while starting the event which evolved into New Orleans' Jazz & Heritage Festival. Somehow, he also found time to help build Albert Grossman's Bearsville Studio.

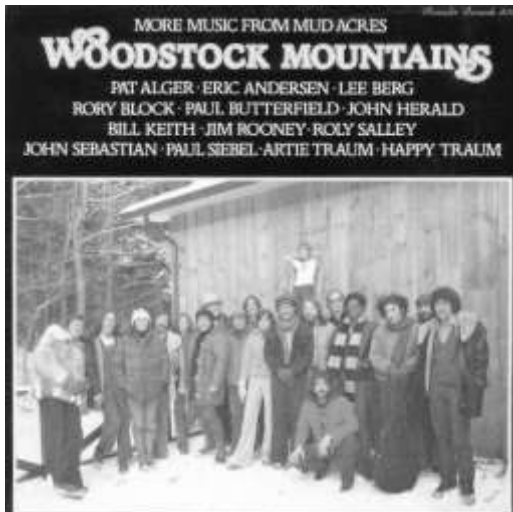
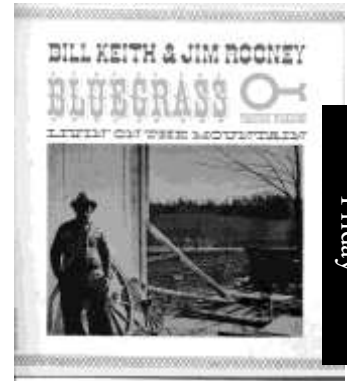
He grew into a strong songwriter, but long after he had established himself as a prose writer. *Bossman* was the first biography of both Bill Monroe and Muddy Waters. *Baby Let Me Follow You Down* with von Schmidt was the first history of the Boston folk scene. *In It For The Long Run: A Musical Odyssey* is the first memoir by Jim Rooney.

Jim fell into producing backwards and sideways, then became a studio engineer when encouraged by his mentor Cowboy Jack Clement. As a producer or engineer he has worked on projects with

John Prine, Hal Ketchum, Peter Rowan, Iris Dement, The Nashville Jug Band, Ian Tyson, Don Edwards, Carl Perkins, and Nanci Griffith.

As a partner in Forerunner he helped build a successful, artist first publishing house with writers like Pat Alger, Shawn Camp, Barry & Holly Tashian, and Tim O'Brien turning out numerous hits topping the country charts. Camp and O'Brien are two of the many musicians who occasionally perform with Jim at the Station Inn in Nashville as Rooney's Irregulars.

Jim has a saying, "If you don't live life, it will live you." With his love of music and being of service to others, Jim Rooney has done just that, live life more than well. His SERFA Award will join his Americana Music Association Lifetime Achievement Award, Boston Bluegrass Union Heritage Award, and the IBMA Distinguished Service Award.



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IMPORTANT DATES
 Early Registration - June 30
 Showcase Submission Deadline May 31
 Award Nominations - April 31
 Workshop/Panel Submissions - June 1
 Private Showcase Host Applications - August 15

KEY NOTE ADDRESS BY REV. ROBERT JONES, SR
 more information at www.farmfolk.org

★ ERIN O'DOWD ★

OLD TOWN

THE DEBUT ALBUM, PRODUCED BY TRAVIS LINVILLE

ERIN O'DOWD
OLD TOWN

THURSDAY
 AcousticMusicScene.com
 Room: 303
 11-11:30pm

SATURDAY
 Access Film Music
 Room: Assembly 1
 1-1:30 AM

Texas Sugarbaby
 Room: 218
 10:40-11:30pm

Acoustic Journeys
 Room: 330
 1:45-2 AM

"As comforting as faded denim" - The Autumn Roses
 Best New Music - American Songwriter Magazine
 Erin O'Dowd weaves Folk, Roots, & Classic Country influences into a fresh brand of Americana that's as inventive as it is nostalgic. The Nashville based singer-songwriter's stunning debut album, *Old Town*, released May 4th on Horton Records, and features Rolling Stone acclaimed Travis Linville and Grammy nominated John Fullbright.
 O'Dowd is touring extensively in 2018 & has been turning heads with her lilting, pure voice. Take one listen, and it's not hard to understand why O'Dowd's song "Robin's Egg Blue" won John Prine guitarist Jason Wilber's songwriting competition... and it's not hard to explain why this album will put her on the map.
 "She's someone whose album I would buy tomorrow and likely obsess over..." - Jeff Gemmill, *Old Grey Cat*

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 Studio C Showcase Thurs, 12:40-1:10 am
 SAW Showcase, Fri, 10:40-10:53 pm

Website and contact info
www.richeilbert.com reilbert@gmail.com

Destination Georgia

Continued from page 39 **How to Grow Your Audience**

First Presbyterian Church Dallas Meeting Room (ground level) Facilitator: Art Menius

Panelists: Steve Johnson, Jennifer Pickering, Louise Baker

Whether festival or club, everything a presenter does ultimately tries to build, satisfy, and retain an audience. In this session you'll learn from veterans about how they have done it—Steve Johnson, Artistic Director of MerleFest, Jennifer Pickering, Executive Director of LEAF, and Louise Baker, who books folk concerts at ISIS in Asheville. Art Menius, who was Marketing and Sponsorship Director for MerleFest for a decade, will moderate.

Does the Folk Music Community Have a Social Responsibility?

234 Jeffrey Meeting Room (2nd floor)

Facilitator: Spook Handy

Panelists: Tret Fure, Marc Rubin, Abby Parks

Who said giving voice to our shared values and struggles has to be done in a political, partisan, preachy way or that it's okay to alienate our audiences? Folk artists like Pete Seeger, Joan Baez, Peter Paul & Mary, Si Kahn, Joe Jencks and many younger musicians have gained credibility as voices of reason and advocates of virtue precisely because they have found ways to sing the truth in a positive uplifting manner while not shying away from the dark circumstances of the time. Let's talk about it and share songs that demonstrate how we musicians, presenters, DJs, volunteers and audience members can rise up to demands of our times in a way that builds harmony and solidarity.

Traditional Banjo Greats: George Gibson

Query Lakeside Room (2nd Floor)

Interviewer: Lydia Sylvia Martin

Interviewee: George Gibson

Eastern Kentucky banjo master George Gibson recently moved to Asheville. Lydia Martin will interview George about banjo history, the music of southeastern Kentucky, and the tunes and songs that remain alive due to George. George grew up in Knott County, Kentucky, drawn to the older music rather than the bluegrass with which the area was on fire shortly after World War II. He is one of the few remaining players who grew up surrounded by old time music and

learned it from James Sloan and his father. He is truly a living treasure for our country. Few, if any, people are more knowledgeable about the older banjo music of his home area.



6:00 PM to 7:00 PM: Dinner in Galax Dining Room



Friday

FRIDAY SHOWCASES

7:15 PM Alan Barnosky

alanbarnosky@gmail.com (734) 277-4788

<http://alanbarnosky.com>

<http://facebook.com/abarnosky>

@alanbarnosky

<http://instagram.com/alanbarnosky>

Alan Barnosky is a North Carolina-based guitarist and songwriter proudly nestled within the realms of folk, bluegrass, and country blues, writing songs and flatpicking melodies with admiration and respect for the American roots traditions of years past. In his recent debut solo album *Old Freight*, Barnosky offers a fresh take on the traditional folk record. Stripped down to only the raw elements, *Old Freight* balances nuanced and subtle acoustic instrumentation with genuine songwriting to deliver ten songs that are raw and real. Originally from Michigan, Barnosky has performed with various acts on stages at Merlefest, the Telluride Bluegrass Festival, and the IBMA Bluegrass Ramble, to name a few. He first emerged as a songwriter amid Washington, DC's thriving folk and bluegrass music scene and now lives in Durham, NC where he also plays with bluegrass four-piece Counterclockwise String Band and the acoustic trio Fabius Page.



FOLK ALLIANCE INTERNATIONAL CONFERENCE



FEBRUARY
13-17,
2019

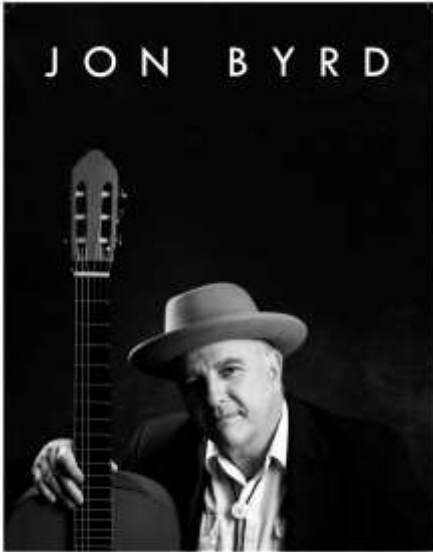
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<http://www.facebook.com/jonbyrdnashville/>
 @Nashvillejbyrd

MOJO proclaimed *Byrd's Auto Parts*, Jon Byrd's 2007 debut solo recording, "Americana the way it was and the way it should be." *Maverick* declared Byrd's 2011 follow-up *Down At The Well Of Wishes* "spellbinding, showcasing a true genius at work." *R2 Magazine* said about Jon's next recording *ROUTE 41* as "Byrd's warm, effortless vocals touch the emotional core of all he sings." Born in Birmingham, Alabama, Jon grew up among the piney woods of south Alabama before becoming pivotal in Atlanta's storied Redneck Underground music scene. Always a featured sideman, Jon's first solo recording didn't come along until after migrating to Music City over 15 years ago. *Dirty Ol' River* is Jon's fourth solo album and harkens back to his first *Auto Parts* record: up-tempo country songs, lots of pedal steel, and some really strong country covers. Jon's

originals "I Get Lost" and "If Texas Is So Great" will be heard for years to come.

7:55 PM Beth Snapp

contact@bethsnapp.com (423) 276-5565
<http://bethsnapp.com>
<https://www.facebook.com/bethsnappmusic/>

Beth Snapp is a pop-roots Americana singer-songwriter from Northeast, TN. Her style flits among folk, bluegrass, pop, early R&B and jazz, all with an ease that connects the listener to complex emotions that fall on every day moments to create an "I've been there before" sensation. Beth is releasing a new EP, entitled "Don't Apologize," in summer 2018. Recorded at the renown Echo Mountain Studios in Asheville, NC, this EP focuses on one theme: love. Love yourself, love others, and do good things. Beth has opened for or shared stage with acts such as Jill Andrews, Cruz Contreras of the Black Lillies, Iris Dement, Scott Miller and the Commonwealth, and Grammy nominated cellist Dave Eggar.



8:15 PM Escaping Pavement

Escapethepavement@gmail.com (248) 804-8450
<http://Escapingpavement.com>
[@Escape_Pavement](http://Facebook.com/escapingpavementband)
<http://Instagram.com/escapingpavement>

Hailed as "The most dynamic Americana group out of Detroit, Michigan" Escaping Pavement masterfully blends and blurs the lines of bluegrass, folk, and Americana. Their unique joint frontperson arrangement, with Emily and Aaron sharing equally in singing, songwriting, and guitar playing allows for harmony-driven, musical interplay that has earned them slots on bills with the likes of Justin Townes Earle and Joan Osborne. With a 2017 Detroit Music Award win for Outstanding Americana Record, more than 700 shows under their belt, a new EP comprised of music inspired by the National Parks, and a nonstop touring schedule, this duo is spreading their roots-based message, far and wide. Find out why Jeff Milo of *Paste* magazine said, "Escaping Pavement make sparseness stunning. The acoustic guitar and mandolin crackle together like a mesmerizing bonfire, and their voices blend together like the azure purple and tawny oranges of vibrant sunset..."



8:30 PM to 9:00 PM INTERMISSION

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performances & promotion

www.lorettasawyeragency.com

9:00 PM Ed Snodderly

edsword10@gmail.com (423) 943-4025
<http://edsnodderlymusic.com>
[@edsnodderly](http://facebook.com/edsnodderlymusic)
<http://youtube.com/channel/edsnodderly>

Ed Snodderly is a musician and songwriter from Johnson City, Tennessee. He uses images from the old and odd Appalachian world while combining his own musical backbone creating original, eclectic beautiful songs.

Imagine A.P. Carter sitting with Charles Bukowski in a diner falling in love with their waitress talking with a hillbilly accent and a pierced tongue. Sam Bush (“Majestic”), Jerry Douglas (“Pearlie Mae”), John Cowan, (“Working In The New Mine”), Missy Raines (“Basket Of Singing Birds”), and others have recorded Ed’s songs. He has recorded for Philo, Zu-Zazz and Sugar Hill Records.

The third verse of his song “The Diamond Stream” is permanently displayed on the wall in the Hall Of Honor at the Country Music Hall Of Fame in Nashville, Tennessee. You’ve seen him on screen as the Village Idiot in “O Brother, Where Art Thou?” An evening with Ed Snodderly is unique, wonderfully eccentric, and, importantly, entertaining.



9:20 PM Tret Fure

tretfure@gmail.com 608-469-4007
<http://www.tretfure.com>
[@tretfure](http://www.facebook.com/tretmusic)
<http://www.reverbNation.com/tretfure>

Tret Fure has released 15 acclaimed albums in her 47 year career. Her last, *Rembrandt Afternoons*, received stellar reviews and was chosen by the acclaimed folk music show “Midnight Special” as album of the week. Fure has also engineered and produced a variety of well known artists, including herself. Currently she is working on her 16th, *Roses in November*. Some of the awards Tret has won include South Florida Folk Festival Singer/Songwriter Competition in 2 of 3 categories, the Jeanne Schliessman award for Outstanding Contributions to Women’s Music, and “Pride In The Arts Favorite Female/Lesbian Musician.” She holds the number 1 spot on ReverbNation in the Hampton Roads area. When not touring, Tret markets her own line of clothing, teaches guitar and songwriting and paints pet portraits on commission. She just retired from being President of Local 1000, The Traveling Musicians Union. She is a Renaissance woman!



L: Kathy Mattea keynotes in 2017

R: Peggy Seeger gives 2016 keynote





9:40 PM Matthew Sabatella

matthew@ramblingstringband.com (305) 753-1850
<http://www.ramblingstringband.com>
[@balladofamerica](http://www.facebook.com/balladofamerica)
<http://www.instagram.com/balladofamerica>

With vocals, guitar, banjo, and mountain dulcimer, Matthew Sabatella brings to life music that is woven into the fabric of the United States. For nearly two decades, he has followed the threads of traditional folk song, revealing a tapestry of music created by American colonists, pioneers, sailors, lumberjacks, immigrants, '49ers, farmers, mountaineers, slaves, soldiers, cowboys, railroaders, factory workers, and activists. Performing both with the 5-piece Rambling String Band and as a solo artist, Sabatella tells his own story of discovery while digging deep into his repertoire of folk, old-time country, fiddle tunes, Appalachian music, ragtime, blues, spirituals, railroad and cowboy songs, work songs, sea shanties, Old World ballads, bluegrass, and more. Audiences engage with the strength and beauty that have emerged from the often troubled history of the United States. This is American heritage music. This is your birthright. Own it.

10:00 PM Piper Hayes

piper@pipersings.com (647) 881-5991
<http://pipersings.com/>
<http://www.facebook.com/piperhayes/>
 @piperkansing
<http://instagram.com/piperhayes/>

Piper Hayes is a Canadian folk pop singer-songwriter and social activist based in Hamilton, Ontario. She has toured her original music extensively across North America, Europe, the U.K., and Nepal. She teaches workshops on mental health, vocal empowerment, and songwriting all over the world. She often teams up with the Canadian Mental Health Association, using contact education to reduce stigma around mental illness. She has released two EPs and a live album to much critical acclaim. She is a two-time nominee of the Ontario Arts Council's Colleen Peterson Songwriting Award in 2016 and 2017. Nowadays she performs, tours and writes with her partner Carson Ritcey-Thorpe. On December 8, 2017 Piper released her debut full-length album *Piper & Carson*, designed to be listened to from start to finish. It is a compilation of intentioned tracks; a reflection of the couple's last few years; and a moment in time. Recorded live off the floor at Thorpe's Organics, and produced by Chris Bartos.



Friday



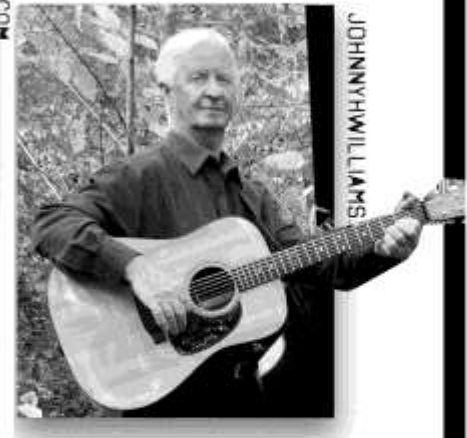
10:30 PM to 12:30 AM
 Local 1000 Showcase Free Zone In Lobby

10:40 PM to 2:00 AM
 Guerrilla Showcases
 See schedule page 49

☆ Louisa Branscomb with ☆
Jeanette and Johnny Williams
 vintage, originals, and vision



"Award-winning originals and rediscovered traditionals delivered with a bluegrass edge, soaring harmony, and down-to-earth ease."



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Friday Guerrilla Showcase Schedule

Belk Meeting Room (Ground Floor, formerly Assembly 1)

Access Film Music

Dennis McDonough

10:40 David Hakan

Access Film Music hosts Alan Rowoth's BIG ORANGE TARP HOUR from 11:00pm 'til Midnight

11:00 Suzie Vinnick, ilyAIMY, Steve Pelland

11:30 Belle Hollows, Chip Wilson, Ernest Troost

12:00 Jason Ropp, Joe Rollin Porter, Marci Benbow

12:30 Michael Henschman, Mark Monroe Gibson, Amelia Sweet Bluebird

1:00 Mara Levine, Susan Shann, Brant Miller

1:30 Bryce Ernest Taylor, Ash Devine, Annette Wasilik

1st Presbyterian Church Dallas Meeting Room (Ground Floor, formerly Assembly 2)

Simply Music

Chari Huntzberry

11:00 Bryce Taylor and Shelby Sanders

12:00 Meghan Cary

1-2 "Open mic" jam

Lakeside Traditional Music

Andy Cohen

10:40 Lydia Sylvia Martin, Susan Pepper, Sheila Kay Adams

11:50 Linda McRae, Ash Devine, Andy May, Mara Levine (acc. Andy Cohen)

1:00 Mark Dvorak, Joe Rollin Porter, Mark Rubin

218 Sunshine State Showcases

Bill Perras

10:40 ilyAIMY

11:00 Spook Handy

11:20 Rupert Wates

11:40 David Hakan

12:00 Claudia Nygaard

12:20 Bill & Eli Perras

12:40 Tret Fure

1:00 Ruth Wyand

1:20 Bett Padgett

1:40 Dan and Faith Senie

230 Uncorked Room

Loretta Sawyer

10:40 Special Guest

11:00 Tret Fure

11:20 Jane Godfrey

11:40 Heather Styka

12:00 Mark Dvorak

12:40 Brian Ashley Jones

1:00 Noah Zacharin

1:20 Eric Lambert

1:40 Loretta's Last Call

234 Hillbilly Haiku

Denise and Rick Williams

10:40 Bigdumbhick (Jeff Wall)

11:00 Ed Snodderly

11:30 Jefferson Ross & Jon Byrd

12:30 Clinton Collins

1:00 Jubilant Bridge

1:20 Beth Snapp

1:40 Mark Rubin—the Jew of Oklahoma

251 SongSwarm

Taylor Pie

11:00 Steve Brooks, Taylor Pie, Elly Winger

11:30 Pat Maloney, Taylor Pie, Karen Oliver

303 AcousticMusicScene.com

Michael Kornfeld

10:40 The Belle Hollows

11:00 *Marylanders*: Domenic Cicala and Teghan Devon

11:30 Mara Levine, Dennis McDonough and Susan Shann

12:00 *Guys of Note*: Jacob Johnson and James Lee Stanley

12:30 *Women's Voices*: Gina Holsopple, Beth Snapp and

Heather Styka

1:00 *Keystone Staters*: Antonio Andrade and Meghan Cary

1:30 *Acoustic Blues*: David Jacobs-Strain & Bob Beach, Jon Shain & FJ Ventre and Ruth Wyand

330 Ray Lewis Presents...Sunshine & Song Ray Lewis

10:40 Raison D'Etre Duo

11:00 Friction Farm

11:20 My One and Only

11:40 Kerry Grombacher

12:00 Leslie Evers

12:20 Nathan Fox

12:40 Xaris

1:00 Steve Pelland

1:20 Michael Henschman

1:40 Letters to Abigail

334 Songwriters Association of Washington/Mid-Atlantic Song Contest *Gracious Me*

10:40 Rich Eilbert

10:53 Christopher Mark Jones

11:06 Steve Warner

11:19 Leah Kaufman and Isabel Taylor

11:32 Gracious Me

11:45 ilyAIMY

11:58 Todd Burge

12:11 Annette Wasilik

12:24 Spook Handy

12:37 Loralyn Coles

12:50 Dan and Faith

1:03 Lynn Hollyfield

1:16 Teghan Devon

1:29 Michael Lynskey

1:42 Domenic Cicala

BRIAN ASHLEY JONES



Official
Showcase
Saturday
7:55 pm



MICHAEL HENCHMAN

~ songs from roads less traveled ~

SERFA Showcases

Thursday

1:10-2:00 am
Texas Sugarbaby (ITR)

Friday

1:20-1:40 am
Ray Lewis Presents...
Sunshine & Songs

Saturday

12:00-12:30 am
Access Film Music (ITR)

Hailing from the evergreen Pacific Northwest, Michael Henchman's thoughtful songwriting often draws inspiration from roads less traveled and wide open spaces that have beckoned since childhood, to create warm, reminiscent stories of love and loss, hard times and hope.

"Pure Americana-Country magic the way it used to be, full of cautionary tales and a passion for life..." - Gashouse Radio

michaelhenchman.com

soundcloud.com/roadsongs

info@michaelhenchman.com

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Bett Padgett

teacher, storyteller, songwriter, multi-instrumentalist, innovative guitarist
whose stories through songs impact and inspire us.



"Insightful songs about the social climate that affects us; Bett's engaging stories remind us of what's really important." - Rootstime, Netherlands

AT THE END OF THE DAY
#15 Folk DJ Chart for December 2017

SELECT SHOWCASES (CHECK PROGRAM FOR COMPLETE LISTING)

Wednesday: 12:30am - 1:00am | Access Film Music | Assembly 1

Friday: 1:20am - 1:40am | Sunshine State Showcase | Room 218

WORKSHOPS

Effective Collaboration Among House Concert Presenters | Thursday at 4:00 - 5:30pm

Building a House Concert Community | Friday at 9:30 - 10:45 am

Contact: bett@bettpadgett.com | 919-264-3075 | www.bettpadgett.com
YouTube channel and DADGAD tutorials available on her website/Ceilidhe's Music



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in the ACOUSTIC ROOTS COMMUNITY**



PHOTO BY KARI BEDFORD

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615-262-0883

WORKSHOPS / MENTORING WITH KARI AT SERFA:

- THURSDAY 4-5:30 pm:**
Managing and Preparing for Your Own Tours - Moderator
- SATURDAY 9:15 - 10:30 am:**
Presenting a Song Contest
- SATURDAY 1:45 - 3:00 pm:**
Promoting to Radio, Hiring Publicists, and Finding Management
- SATURDAY 3:45 - 5:25 PM: MENTORING**

PLEASE SUPPORT THESE CLIENT'S SHOWCASES:

- Rod Abernethy, Alan Barnosky (official),
Wyatt Easterling, Rob McHale, Spook Handy,
Eric Lambert, Bett Padgett, Joe Rollin Porter,
Brooksie Wells, Elly Winger...

AT RADIO NOW

- Rod Abernethy - THE MAN I'M SUPPOSED TO BE
- Joe Rollin Porter - TAKE THIS HAMMER
- Reggie Harris - READY TO GO
- The Young Novelists - IN CITY & COUNTRY

KARI'S 2018 RECORDS AT RADIO

(with Folk DJ's Chart numbers of the Month)

- True North - OPEN ROAD, BROKEN HEART - No. 1 CD - January 2018
- John McCutcheon - GHOST LIGHT - No. 1 CD/Artist - Feb 2018
- Kyle Carey - THE ART OF FORGETTING - No. 3 CD - January 2018
- Mare Wakefield & Nomad - TIME TO FLY - No. 4 CD/No. 2 Song - Feb 2018
- Elly Winger - LITTLE RED WAGON - No. 8 CD - January 2018
- Alan Barnosky - OLD FREIGHT - March 2018*
- Rob McHale - PROPHETS ON THE BOULEVARD - March 2018*

*Chart no's not available at press time

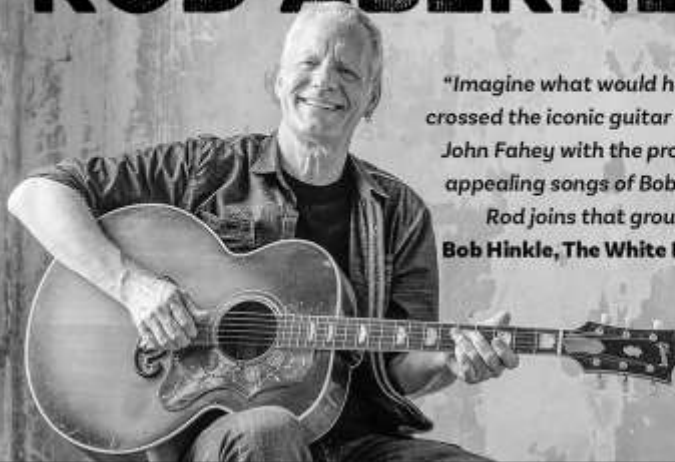
**AND TO THESE 2017 FOLK DJ YEAR END TOP 10
CD'S/ARTISTS/SONGS OF THE YEAR**

- Tim Grimm - A STRANGER IN THIS TIME - No. 1 CD/No. 1 Song of the Year
- John McCutcheon - TROLLING FOR DREAMS - No. 1 Artist/No. 2 CD/No. 3 Song of the Year
- Ordinary Elephant - BEFORE I GO - No. 7 CD of the Year/FAI Artist of the Year
- Susan Cattaneo - THE HAMMER & THE HEART - No. 10 Song of the Year
- And to Zoe Mulford's "The President Sang Amazing Grace" from SMALL BROWN BIRDS
recorded in March 2018 by Joan Baez on WHISTLE DOWN THE WIND

Congratulations to SERFA Executive & Conference Director Art Menius, President Don Baker and the SERFA Board - Grady Ormsby, Abby Parks, Jefferson Ross, Roberta Schultz, Isabel Taylor and Denise Williams for another great conference. Kari Estrin - SERFA Founding & Past President/Conference Director/Board Member - 2001 - 2016

KARI ESTRIN MANAGEMENT & CONSULTING

ROD ABERNETHY

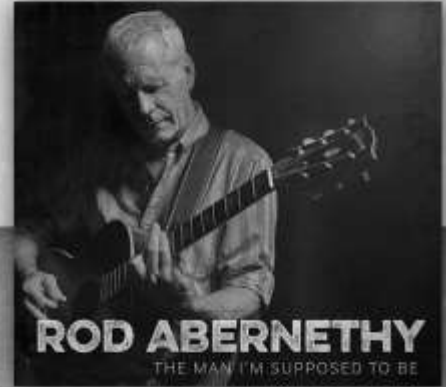


"Imagine what would happen if you musically crossed the iconic guitar chops of Leo Kottke and John Fahey with the prophetic and immensely appealing songs of Bob Dylan and Tom Waits. Rod joins that group in very rare air..."
Bob Hinkle, The White Horse Black Mountain

NEW DOUBLE CD
"THE MAN I'M SUPPOSED TO BE"

ORIGINAL SONGS/GUITAR INSTRUMENTALS

AT RADIO MAY/JUNE 2018
 Consulting/Radio Promotion: Kari Estrin



AWARD WINNING COMPOSER FOR TV, FILM AND VIDEO GAMES:

BAFTA 2009 Award for Best Original Score for the video game "Dead Space" for Electronic Arts
 Game Audio Network Guild - 2003 Soundtrack Of The Year for "The Hobbit" for Vivendi-Universal
 Hollywood Music & Media Awards 2011 nomination for Best Original Score for "RAGE" for Bethesda Software

Professor of music composition at the UNC-School Of The Arts, Winston Salem, NC

For CD's and booking Rod for listening rooms, concerts, lectures and teaching music composition for film, tv and video games:

RODABERNETHYGUITAR.COM

ALAN BARNOSKY
 FLATPICKING GUITARIST & SONGWRITER



At radio March/April 2018
 Radio Promotion by Kari Estrin



SERFA SHOWCASES

Thursday 12:00 midnight - AcousticMusicScene.com - Rm 303
 Thursday 1:40am - Sunshine & Song - Rm 330
 Friday 7:15pm - OFFICIAL SHOWCASE
 Saturday 1:10am - Texas Sugarbaby - Rm 218

"A fella that sings like this with this kind of work on the lyrics must be channeling Woody Guthrie...the pickin' is real nice, but the vocal steals it ...
 You just believe every line he sings." - EarToTheGround Music

For more info/booking: alanbarnosky.com

JOE ROLLIN PORTER

acoustic blues and roots finger style guitar & songs



NEW ALBUM "TAKE THIS HAMMER"
 AT RADIO APRIL/MAY 2018



Produced by Gary Gordon
 Radio promotion by Kari Estrin

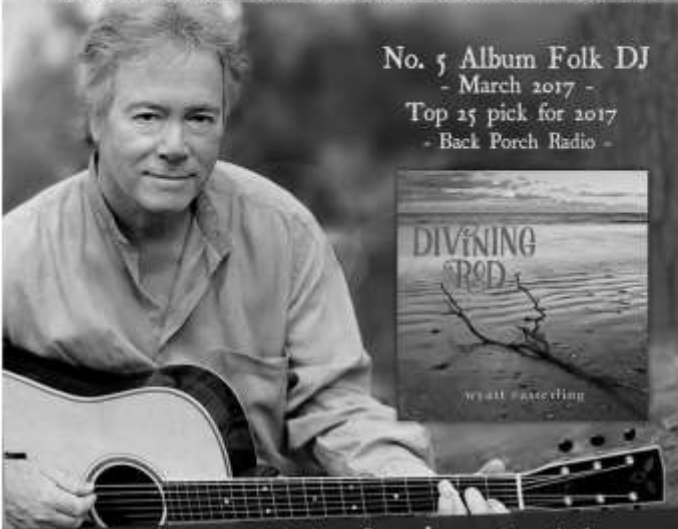
"Guys like Joe are the type we all need to pay attention to. They are the ones keeping the musical past alive, shining a new light on the old songs."

- NO DEPRESSION -

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No. 5 Album Folk DJ
- March 2017 -
Top 25 pick for 2017
- Back Porch Radio -



Mentoring at SERFA - Saturday 3:45 - 5:25

"Easterling captures the gritty essence of daily living while offering an optimistic vision of the possible. All this is underscored by an unerring knack for lyrical truth."
- Triangle Slim, WHUP



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SPOOK HANDY

Panel - Songs that Bridge the Political Divide

Workshop - Does the Folk Music Community Have a Social Responsibility?
Showcases listed in program book

"The passion, purpose and spirit of American folk music are alive and well with Spook Handy."
Gary Wien - Editor in Chief, New Jersey Stage

"Pete, Woody & Me, Volume I - Keep the Flame Alive"
NO. 3 CD - June/July 2016 - Folk DJ Charts
No. 3 Song - Banks of Marble - June 2016

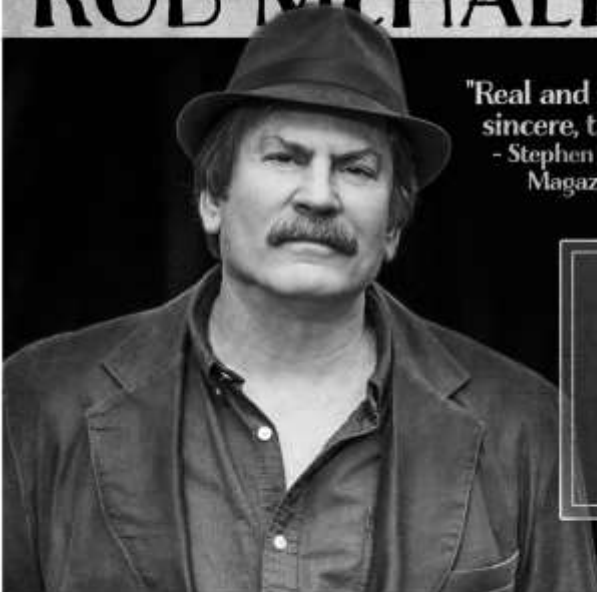
Learn about the "Remembering Pete Seeger" World Tour



www.spookhandy.com | 732-418-1340

ROB McHALE

"the songs of Rob McHale should be taught in school..."
- Tom Franks, Folk Words Magazine, London, England

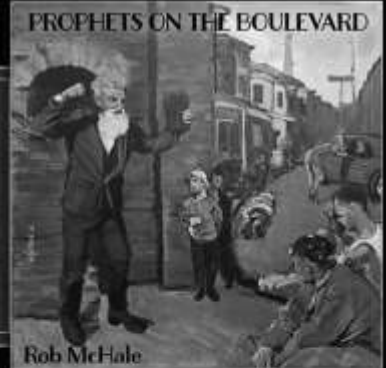


"Real and mature, reflective and sincere, this is music for the spirit..."
- Stephen Rapid, Lonesome Highway Magazine, Dublin, Ireland

SELECT SHOWCASES
Wednesday at 11pm
Access Film Music - Assembly 1

Thursday at 12am
Ray Lewis Presents - Rm 330

at Radio March/April 2018
Radio promotion by Kari Estrin



No. 8 Album, No. 2 & No. 9 Songs - Folk DJ October 2016

"McHale wears the skins of his characters; his stories allow for the familiar to be felt as an old friend ..."
- Danny McCloskey, The Alternate Root



Now booking for 2018! More info at www.robmchale.com

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Singer/Songwriter/Producer ~ Wild Card Development, LLC

Current Project: "Blue Moon of Kentucky" starring Michael Shannon with soundtrack by T-Bone Burnett and Ronnie McCourey

NEW ALBUM "In My Pocket"
Coming Fall 2018



FOLK DJ OCTOBER 2015
NO. 10 CD!

brooksie@been-there.com
www.brooksiewells.com

SERFA SELECT SHOWCASES

Thursday | 12:40am | "Keep the Flame Alive" Showcase - Room 251
hosted by Spook Handy
Saturday | 10:40pm | Ruper Wates and Friends - Room 230

SERFA PANELIST

"Promoting to Radio, Hiring Publicists and Finding Management"
Saturday | 1:45-3pm

ERIC LAMBERT

PERFORMER | MUSICIAN | EDUCATOR

"Eric Lambert's soulful voice and amazing guitar picking are only ever shadowed by his down to earth personality and genuine charm. Audiences leave feeling like they have spent the evening with a close friend."
-Chad Clifford, Front Porch Music (Valparaiso, IN)

"I think Eric is fantastic, a superb musician of rare ability, plus a wonderful guy with the best smile around!"
-Lilli Kuzma, "Folk Festival"
WDCB Public Radio (Chicagoland)

NEW CD IN 2018!

Consulting/Radio Promotion: Kari Estrin Mgt/Consulting

SHOWCASES AT SERFA

THURSDAY

11:40am | Keep The Flame Alive | Rm 251

12:40am | Texas Sugar Baby | Rm ?

FRIDAY

1:20am | Uncorked | Rm 230

SATURDAY

1:30am | Access Film

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Little Red Wagon
#8 Album Folk DJ Chart
January 2018

Radio Promotion: Kari Estrin, kari@kariestrin.com

"Sh*t, man, she can play!"
~ John Burdick, Music Journalist ~



SERFA 2018

Select Showcases

WEDNESDAY 1:00 - 2:00 am | Roots and Sources (ITR) | Lakeside

FRIDAY 11:00 - 11:30pm | Puff Bunny Records Songswarm

SATURDAY 11:35pm - 12:20am | Roots and Sources (ITR) | Lakeside

See program for more...

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SATURDAY

8:00 AM to 9:00 AM: Breakfast in Galax Dining Room

9:00 AM to 10:00 AM: Registration open in downstairs lobby of Assembly Inn

9:15 AM to 10:30 AM: WORKSHOP SESSION #8

Learning from the Old Songs

Belk Meeting Room (ground level)

Facilitator: Matthew Sabatella

Panelists: Susan Pepper, Ash Devine, Ed Snodderly, Andy Cohen

What can the old songs teach modern creators about music, melody, story, form, taste, timelessness, and getting the point across? Traditional folk songs have influenced the repertoires and inspired the creative muses of many artists, including Bob Dylan, Gillian Welch, Billy Bragg, Joni Mitchell, Tom Waits, Jerry Garcia, David Byrne, Joan Baez, David Hidalgo, Bob Wills, Doc Watson, and Louis Armstrong. Listening and learning from the old music could be just the enlightenment you're listening for.

Presenting a Song Contest

First Presbyterian Church Dallas Meeting Room (ground level)

Facilitator: Gar Ragland

Panelists: Steve Johnson, Kari Estrin, Loralyn Coles

Is a songwriting competition a good initiative for your festival or organization, or have you thought about starting a standalone contest? This session is where to learn from experienced organizers from NewSong, Chris Austin, and Mid-Atlantic. Also, a great opportunity for potential entrants to learn the logistics of songwriting contests.

Promoting and Supporting Your Radio Show

234 Jeffrey Meeting Room (2nd floor)

Facilitator: Michael Stock

Panelists: Al Kniola, Bruce Swan

Hosting a radio show involves a lot more than picking songs and announcing them. We'll look at such essential off-mike tasks as promoting your show, live music in studio, finding underwriters or advertisers, getting promo service from publicists and labels, and dealing with station management. Also of interest to artists and others seeking to discover creative ways to work with radio.

Taking Care of Business: Essential Legal and Business Tips Made Easy

Query Lakeside Room (2nd Floor)

Presenters: Tricia Ann Eaves JD, Bill Foster

Learn how to protect your assets and reduce liability by making smarter business decisions, with simplified legal tips, and other, helpful ideas to protect the life you've worked so hard to attain. An informal, practical, and lively interactive workshop with time for questions and discussion. Tricia Ann Eaves, JD, is a retired director and Lead Faculty of the Santa Fe Community College Legal Studies Department and Departmental Chair for the Business Program, where she also served as a Dean. She plays mandolin and guitar, is a songwriter and has been a dedicated roots musician since a very young age when she started her first band. Tricia recently retired and moved to Eastern Tennessee, where she is teaching Music Law and Music Business courses in the East Tennessee State University Bluegrass Program.

10:45 AM to 12:15 PM Wisdom of the Elders Convocation Hall See next page for details

12:30 PM to 1:30 PM: Lunch in Galax Dining Room

Continued on page 59



*L: Wisdom of the Elders
2013: Greg Trafidlo,
Sonny Ochs, the late Ralph
Lewis, Marty Lewis*

*R: Wisdom of the Elders
2017: Art Menius, Doug
Orr, Reggie Harris,
Patrick Sky, Cathy Sky*



Wisdom of the Elders

In the folk community we appreciate that we stand on the shoulders of our predecessors whether they were known internationally or worked in obscurity. Sonny Ochs created the Wisdom of the Elders program at the NERFA conference. In 2013 it spread to both the Folk Alliance International Conference and to SERFA. Wisdom of the Elders provides a structured opportunity for us to learn from and about our senior leaders and for the Elders to talk among themselves as well. Wisdom of the Elders rapidly became an essential feature of our Folk Alliance gatherings. Elders participate in a panel with questions posed by Art Menius, each other, and audience members.

Elders participating at SERFA so far:

2013: Sonny Ochs, Ralph Lewis

2014: Alice Gerrard, Margo Blevins, John McCutcheon

2015: Ken Irwin, Bill Nowlin, Marian Leighton-Levy, Alice Gerrard, Si Kahn

2016: Peggy Seeger, Freebo, Lowell “Banana” Levinger

2017: Patrick Sky, Doug Orr, Reggie Harris

2018: Jim Rooney, Billy Edd Wheeler, Ginny Hawker and Tracy Schwarz

You can read about **Jim Rooney** in the Keynote Address section (page 41) and **Ginny Hawker and Tracy Schwarz** in the SERFA Awards section (page 40).



Born and raised in Boone County, West Virginia, **Billy Edd Wheeler** was graduated from Warren Wilson [Junior] College in 1953 and Berea College in 1955. After service as a student pilot in the Navy, he did graduate studies at Yale's School of Drama. He has lived in Swannanoa since 1963, except for a stint managing United Artists Music Group in Nashville – 1968-70. UA bought his songwriting contract from legendary songwriter-publishers Jerry Leiber and Mike Stoller.

Wheeler has received 13 awards from ASCAP for songs recorded by Judy Collins, Bobby Darin, The Kingston Trio, Johnny Cash, Neil Young, Kenny Rogers, Elvis, and 90-some other artists, selling over 57 million units. The songs include *Jackson*, *The Rev. Mr. Black*, *The Coming of the Roads*, *Ode to the Little Brown Shack Out Back* (Wheeler's only chart hit as an artist), *Coal Tattoo*, and *Coward of the County*, that was made into a movie. Billy Edd is still writing songs, but now that he's on the back nine of life--to put it in golfing terms--he is no longer seeking playwriting opportunities or commissions. This gives him more time to paint, write, and perform occasionally with Nashville buds and The Elvi -- Rich Bellando, Doug Orr, a 2017 Wisdom of the Elders panelist, and Billy Edd.

Wheeler is author of a dozen plays, including four outdoor dramas. He has authored or co-authored several books of humor including *Laughter In Appalachia*, now in its 13th printing. Recently inducted into the West Virginia Music Hall of Fame, and the Nashville Association of Songwriters International's Hall of Fame, he is the recipient of Distinguished Alumnus awards from Warren Wilson College and Berea College. In 2004, Berea College conferred on Billy Edd the honorary degree of Doctor of Humane Letters.



Official Showcase Artist

Matthew Sabatella

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MatthewSabatella.com

Workshop Moderator
Learning from the Old Songs
 9:00 a.m. on Saturday (Belk Meeting Room)

Guerrilla Showcase Host
Singer/Songwriter Traditional Song Challenge
 12 midnight on Thursday during the
 Roots and Sources Showcase (Lakeside Room)

Showcases

Wednesday Roots and Sources
 11:00 p.m.—12:00 a.m. (Lakeside Room)

Thursday Roots and Sources
 11:40 p.m.—11:55 p.m. (Lakeside Room)

Friday Official Showcase
 9:40 p.m.—9:55 p.m. (Convocation Hall)

Saturday Roots and Sources
 12:25 a.m.—1:10 a.m. (Lakeside Room)



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 listen • learn • join in

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Continued from page 56

1:45 PM to 3:00 PM: WORKSHOP SESSION #9

Promoting to Radio, Hiring Publicists, and Finding Management

Belk Meeting Room (ground level)

Facilitator: Stephen Bond Garvan

Panelists: Abby Parks, Mara Levine, Spook Handy, Kari Estrin, Brooksie Wells

Overwhelmed at the prospect of promoting a new recording project? We'll have a discussion of how radio promotion works and can build careers. You'll hear from artists who have hired and worked with radio promoters and publicists as well as a successful DIY artist. We'll also look at what's happening with the new Folk DJ and NACC charts and hear tips from a folk DJ on how to get radio airplay.

Mentoring Youth From Communities to Festivals: The Acoustic Kids Showcases Story

First Presbyterian Church Dallas Meeting Room (ground level)

Presenter: Andy May Panelist: Steve Johnson

Over the past quarter-century, Andy May's Acoustic Kids™ Showcases have provided performance opportunities for many hundreds of young musicians at venues from major festivals, such as MerleFest and the Walnut Valley Festival, to smaller local events. The success of these showcases in such a variety of situations is due to the philosophy behind them. Andy will share his insights and experiences with Acoustic Kids™ with artists, presenters, and music teachers.

Texas Country Blues Style Guitar

234 Jeffrey Meeting Room (2nd floor)

Presenter: Vince Trankina (Just Vinny Blues)

As a transition from the open tuning styles of the Delta to the emergence of the electric Chicago blues, the quintessential guitar styles of artists like Lightning Hopkins and Jimmy Reed contain core elements that are still heard in the modern, electric blues. Workshop will include the all important Texas Shuffle, in the keys of E and A, the emergence of the Monotonic Bass (what Lightning Hopkins called "The Heartbeat"), and the expanded use of the pentatonic scale in the key of E. Attendees will learn the basic chords, rhythms and licks of a 12 bar Texas blues. This is a classic blues sound that is one of the most recognizable around the world.

Using Your Guitar Skills as Entry Point for Writing Songs

Query Lakeside Room

Presenter: Noah Zacharin

Noah Zacharin, who hails from Toronto, is adept at all genres of acoustic guitar and songwriting, with numerous recordings and performances that showcase a rare gift for styles that range from percussive folk to blues to bluegrass. His songwriting shows equal breadth. This workshop is for all songwriters and will be an intimate and hands on expose of how to use your guitar work to inspire your songs, break through writers block, and enhance the marriage of song and lyric.

3:00 PM to 3:45 PM Afternoon Break

Saturday Afternoon Jam Session—Tea Garden courtyard (334 rain location)

3:45 to 5:25 PM

BALLAD & HYMN SWAP Query Lakeside Room led by Sheila Kay Adams and Lydia Sylvia Martin

GROUP MENTOR SESSION: Q&A About Videos for Artists

Convo 1 (downstairs below Convocation Hall)

Mentors: J.B. Nuttle and Alan Rowoth

Videos have become essential for getting gigs and showcases. Find out how to be competitive.

INDIVIDUAL MENTOR SESSIONS— Advance Signup Required. All Mentors Subject to Change

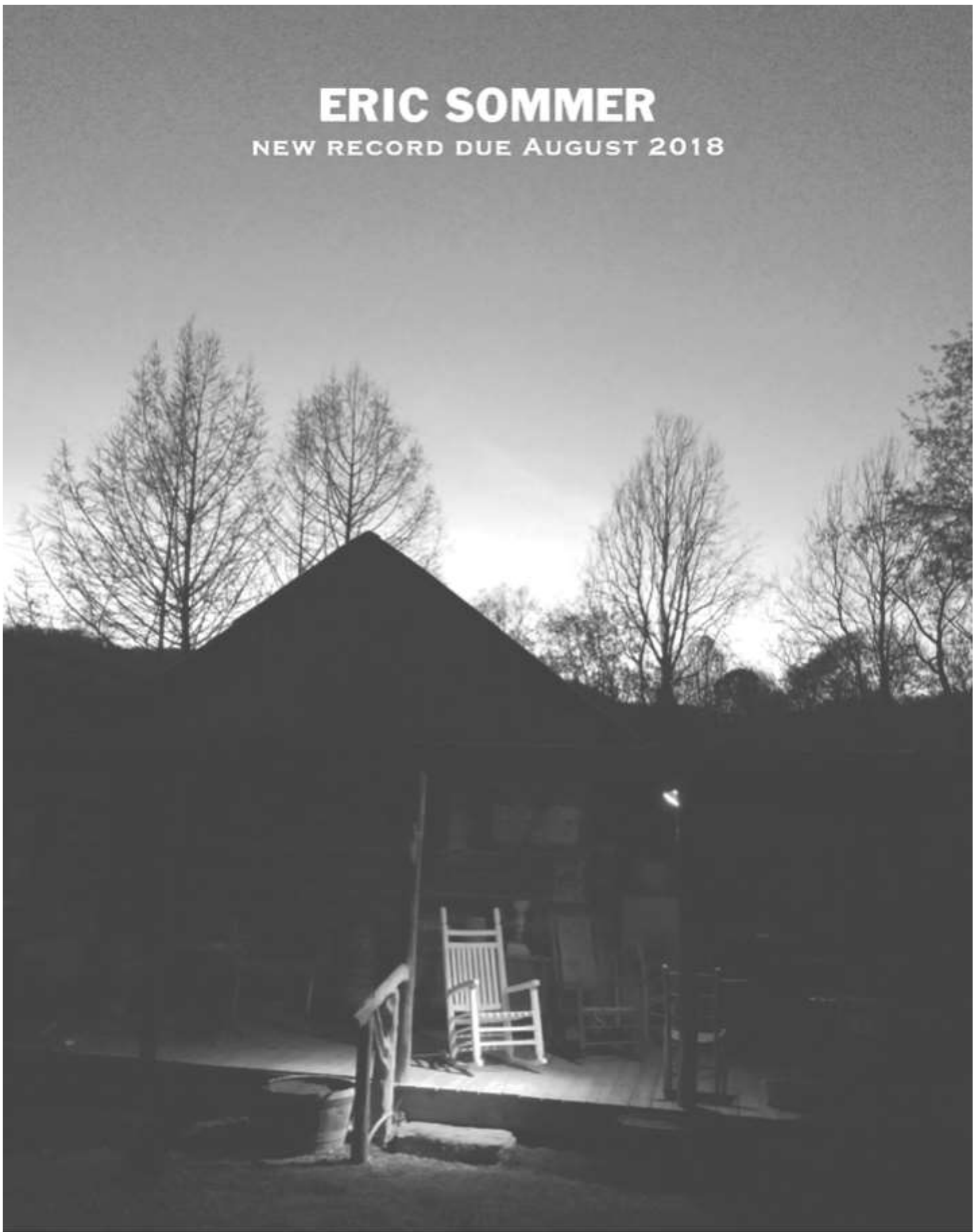
Belk Meeting Room: Charlie Pilzer—recording, touring abroad

First Presbyterian Church Dallas Meeting Room: Brian Ashley Jones – songwriting and performing

Room 218: Brooksie Wells – getting your songs into film

ERIC SOMMER

NEW RECORD DUE AUGUST 2018



Mentors (continued)

Room 230: Noah Zacharin—songwriting on guitar

Room 234: Ed Snodderly - songwriting

Room 251: Wyatt Easterling – booking yourself, producing, songwriting

Room 303: Mike Kornfeld – promoting yourself

Room 330: Kari Estrin – wholistic careers and promotion

Room 334: Betty Friedrichsen—attending the Folk Alliance International Conference

3:45 PM to 5:45 PM Open Mic in First Floor Lobby Assembly Inn.

Hosted by Grady Ormsby, Sponsored by Down East Folk Arts Society. Sound by Fiddle & Bow, Winston-Salem

6:00 PM to 7:00 PM: Dinner in Galax Dining Room

SATURDAY SHOWCASES

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7:15 PM Louisa Branscomb with Jeanette & Johnny Williams

BranscombMusic@gmail.com (770) 546-1476

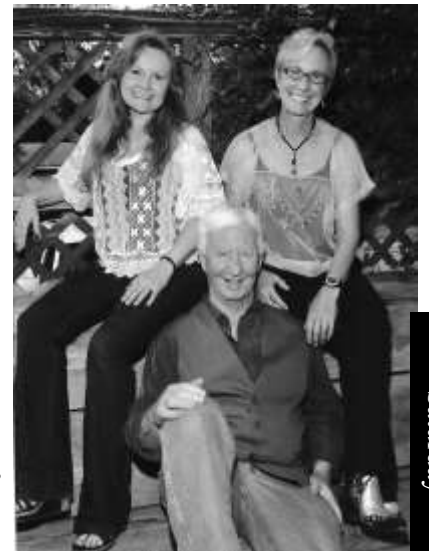
<http://louisabrandscomb.com>

<http://www.jeanettewilliams.com>

<http://www.facebook.com/louisa.brandscomb>

Deemed iconic among acoustic songwriters, Louisa Branscomb has been a pioneer for women performers, songwriters, and a visionary artist as one of the first women to front a band in bluegrass, play banjo, and write most of the band's material. Her distinctions include 3 International Bluegrass Association Awards, two Grammy cuts (Alison Krauss and John Denver), 2014 IBMA Song of the Year ("Dear Sister," with Claire Lynch), 1993 SPBGMA Song of the Year ("Steel Rails," Krauss), and more than 200 recorded original songs, many with top 10 chart history.

Louisa (mandolin, banjo, guitar, vocals) teams with multi-award winning vocalists and songwriters Jeanette and Johnny Williams (bass/vocals, guitar/vocals) to present a stage experience that is at once powerful, elegant, and down to earth -- showcasing vintage rediscoveries and hit originals. Theirs is a smooth, honest blend with contemporary refinement, informed by roots and bluegrass sensibility, that leaves audiences entertained and inspired.



Saturday

7:35 PM Rupert Wates

bitemusiclimited@hotmail.com (206) 354-4122

<http://www.rupertwatesmusic.com>

Rupert Wates was born in London and has been based in the US since 2007. He is the winner of more than 30 songwriting and performing awards. His songs have been covered by many other artists and in the last two years, two tribute albums to his material have been recorded by independent performers in Nashville and Los Angeles. He averages 120 live shows a year, in every state in the US, in Canada and in Europe. He has played Tricentric showcases at NERFA (2013 and 2016) and Official Showcases at both FARM and FAR-West (2017).



7:55 PM Brian Ashley Jones

BrianAshleyJones@comcast.net (404) 277-1744
<http://www.BrianAshleyJones.com>
[@Bluesgrass](http://www.facebook.com/BrianAshleyJonesMusic/@Bluesgrass)
<http://www.instagram.com/BrianAshleyJones/>



Brian Ashley Jones is a soulful singer, acclaimed guitarist, actor, and versatile touring songwriter whose guitar-driven Americana/Folk tunes have found their way into film, television, and radio and been recorded by other artists. Originally from upstate South Carolina and a longtime resident of east Nashville, Brian performs internationally. Jones' 3rd CD of original songs entitled *Out Of The City* features collaborations with Jonell Mosser, Suzi Ragsdale, Ike Stubblefield, and Kevin McKendree. Brian's 2007 release, *Courier*, broke the Top 100 of the Americana Music Association's album chart and received widespread radio play. The swampy instrumental "Pull 'em Up" has been featured in the PBS series "Road Trip Nation," and "Free To Miss You" has been featured in the British ITV2's "Amanda Holden's Fantasy Lives." Brian has accompanied a diverse batch of artists on stage and in the recording studio including Jon Vezner, Jerry Foster, Eric Heatherly, Caroline Aiken, Thom Shepherd, Sara Hickman, Wyatt Easterling, and Spuyten Duyvil.



8:15 PM Bill and the Belles

ktruelsen@birthplaceofcountrymusic.org (303) 709-5367
<http://www.billandthebelles.com>
[@billandbelles](http://www.facebook.com/BillandtheBelles/@billandbelles)
<http://www.instagram.com/billandthebelles/>

What began as a project to explore the space created between hillbilly and urban, between vaudeville and down home, has arrived somewhere entirely new. Bill and the Belles offers a contemporary reimagining of a bygone era, a vocal-centric performance that breathes new life into the sounds of early country music. At the foothills of the Blue Ridge and the forefront of old-

time music, Bill and the Belles continue to further the music traditions of their region. From sentimental Southern ballads to the popular songs of Tin Pan Alley to regional fiddle breakdowns, a Bill and the Belles show is a celebration of the diversity country music once represented. Bill and the Belles play alongside America's top country and roots music artists as the house band for the historic radio program Farm and Fun Time presented by Radio Bristol and the Birthplace of Country Music. Lifelong musicians Kris Truelsen, Grace Van't Hof, Kalia Yeagle, and Karl Zerfas bring to the stage an uplifting show unlike any other, full of humor, high spirits, and all-around revelry. It's clear this group shares a rare musical connection and deep love for the music, and their excitement is contagious.

8:30 PM to 9:00 PM INTERMISSION

Sponsored by



9:00 PM Edgar Loudermilk Band, Featuring Jeff Autry

edgarloudermilkmusic@yahoo.com (706) 768-1503
<http://www.edgarloudermilk.com>
<https://www.facebook.com/Edgar-Loudermilk-Band-featuring-Jeff-Autry-175033783077730/>
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Edgar Loudermilk's signature voice, bass skills, and songwriting are a family tradition for this Louvin Brothers' descendant. Having experienced a long tenure of performing, including several industry awards, with IIIrd Tyme Out, Rhonda Vincent, and Marty Raybon, in 2015 he stepped out forming his own band with the highly acclaimed guitarist, Jeff Autry. Edgar's band has released two projects, with the most recent, *Georgia Maple* debuting at #4 on the Billboard charts (July, 2016). Jeff Autry, long admired for his guitar skills, toured 14 years internationally with the John Cowan Band. In addition, he's performed and toured with Sam Bush, Bela Fleck, Tim O'Brien, Peter Rowan, the Lynn Morris Band, Yonder Mountain String Band, and the Travelin' McCourys. Rounding out the group are Zack Autry (mandolin/harmony vocals) and Curtis Bumgarner (banjo). The musical styling of the Edgar Loudermilk Band, featuring Jeff Autry, encompasses folk, swing, bluegrass, and gospel genres.



9:20 PM Jane Kramer

daniellemdror@gmail.com (828) 505-6656
<http://www.janekramermusic.com>
<https://www.facebook.com/janekramersongstress/>
<http://instagram.com/janekramer/>

Lauded as sounding like she was "...born to gypsy poets and raised by Emmylou Harris," Asheville-based songstress Jane Kramer has garnered international recognition for the sultry, heartrending originality of her vocals and for the heavy-hitting lyrical eloquence of her songwriting. Kramer's live performances are equally as poignant and engaging; rich with accessible, warm, often hilarious storytelling, gracefully lifting the veil between audience and performer. The power and poignance of this truly gifted songstress is deeply felt and long-remembered. Following the February 2016 release of

her second solo studio album, *Carnival of Hopes*, Kramer has been touring nationally and internationally, playing for sold-out audiences in listening rooms, theaters, pubs, festivals, living rooms, and arts councils. This has gained her a loyal following from Portland, Oregon to Scotland. Kramer has performed with such well-known artists as Joan Osborne, Amy Ray, Appalachian troubadour Malcolm Holcombe, two-time Grammy winner Eliot Wadopian, The Steep Canyon Rangers, and Leyla McCalla.

9:40 PM Greg Klyma

booking@klyma.com (716) 903-5596
<http://klyma.com>
<http://facebook.com/SocialKlyma>
[@gregklyma](https://www.instagram.com/gregklyma)

His birthdate puts him squarely in the middle of Generation X, but Greg Klyma is an old-school troubadour. His enduring themes, articulate and amusing stories, and populist ideals make him one of those rare young artists who is carrying the torch of Woody and Ramblin' Jack. He rolls in off the road, pulls out a guitar, and proceeds to take us back to the basics: family, love, gratitude, and laughter. It's the timeless art of the true troubadour, keeping alive the American folk tradition. Some artists find inspiration in romantic break-ups, others find it in rediscovering their roots. For Boston-based singer-songwriter Greg Klyma, it came from both. *Never Knew Caroline*, his latest release, finds him coping with a toxic end of a romantic relationship and recalling the musicians from his Buffalo, NY hometown that inspired him in his formative years. Several of them, including critically acclaimed artists Peter Case and Gurf Morlix, join Klyma on the album.



10:00 PM David Jacobs-Strain and Bob Beach

bob@bobbeach.net (610) 716-2155
<http://www.davidjacobs-strain.com>
<http://www.facebook.com/davidjacobsstrain/>
<http://www.facebook.com/Bob-Beach-Music-Spot-130603243726355>

David and Bob met on a Philadelphia Folk Festival Workshop Stage in 2002. Over the next eight years they would come across each other at festivals, conferences and other music venues. These chance meetings eventually convinced them that working together could create something very special. Since 2010 they have been doing exactly that at festivals, clubs, house concerts and more. Their live show moves from humorous, subversive blues, to delicate balladry, and then swings back to swampy rock and roll.

“I try to make art that you can dance to, but I love that darker place, where in my mind, Skip James, Nick Drake, and maybe Elliot Smith blur together.” DJS

“you snuck into the tunes with us with the grace and sensitivity of an old school sax man, making everything better.....” Scott Ainslie



10:30 PM to 12:30 AM Local 1000 Showcase Free Zone In Lobby

10:40 PM to 2:00 AM Guerrilla Showcases See schedule page 65



SERFA Award Winners

2014: Highlander Research and Education Center

2015: Alice Gerrard, Ken Irwin, Si Kahn,
Marion Leighton-Levy, Bill Nowlin

2016: Phil Jameson, Jim Magill, Jennifer Pickering,
Peggy Seeger

2017: Kathy Mattea, John McCutcheon, Sundilla

2018: Ginny Hawker and Tracy Schwarz, Jim Rooney,
Michael Stock



Saturday Guerrilla Showcase Schedule

Belk Meeting Room (Ground Floor, formerly Assembly 1) Access Film Music *Dennis McDonough*

10:40 Bill & Eli Perras
Access Film Music hosts Alan Rowoth's BIG ORANGE TARP HOUR from 11:00pm 'til Midnight
 11:00 Dan Pelletier, Jacob Johnson, Chuck McDermott
 11:30 David Jacobs-Strain and Bob Beach, James Lee Stanley, Leslie Evers
 12:00 Wayne Greene, Michael Henchman, Tiff Williams
 12:30 Louisa Branscomb, Steve Brooks, Brant Miller
 1:00 Erin O'Dowd, Nick Nace, Xaris
 1:30 Teghan Devon, Eric Lambert, Dennis MC Do No Ugh! (aka)

1st Presbyterian Church Dallas Meeting Room (Ground Floor, formerly Assembly 2) Simply Music *Chari Huntzberry*

11:00 Shelby Leeann
 12:00 Bill Maier
 12:30 Bryce Taylor
 1:30 Emily Burns

Lakeside Roots and Sources: Traditional Music from Ballads to blues *Just Vinny*

10:40 Intro (all sets are in the round)
 10:45 Ash Devine, Loralyn Coles, Sheila Kay Adams
 11:35 Elly Wininger, Susan Pepper, Lydia Sylvia Martin
 12:25 Andy Cohen, Mara Levine, Matthew Sabatella
 1:15 Chip Wilson, Just Vinny blues, Andy May

218 Texas SugarBaby Room *Glynace Eastham*

10:40 Dennis Warner, Erin O'Dowd, Wyatt Easterling
 11:30 Brant Miller, Claudia Nygaard, Mike and Amy Aiken
 12:20 Antonio Andrade, Todd Burge, Rick Drost
 1:10 Alan Barnosky, David Wiseman, Jeff Wall

230 Rupert Wates & Friends *Rupert Wates*

10:40 Brooksie Wells
 11:00 Rupert Wates
 11:20 Christopher Mark Jones
 11:40 Sarah Peacock
 12:00 Rupert Wates
 12:20 Jon Shain and FJ Ventre
 12:40 Michael Henchman
 1:00 Dan and Faith
 1:20 Rick Ruskin
 1:40 Rough and Tumble

234 Acme Allstars *Todd Hoke*

10:40 Steve Warner & David Wiseman
 11:20 Richard Eilbert & Kerry Grombacher
 12:00 Jubilant Bridge & Aireene Espiritu
 12:40 Nancy Beaudette & Susan Pepper
 1:20 Todd Hoke & Jefferson Ross (songs, lies, and handsomeness)

251 Songswarm *Taylor Pie*

11-11:30pm Brian Ashley Jones, Taylor Pie, Wyatt Easterling
 11:30-12am Antonio Andrade, Nancy K Dillon, Paul Helou

303 Gypsy Wagon Studios *David Hakan*

10:40 David Hakan
 11:00 Marilyn Duncan
 11:30 Jason Ropp
 12:00 Ash Devine
 12:30 Heather Styka
 1:00 Jane Godfrey
 1:30 Isabel Taylor and Leah Kaufman

Apt. 330 Acoustic Journeys *Don Baker*

10:45 Jon Shain and FJ Ventre
 11:00 Isabel Taylor and Leah Kaufman
 11:15 Jane Godfrey
 11:30 Gracious Me
 11:45 Todd Burge
 12:00 Jane Kramer
 12:15 Piper Hayes
 12:30 Meghan Cary
 12:45 Rough & Tumble
 1:00 Brian Ashley Jones
 1:15 Noah Zacharin
 1:30 Chuck McDermott
 1:45 Erin O'Dowd

334 Focus Music *Scott Moore*

10:40 Spook Handy
 11:00 Nancy Beaudette
 11:20 Karyn Oliver
 11:40 Dan Pelletier
 12:00 David Jacobs-Strain & Bob Beach
 12:20 Suzie Vinnick
 12:40 Jacob Johnson
 1:00 Greg Klyma
 1:20 Dennis Warner
 1:40 Mark Rubin

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SUNDAY

9:00 AM to 10:30 AM: Breakfast in Galax Dining Room

11:00 AM: Check Out Time

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Check www.serfa.org for information.

The world already has enough plastic. Please return your name badges to the registration table as you depart. We'll draw one name from the returned badges to win a free half-page ad in the 2019 SERFA Conference Program.



Mr. and Mrs. Bobby

The SERFA community lost long time attendee Robert Bobby (Joe Milsom) on March 11. Our thoughts are with Mrs. Bobby (Chris Milsom). This year's Open Mic's will be dedicated to Robert Bobby and his songs.



SHOWCASE FREE ZONE ASSEMBLY INN LOBBY

2 hosted circles each night

- Thurs 10:30 - 11:30 (Karyn Oliver)
- Thurs 11:30 - 12:30 (Andy Cohen)
- Fri 10:30 - 11:30 (Scott Berwick)
- Fri 11:30 - 12:30 (Tret Fure)
- Sat 10:30 - 11:30 (Bill & Eli Perras)
- Sat 11:30 - 12:30 (Mara Levine)

For many years, Local 1000 has been hosting our popular Showcase Free Zone at Folk Alliance International as well as Folk Alliance Regionals. Once again we are proud to be at SERFA. Anyone can attend so please join us in the lobby and share a song or a story, play along or just come listen.

Together We Are Mighty!
www.local1000.org

Join us for our panel discussion on Thursday at 1:45 to learn more about Local 1000 and how it can best serve you.

Sunday

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Marking 30 Years of the Folk Alliance

By Art Menius, SERFA Executive Director, President the Folk Alliance (1990-1991), Manager (1991-1996)

Folk Alliance International is celebrating its 30th year during 2018, leading up to the 30th anniversary of the first conference in January 1989. During 1988 Clark and Elaine Weissman traveled the USA and Canada convincing leaders to attend Malibu. They visited me in Chapel Hill when I was Executive Director of IBMA. The Weissmans changed my life without intending anything of the sort.

Like Michael Stock, who is receiving a SERFA Award this conference, I was one of 120 people who travelled to Malibu in January, 1989. Somehow, I ended up on the Steering Committee that created Folk Alliance during 1989. At the second conference in Philadelphia in 1990, following bitter, extended debate, we adopted by-laws, and I found myself elected president of what we called the North American Folk Music and Dance Alliance.

In spring 1990, we published the first Folk Alliance newsletter. I quote portions from the president's column from that issue. Much of it addressed, with assurances of good process, the foremost issue of the time - governance and fear that a minority could seize control by manipulating the processes (really). My role was to hold together the membership, fractured by geography and style. It contains many of my talking points then. Folk music is diverse and inclusive, a big tent. Folk music is much more popular and interesting than the stereotypes. We could accomplish amazing things by working together rather than fighting together and working on the grassroots level:



The Board of Directors of the Folk Alliance has issued a challenge to everyone in North America who cares about the performing folk arts. The Folk Alliance has declared January North American Folk Music & Dance Month. Each of you has the responsibility to make folk month a reality. This is no top down, served on a silver platter, administered by multi-million-dollar agency's event. Folk month reflects the diversity of our field by being a grassroots, locally specific event that spans the continent through celebrations at the community, society, and personal level.

No one knows your own community, your musical or dance style, your local storytellers, pickers, singers, and callers better than you. North American Folk Music & Dance Month gives you the opportunity to energize your community so as to let everyone know the joy and significance of the folk arts. The call is not how to celebrate, but when.

Folk month permits us to empower ourselves, to unite a thousand styles and traditions, and to destroy the myth that folk music, dance, and storytelling exist on the fringe. We in the performing folk arts are a mighty power. Is not storytelling the mother of history, religion, and entertainment? Do not every popular musical and dance style derive from the countless folk music and dance forms under our umbrella? The U.S Bureau of the Census tells us that 41 million adult U.S. citizens like folk music. American Demographics informs us that 1/3 of the 45 million Americans who buy six or more recordings per year listen to folk music and that these folks are the best educated of all musical consumers.

We shall celebrate North American Folk Music & Dance Month and we shall join the Folk Alliance not because our folk traditions are endangered, but because our folk music and dance heritage will always remain strong and vital, growing and evolving through societal and technological change. We shall celebrate folk month so that more and more people will realize that the performing folk arts, in whatever form or genre, play a part in their lives. We are the power in the darkness; in January we shall stand in the light!

At the Chicago meeting of the Board of Directors on 6-8 April [right before "Twin Peaks" first aired], we learned that the short term financial picture of the Folk Alliance is very solid. As we begin to undertake serious activities for the benefit of the folk community, however, we'll begin spending money. We need members, lots of them, and we need them now.

If you have not already joined, please do so today. This is especially true if you are concerned about our by-laws and the future of the Folk Alliance. Remember that at our next conference we shall be electing directors who will serve for terms of up to three years. Never will it be more vital for your voice to be heard and vote to be counted. We also need for you to encourage others to join.

You can see an 8 minute video about the history of Folk Alliance International at <https://youtu.be/aLWaHLmmejK>.



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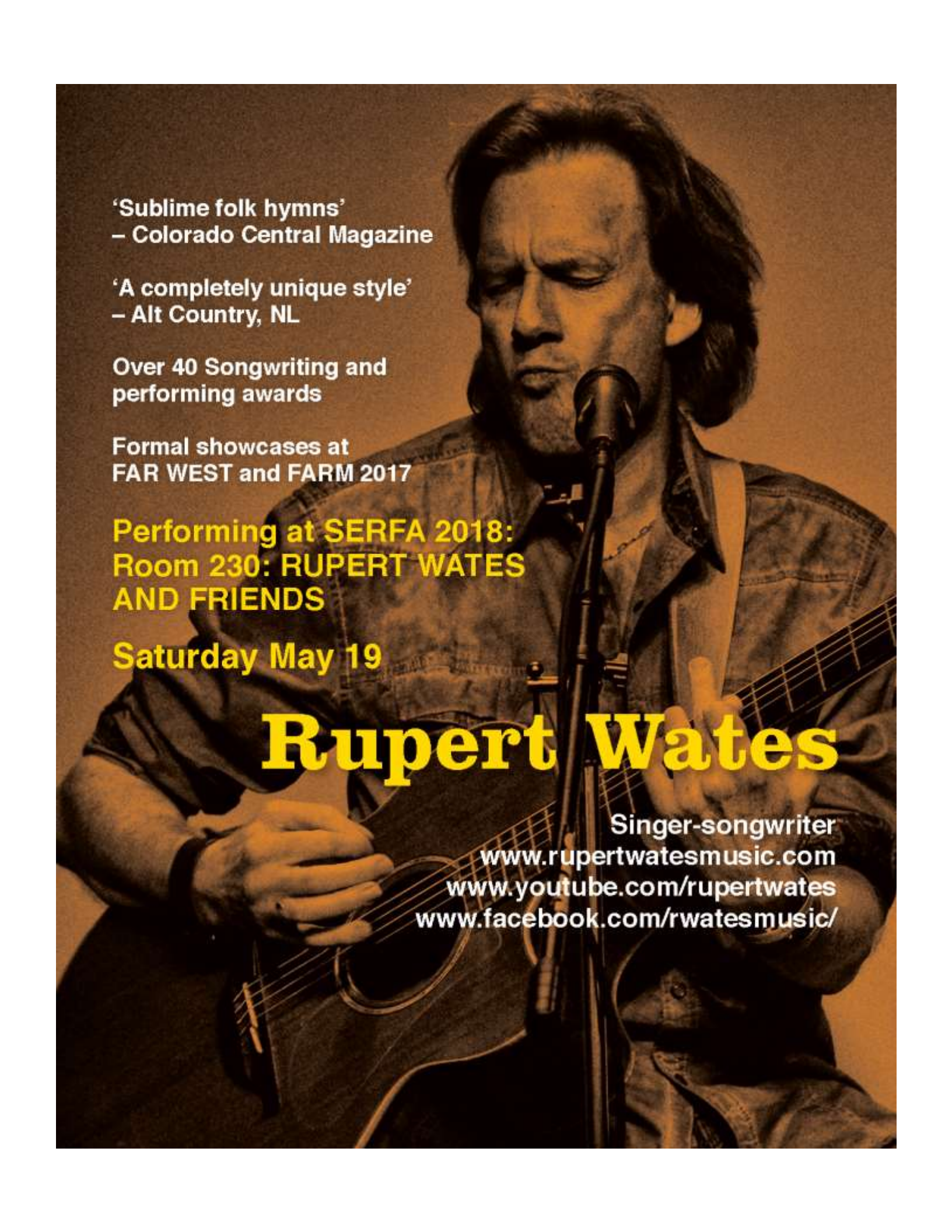
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'Sublime folk hymns'
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– Alt Country, NL

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