

Music Business Association NEWSLETTER

Western Illinois
University Music Business
Association

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Letter From the President

Greetings music business friends! Another busy year has come to a close and the members of the 2007-2008 Music Business Association can yet again be proud of what they accomplished!

This year marks a change in the Music Business Program at Western Illinois University, as we welcomed a new director to the program – **Hank Bordowitz**. The MBA changed as well. We brought back the Battle of the Bands tradition, and what fun we had with that! (More in the Battle of the Bands section) This year continued the tradition of the School of Music apparel fundraiser, which helped pay for eight members to travel to the NAMM show. Several guest speakers also visited this year, which is always helpful for networking and beyond-the-classroom learning. Of course, this eventful year would not be complete without Pie-in-the-Face! I would like to publically thank Marietta Dean for her participation in that event!

As the semester comes to an end, MBA would like to congratulate seven seniors for their contributions to the organization over the years: Alysse Anderson, Alex Bartholomew, Claudia Clark, Julie DeCaro, Aly Jados, Nicole Perrin, and Sarah Smerz. It is with bittersweet feelings that I am graduating this year because, as president, I have been able to see the MBA really grow over the past four semesters. After recently celebrating 20 years of the Music Business Program at WIU, I've seen many new and excited members of MBA really shine. I would like to personally thank each and every member for their energy and devotion to the MBA – I have had a wonderful time with this organization, have learned a lot, and wish everyone the best of luck next year! To the alumni – thank you all so much for your continued support, we all appreciate that connection with the world beyond the School of Music. Thank you everyone for another spectacular year in the Music Business Association!

- Alysse Anderson, President



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The 2008 NAMM Show in Anaheim, CA

By Kathy Sieracki

For most people, walking around in a giant circle for five hours doesn't seem that appealing. However, music business students from Western Illinois University and those alike have found great pleasure in this activity every January at the winter NAMM show.

Every year, sales representatives, students, and customers congregate at the Anaheim Convention Center to attend the NAMM show. Music product companies from across the world set up booths displaying their latest innovations. Virtually every company in the music products industry attends; companies from Zildjian to Cakewalk and Taylor to Hal Leonard.

I was a first timer at NAMM this year. For many students, this was their second or even third time attending. I wasn't quite sure what to expect, but by the end of the trip I was pleasantly surprised. As I walked around the convention center, many new products caught my eye. Orange County Drums and Percussion are known for their unique drum sets and percussion equipment. What I saw was certainly a different breed of drum set. First off, the body of the drum is a 3-wheel bike, the bass drum is shaped like a Rolls Royce grill and the rest is just like a normal drum set. Another new product that was displayed at the 2008 NAMM show was the folding guitar by Voyage-Air Guitars. This guitar was made especially for traveling musicians.

This year, I spotted many familiar faces walking around. Among them were Chad Smith from the Red Hot Chili Peppers, Joe Satriani, and Dave Navarro. Aside from the convention center during the day, those who were lucky received passes to watch bands play at the House of Blues and the Hilton at night. Schecter guitars handed out passes to see The Adicts and Shure handed out passes to see Ryan Shaw and the Red Jumpsuit Apparatus.

One of the greatest benefits to attending the NAMM show is networking. This year, the WIU music business students were given the opportunity to meet with Jon Whitman, the vice president of Yamaha. Mr. Whitman filled in music business students with tips on how to have a successful interview and his experiences in the past. Also, we were proud to see Patrick Downing represent WIU as he received a NAMM Scholarship in an awards ceremony on the last day of the show.

Going to the 2008 winter NAMM show was certainly a memorable experience. Every WIU student soaked up every bit of information like a sponge and found it to be fun as well as beneficial. The show went by so fast and I felt as if our time in Anaheim didn't last as long as it should have. I had a great time, and look forward to seeing familiar faces next year at the NAMM show which will take place January 15-18, 2009.

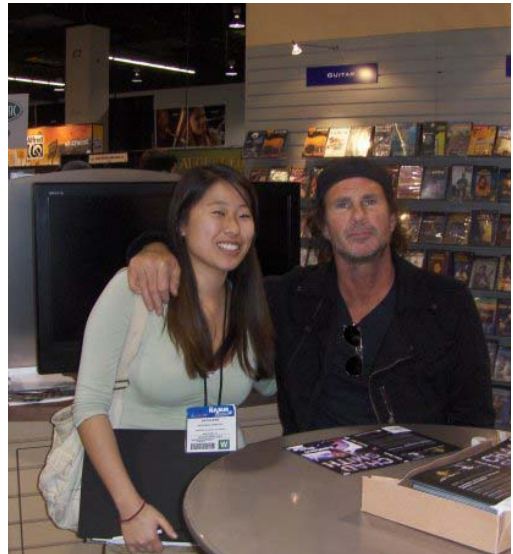


A view of the Anaheim Convention Center at the 2008 NAMM Show

WIU Music Business Students at the 2008 NAMM Show



Greg Martin enjoying the displays at Shure Microphones!



Chad Smith (drummer of the Red Hot Chili Peppers) takes time to get a picture with our own Kathy Sieracki!



Benji Gold, Brady Lavin, and Zach Neels practicing their turntable skills.



Alex Bartholomew with Wes Borland of Limp Bizkit



Aly Jados networked with almost everyone at the show!



Schroeder? No, just Patrick Downing trying out a mini-piano.

MBA Guest Speakers

By Alex Bartholomew

This year's crop of guest speakers was extremely informative for our organization and gave music business students a better knowledge of different sides of the music industry. Our first speaker of the year was Steve Grismore, the jazz guitar instructor for the University of Iowa and Augustana College. In his spare time, he is the Executive Director for the Iowa City Jazz Festival of which he is a co-founder. This festival is not-for-profit and brings in major jazz acts to Iowa City. Mr. Grismore was able to share his experiences with working with a not-for-profit organization. For example, he explained the grant writing process, getting advertisers, and the large amount of hard work it takes to put on this event. This was extremely beneficial to the students as this hit subjects that many were unclear on or haven't even considered going into this side of the industry. Music business students were also treated to hearing a presentation from West Music, who has numerous locations in the Iowa and Quad Cities areas. MBA members were able to speak with the Vice President and Director of Human Resources, Russ Curry. Before his position with West Music, Russ Curry was with an independent record label. His experience with his record label and being a top employee at West Music gave the MBA members a well-rounded view of two major areas of the music business. West Music was also looking for an intern to work with them, which is something the MBA would like to encourage when thinking about which speakers to bring in. The radio industry is a topic that has not been given enough attention until this year when two members of Radio Macomb came in. Prairie Communications Community Affairs Director, Ashley Blake, and the Sales Team Leader, Kyle Lester, gladly gave students the chance to speak with them. Not only was it important to get as much information out of them from the radio industry, but they were also recent graduates. They gave the MBA advice and their experiences as new employees and looking for the right job. Radio Macomb also became a great source for internship opportunities, and they were more than willing to help the MBA out for the Battle of the Bands. Each guest speaker that was brought in helped every music business student in one way or another. These opportunities to speak with established professionals gives students a better idea of the music business as there are some intangibles that cannot be taught in the classroom. The MBA is continuing to contact and bring in more great speakers who will give students invaluable information for their futures.

Pie in the Face!

By Patrick Downing

This spring, the Music Business Association continued the Pie-in-the-Face fundraiser used frequently in years past. How does Pie in the Face work?

- 1.) MBA asks faculty members to participate in the fundraiser, and to accept the possibility of receiving a pie in the face.
- 2.) A few brave faculty members agree.
- 3.) Students and faculty in Browne Hall spend the week looking for spare change to throw into their favorite faculty members' cups.
- 4.) The person with the most money in his or her cup gets to throw a pie in the face of the person with the second highest amount.

This year, Music Business director, Hank Bordowitz, kindly shoved a pie into the face of Vocal Professor, Marietta Dean! The event was attended by many School of Music students, faculty, and Dr. Paul Kreider, the Dean of the College of Fine Arts and Communications. MBA raised \$108.52.



Ms. Dean after she received the pie!

Battle of the Bands

By Aly Jados

On April 5th, 2008, the WIU Music Business Association put on the first ever battle of the bands in Chandler Park. The MBA collaborated with the University Union Board's "Taste of Macomb" for a full day of food and entertainment. Advertising through flyers, the MBA asked the bands to send in demos. Seven bands were chosen to compete against each other for a fabulous prize package. WIU's Music Business Director Hank Bordowitz contacted companies such as Yamaha, SKB, Stage Ninja, West Music, and Shure Microphones to sponsor the Battle of the bands through donations of their products for the Grand prize.

The Battle started promptly at 5 p.m. with Ashley Blake from K100 Radio introducing a local act, The Deadbees. The 7 piece indie-folk rock group set the bar for entertainment for the following acts. Amy Falls Down was up next to showcase their talent to the growing crowd.

This Battle of the Bands showcased an eclectic array of music to Macomb from pop, indie rock, metal, punk, jam-band and straight rock. The judges, Hank Bordowitz, Kevin Nichols and Ashley Blake, deliberated and finally came to a decision. It was a close call between Macomb's own punk band Gringo Starr and the Orchestrated Loons, but the Loons walked away with the prize package and winners of the Battle of the Bands.

The 50/50 raffle raised approximately \$75 for the MBA, plus the entry fees for the bands. The MBA did a fantastic job putting on the show; nothing could have gone smoother. It was well organized, and the turnout was incredible. The MBA anticipates the next year's Battle to be just as successful.



MBA's very own Aly Jados! (right)

Dusty Carlson of the Orchestrated Loons



The Dr. Claudia McCain Music Business Scholarship

By Patrick Downing



At the end of the 2007 spring semester, we honored the retirement and outstanding career of Dr. McCain. The Music Business Association decided early in the year to make a lasting tribute to her success as a teacher and director of our program. We decided to create the Dr. Claudia McCain Music Business Scholarship.

The scholarship will be awarded annually to a senior music business major. This scholarship is intended to lessen the senior's expenses as he or she begins the required internship for completing a music business degree. MBA will fund the scholarship for the first year or two with the help of any donations from music faculty and alumni. Brochures have been sent to alumni announcing the scholarship's creation and need for donations, and money has already been added to the scholarship foundation. We hope that by creating the scholarship, we can award our hard-working music business majors in honor of a teacher who has inspired us all to become better educated in the music business industry.

I am pleased to announce that the first scholarship award winner was chosen during the spring 2008 semester, Stephanie Jones. Stephanie is a senior music business major and will be using the money for an internship, which is yet to be determined. She is very happy and very honored to be the first winner of the Dr. Claudia McCain Music Business Scholarship.

THANK YOU

Thank you for supporting MBA in 2007-2008 by keeping in touch with us, donating money for the Claudia McCain scholarship, participating in fundraisers, considering joining the organization, or simply reading this newsletter. We appreciate your efforts to support our organization and the Music Business program at Western Illinois University.

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