



SOUTHEAST REGIONAL  
FOLK ALLIANCE

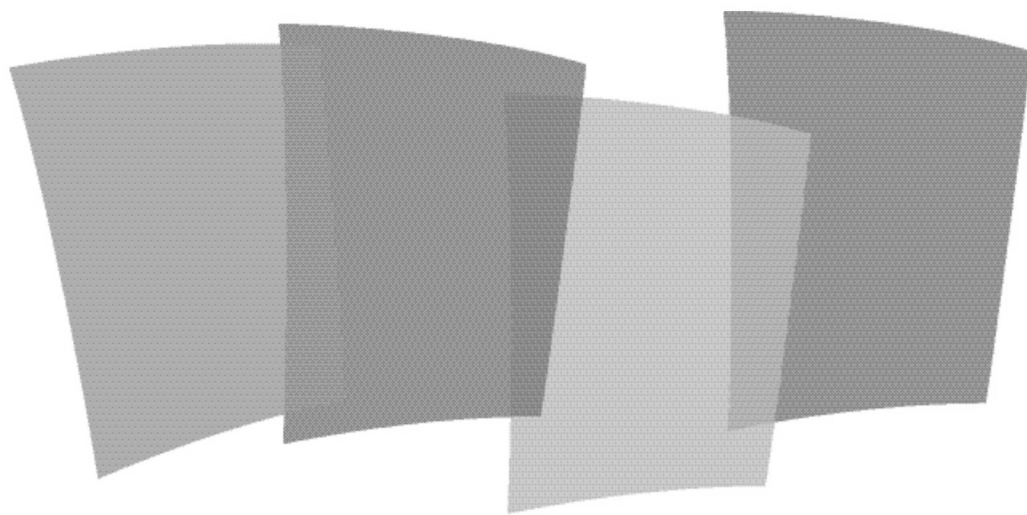


## 10TH ANNUAL CONFERENCE

2017 Keynote Speaker Kathy Mattea

Nestled in the heart of the Blue Ridge Mountains  
ASSEMBLY INN \* MONTREAT, NC

MAY 17 - 21 **2017** SERFA.ORG



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# **FAR-West Music Conference**



## **FAR-WEST**

**FOLK ALLIANCE REGION - WEST**

**October 5-8, 2017**

**Hyatt Regency Hotel • Bellevue, Washington • USA**

*An annual 4-day conference open to artists, presenters and supporters.  
FAR-West's ongoing mission (since 2002) is to foster and promote traditional, contemporary  
and multicultural folk music, dance, storytelling and related performing arts in the West.*

**[www.far-west.org](http://www.far-west.org)**

## From Our Regional President

We welcome you to our 10th 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.

Hopefully 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 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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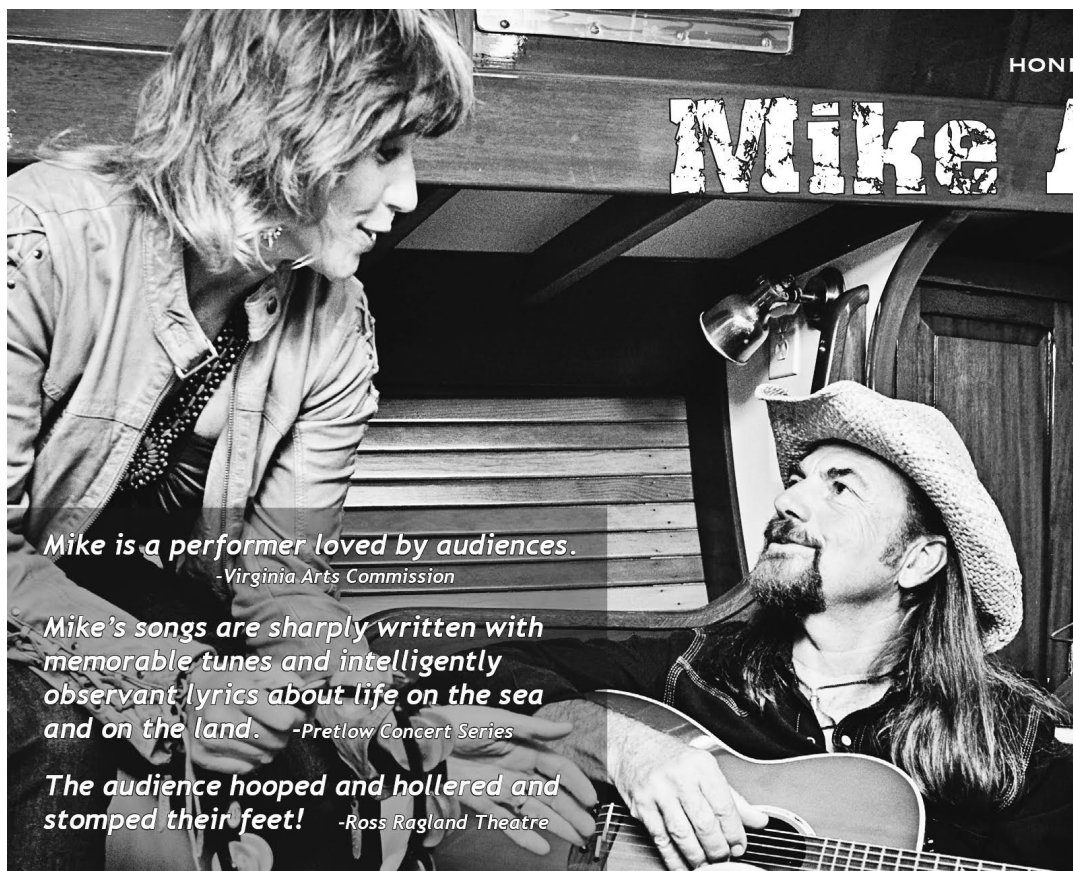
**New Hope Chateau Oct '16 #9 Song, #20 CD National Folk DJ Charts, "Rich's Pick"**



**"There is a siren inside of songs of Katherine Rondeau...Strength and soul in the words"** Alternate Root

# Katherine Rondeau

THURS 1am Rm 330 My Old Kentucky Home  
FRI Midnite Rm 226 Access Film Music  
FRI 1:40am Rm 218 Camelback Concerts  
SAT 12:30am Rm 230 SAW/MASC



HONEST TUNES & TALL TALES

# Mike Aiken

★★★★★

## Showcases

Thursday 1:30 am Rm 230  
Acoustic Music Scene

Friday 10:40 pm Rm 226  
Access Film Music

Friday 1:10 am Rm 334  
Texas Sugarbaby

Saturday 10:40 pm Rm 334  
Saturday 12:15 am Rm 334  
Texas Sugarbaby



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

*Mike's songs are sharply written with memorable tunes and intelligently observant lyrics about life on the sea and on the land.*  
-Pretlow Concert Series

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

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## Welcome Back Home to the SERFA Conference

The all-volunteer SERFA Conference Committee has been working hard since the beginning of August to provide another outstanding annual homecoming for you. There are many new registrants this year, and we extend a special welcome to you. Together with our returning SERFA community, you make us what we are - 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 or sharing your ideas on how to have an even better conference. Please talk with any of the persons listed below.

### Next Year's Conference May 16-20, 2018 back here in Montreat

#### 2016-17 SERFA Board of Directors

Don Baker, President  
 Jim Magill  
 Art Menius, Secretary and Interim Treasurer  
 Grady Ormsby, Vice-President  
 Kim Richardson, Immediate Past President  
 Roberta Schultz  
 Isabel Taylor

#### 2017 Conference Committee

Don Baker  
 Clint Bernard  
 Art Menius, Chair  
 Grady Ormsby  
 Roberta Schultz  
 Isabel Taylor

#### 2017 Programming Committee

Louisa Branscomb  
 Andy Cohen  
 Art Menius  
 Christine Stay

#### 2017 SERFA Conference Staff

June Advincula: Barn Dance musician  
 Don Baker: Logistics coordinator, sponsorships, lights, showcase selection  
 Clint Bernard: Awards selection, Showcase Selection  
 Annie Capps: Graphic Design  
 Kari Estrin: Awards selection  
 Fiddle & Bow: Open Mic Sound  
 Betty Friedrichsen: Photography  
 Lew Gelfond: Barn Dance musician  
 Phil Jamison: Dance Caller  
 Luella's Bar-B-Que: Wednesday Dinner Catering  
 Art Menius: Program Book, Stage Management, Workshops, Awards selection, Ads  
 J.B. Nuttle: Video Documentation  
 Grady Ormsby: Open Mic, Volunteers, Manual  
 Stuart Reinhardt: Sound—Acoustic Sound Productions  
 Roberta Schultz: Guerilla Wrangler, Exhibit Tables  
 Mark Smith: Photography  
 Isabel Taylor: Website, Registrar, Stage Management  
 Alan Watts: Sound—Acoustic Sound Productions

## New!! SERFA Conference T-Shirts—Limited Supply

### Raffle for Complimentary Registration for Other Regional Conferences

You can take home a lovely souvenir of the 10th Annual SERFA Conference with our **t-shirts** designed by Annie Capps. They are available at the Registration Desk and the Showcase Merch Table for a mere \$15. You don't want to miss out since supplies are limited.



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

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



## 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 to:

- 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!





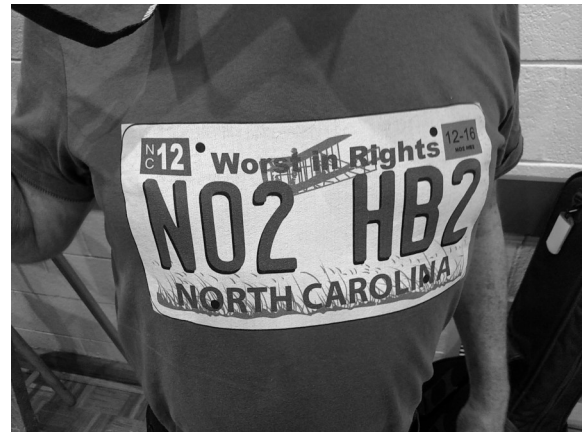
## SERFA and HB142

At the 2016 SERFA Conference, the board presented a statement opposing the odious NC HB2, an ill-considered act that attacks not just LGBTQ citizens, but democracy, home rule, and business interests. After the election of a Democrat, Roy Cooper, as governor apparently due to the incumbent Republican's support of HB2, a compromise agreement was reached among Cooper and the GOP legislative leadership to repeal the act fully. Leadership called a special session to do so. A bipartisan majority in both houses existed to approve the repeal. Facing, however, resistance from the Christian right, the GOP leadership did not bring the repeal measure to the floor.

Due to pressure from the business community hurt by HB2 and the NCAA which pulled 2017 events from the state and threaten to continue to do so in the future, in March the Republican dominated legislature passed HB142 which purported to repeal HB2. Supporters of civil rights for all citizens immediately pointed out that HB142 was a repeal in name only.

Even if a tad overstated, a strong case exists for that position, but as the anguished Facebook video explanation (viewed by more than 8200 at <https://www.facebook.com/graigmeyer/videos/1414474775292492/>) by House Democrat civil rights advocate Graig Meyer on why voted no, it is a complicated matter.

- HB142 does make HB2 null and void on the positive side. This means that persons may once again bring civil actions in a North Carolina court for claims of discrimination in employment or public accommodations on account of race, religion, color, national origin, age, or biological sex.
- The repeal returns Charlotte's policies to where they were before its ordinance passed, but prevents the city from passing a similar bathroom use ordinance in the future.
- The bill says state and local governments are "preempted from regulation of access to multiple occupancy restrooms, showers, or changing facilities, except in accordance with an act of the General Assembly."
- HB142 also imposed the moratorium which local governments from regulating public accommodations or private employment practices before Dec. 1, 2020 disallowing, among other things, local governments from protecting minorities from job discrimination.



The SERFA board strongly supports civil rights for all citizens and that those in groups likely to experience discrimination must receive unambiguous protection. As such, it cannot support HB142 as an adequate repeal of HB2. The SERFA board reaffirms its support for protecting and advancing the constitutional rights and equitable treatment of all residents and its opposition to discrimination, prejudice, homophobia, and transphobia.

It is understandable that for many folk music community members the initial reaction would be to move the SERFA conference to another state. The NAACP, for example, has maintained its boycott. The NCAA, on the other hand, has removed theirs but without enthusiasm. Like HB142 itself, the situation is not clear cut, however.

An important factor to bear in mind is that the gerrymandering imposed by the 2010 legislature when the Republicans gained a majority, has nearly robbed North Carolina citizens of the right to vote in legislative elections. Were the seats in the House and Senate distributed according to the aggregate statewide vote totals, Republicans would hold a razor thin majority in each house allowing Democrats to serve as an effective opposition party. Polls universally show that a substantial majority of North Carolinians have opposed HB2 from the get go. Small wonder that North Carolina is rated no more electorally democratic than Iran.

The economic impact of the SERFA Conference is felt entirely within Buncombe County, one the state's most liberal counties. It was one of just five NC counties that voted for marriage equality in 2012. Moving the conference would hurt our friends without impacting the legislature in any way. Holding the conference in North Carolina allows us to show solidarity with the LGBTQ community and the embattled political left in the state as well as providing a platform for us to raise our voices in song to oppose attacks on civil rights. We can be a beacon of light in the darkness.

The SERFA board calls upon folk music organizations, events, and individuals to join SERFA in opposing one of the most discriminatory laws in North America.

The board will continue to take this situation very seriously and may change its position in the future based on what it reckons to be the most effective and moral course of action.



**NERFA** Stamford CT  
November 9-12, 2017

NERFA presents "YoungFolk"

Twitter/Instagram @NERFAlliance  
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## Communications need mending?



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### THURSDAY

10:40pm - AcousticMusicScene.com #230

1:20am - ShenRiver Music Group #334

### FRIDAY

11pm - Camelback Concerts #218

### SATURDAY

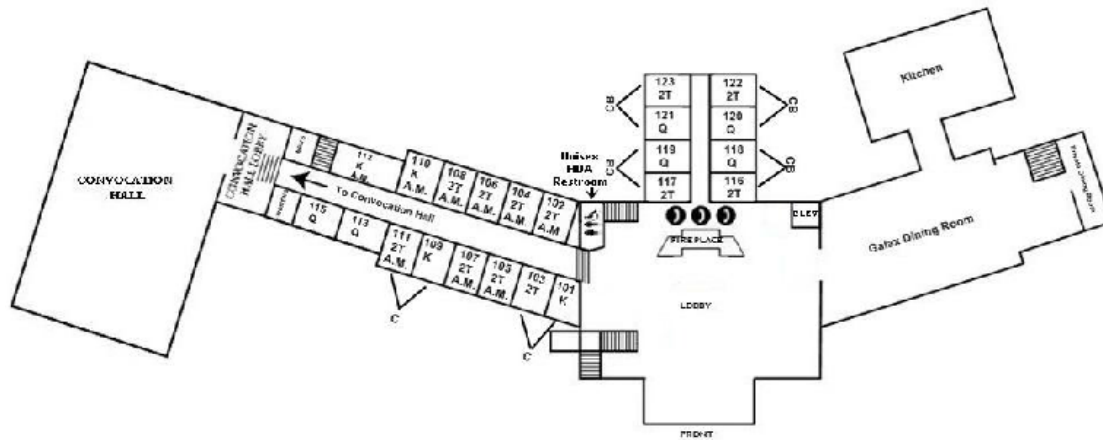
12:15am - Texas Sugarbaby #334



www.WarnerSongs.com

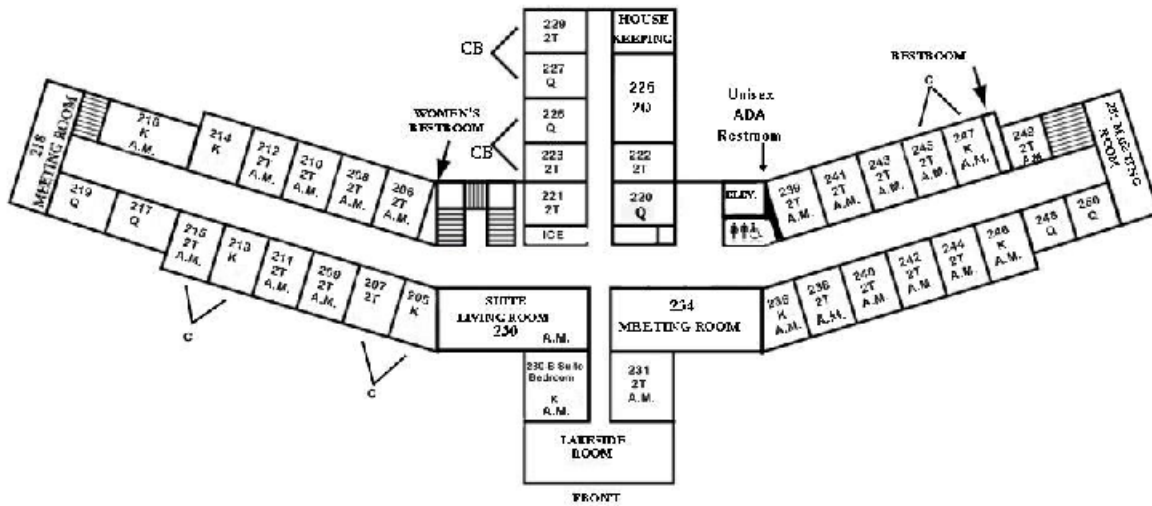


# ASSEMBLY INN



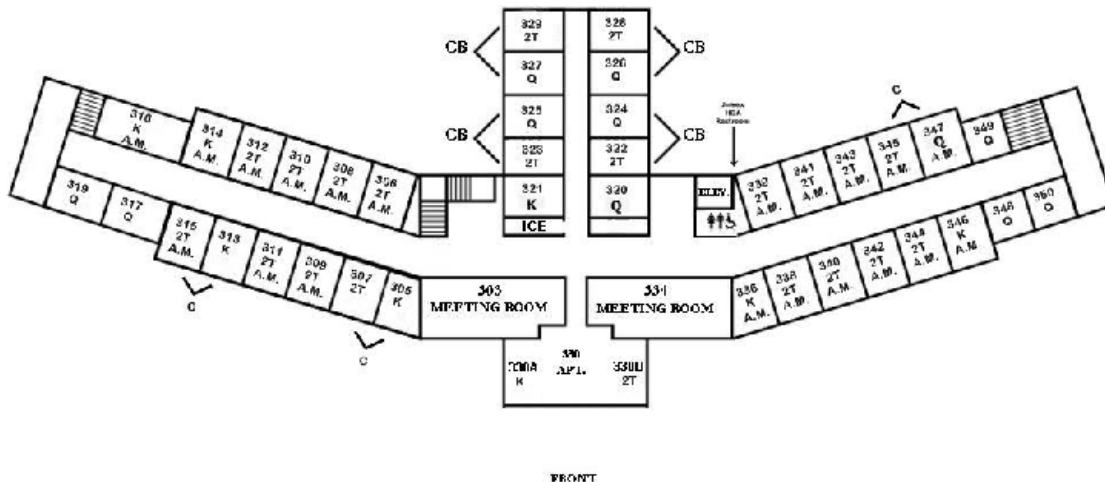
**MONTREAT**

## FIRST FLOOR



**MONTREAT**

## SECOND FLOOR



**MONTREAT**

## THIRD FLOOR

## SERFA CONFERENCE 2017

FRIDAY MAY 19, 2017

7:15 pm OFFICIAL SHOWCASE ARTIST - Convocation Hall

11:40 pm Tiny Showcase - Room - 330

MANAGEMENT - JIMMY METTS  
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# SARAH CLANTON

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### SERFA Conference Schedule at a Glance

	Upstairs Lobby	Galax Dining Room	Convocation Hall	230 The Living Room	234 Jeffrey Meeting Room	Query Lakeside	334 Montreat PC	Barn
<b>WEDNESDAY</b>								
6:00 PM - 7:00 PM								BBQ
7:00 - 9:00 PM								Barn Dance
9:15 - 11:00 PM	Open Mic							
<b>THURSDAY</b>								
8:00-9:00 AM		Breakfast						
9:30 -10:45 AM				Creating Your Business Plan	Music for Film and Television - Getting Started	Disconnecting to Reconnect: Songwriting Expeditions in Other Cultures	First Timer orientation	
11:00 AM - 12:15 PM				"Calendaring:" Managing Time and Getting More Done	Traditional Music Community Sing	Recording a "Big" Songwriter Project on a "Small" Budget: A Designer Approach to Your Songwriter CD	Sponsorship and Grants for Events	
12:30-1:30 PM		Lunch						
1:45 - 3:00 PM				Local 1000 - We're in it for the Long Haul	Writing Strong Bios and News Releases	The Value of Learning Traditional Music	Better Negotiations	
3:00-4:00 PM	Afternoon Break							
3:00-5:00 PM	SERFA	In The	Schools	Dennis Cash	Coordinator			
4:00 - 5:30 PM				A Time to Build Up - the 3rd part of 'Resist, Protect, Rebuild'	Guitar Workshop: The Carters, Leslie Riddle and Etta Baker	How I Select Songs: In's and Out's of How Major Artists Select Your Songs	The Shopkeeper movie with filmmaker Q&A	
4:00-6:00 PM	Open Mic			trad jam				
6:00-7:00 PM		Supper						
7:15-10:30 PM			Official Showcases					
10:40 PM - 2:00 AM	Guerilla showcases see specialized schedule							

### SERFA Conference Schedule at a Glance

	Upstairs Lobby	Galax Dining Room	Convocation Hall	230 The Living Room	234 Jeffrey Meeting Room	Query Lakeside	334 Montreat PC	Apartment 330
<b>FRIDAY</b>								
8:00-9:00 AM		Breakfast						
9:30 -10:45 AM				The Art and Craft of Home Recording	Creating Your Own Brand - And What Does that Mean and Why Should I do It?	Songwriting on Purpose	How to Elicit Audience Participation	
11:00 AM - 12:15 PM				Creating Successful Tours: Tips of the Trade	Websites Demystified	Women As Tradition Bearers	Can Music Change the World	
12:30-1:30 PM		Lunch						
1:45- 3:00 PM				Sharing Best Practices for Presenters	Blues in Open Tunings	Soul Mining: Digging Deep and Writing Authentically	The Long Haul: an Holistic Approach to Life as a Touring Musician	Yoga
3:00-3:30 PM	Afternoon Break							
3:30 - 4:00 PM			Annual Meeting					
4:00-5:45 PM			Awards and Keynote					
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

	Upstairs Lobby	Galax Dining Room	Convocation Hall	230 The Living Room	234 Jeffrey Meeting Room	Query Lakeside	334 Montreat PC
<b>SATURDAY</b>							
8:00-9:00 AM		Breakfast					
9:15 - 10:30 AM				How to nurture a folk society		Booking and Management Skills for the Professional and Artist	Marketing Your Music to Folk Radio
10:45 AM- 12:15 PM			Wisdom of the Elders				
12:30-1:30 PM		Lunch					
1:45 - 3:00 PM				How to start and sustain a house concert series	Videos— How and Why	The Delicate Art of Writing, Choosing, and Performing Social Activist Songs	What Does it Really Take to Plan for Your New Recording
3:00 - 3:45 PM	Afternoon break				SPECIAL SESSION: Facebook/ musician promotional ripple effect study		
3:45- 5:45 PM	Mentor sessions see day schedule			SPECIAL GROUP MENTOR SESSION On the Kinder gentler griddle			
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 specific					
<b>SUNDAY</b>							
9:00 - 10:30 AM		breakfast					
11:00 AM	Check out from Assembly Inn						

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10:40 - THOMAS AARON GARLOW	12:20 - WYATT EASTERLING
11:00 - LAURA LIND	12:40 - PRISCILLA SANDERS
11:20 - THE LEVINS	1:00 - ZOE MULFORD
11:40 - SARAH CLANTON	1:20 - LETITIA VANSANT
12:00 - BETT PADGETT	1:40 - ROD ABERNETHY

### PLEASE SUPPORT THE ABOVE CLIENT SHOWCASES AND OFFICIAL SHOWCASES FOR:

THURSDAY, 9:00 PM - ORDINARY ELEPHANT  
FRIDAY, 7:15 PM - SARAH CLANTON  
SATURDAY, 7:15 PM - THE LEVINS

also showcases/workshops for:  
Spook Handy, & Si Kahn & John McCutcheon

### SELECTED WORKSHOPS WITH KARI AT SERFA (SEE PROGRAM BOOK FOR FULL SCHEDULE)

THURS 1:45 PM ROOM 234  
Creating Your Own Brand (What Does that Mean and Why Should I Do it?)  
FRIDAY 1:45 PM ROOM 334  
The Long Haul: A Holistic Approach to Life as a Touring Musician  
SATURDAY 9:15 AM ROOM 334  
Marketing Your Music to Folk Radio  
SATURDAY 1:45 PM ROOM ???  
What Does It Really Take to Plan for Your New Recording

### CONGRATS TO 2017 RADIO CLIENTS AT SERFA

John McCutcheon *Trolling for Dreams* - No. 1 CD/Song/Artist (January 2017)  
Ordinary Elephant *Before I Go* - No 2 CD (January 2017)  
Zoe Mulford *Small Brown Birds* - No. 1 CD (February 2017)  
Tim Grimm *A Stranger in This Time* - No. 1 CD/Song/Artist (March 2017)  
Wyatt Easterling *Divining Rod* - No. 5 CD (March 2017)

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Congratulations to the new SERFA Board and Conference Committee SERFA 2017 - Art Menius, Conference Director  
Kari Estrin, SERFA Founding & Past President/Conference Director - 2001 - 2016

PHOTO BY KARI BEDFORD

AD DESIGN BY ANNIE CAPPS

## From Founding SERFA President - Kari Estrin

Fifteen years ago I received a phone call, that although I wouldn't know it then, would significantly impact my life for the next decade and a half. "Would you be willing to chair the SERFA regional meeting at Folk Alliance?" [held in Jacksonville, Florida 2002]. We've not been able to organize this last region yet, we're wondering if you would like to try?" Strange, I thought, I'm a Northerner and back in the 1980's, pre-Folk Alliance, I organized the New England/Northeast region from Maine to DC. I did so by not only producing major folk concerts at Harvard's Sanders Theatre and printing a newsletter that went out throughout New England and the Northeast, but for the next three years by publishing a folk magazine, *The Black Sheep Review* to unite the venues, performers, organizations and the history in and of the Northeast.

Moving to Nashville in 1988, I embraced everything about the South – including its rich and diverse musical and cultural heritage – from Appalachian and old-time music, bluegrass, clogging and Cajun music and culture, to the history of and labor conditions and music of the coal mining towns of Appalachia, and of course - to Southern food – I was all about it!

It took a lot in order to coalesce individuals with a love of music into a region, but that's what I had the privilege to help accomplish. Over the first four years I organized two planning retreats – to gauge interest, identify leadership and create the SERFA mission statement. Those retreats, along with many subsequent regional meetings, conversations in hallways, on the phone and through the mail and the internet, paved the way for what SERFA is today. The first retreat was held in Atlanta, and the second in Florida where three individuals stepped forward that have helped SERFA throughout the years - Ellen Bukstel who designed our logo and who produced our program book for many years, and Betty Friedrichsen and Christine Stay, who were faithful volunteers in those beginning years and later took on being Co-Conference Directors for three years.

To get SERFA up and running a steering committee was formed with myself, WMNF's Randy Wynne and Asheville's Ben Scales. Charlie Dahan, a professor at MTSU near Nashville, provided the first setting for the SERFA conference in the recording wing of the college. Hazel Dickens, Alice Gerrard and this year's keynote speaker Kathy Mattea participated in meetings in those early days to raise awareness of SERFA and lend their voice for the Southeast. A call for volunteers for the MTSU conference brought new energy – with Denise Williams who is now known for her awesome SERFA showcase room and house concert series, Hillbilly Haiku, and our good friend who passed away, John Stoecker who printed our early program books besides helping in every way. Together with Denise and John as a planning core committee, with Christine and Betty and with our newest volunteers, the first SERFA conference was brought to fruition, as well as the two subsequent conferences at the magical Ozark Folk Center.

After moving the conference to The Montreat Conference Center, I remained on the board, but sensing new excitement and commitment from our base, I knew it was the right time to resign from the Presidency and as Conference Director. It was always my purpose as Founding President to pass the baton onto others. Due to unforeseen circumstances I came back three years ago to once again run the conference and have yet a second chance to establish my vision more fully for the potential of SERFA. With careful planning, last year our registration rose from 200 to more than 250, Peggy Seeger accepted the third year of my Founding President's award and keynoted the conference, and I was able to establish innovations in programming along with our Wednesday night barn dance, originally that I had envisioned six years ago when I booked Montreat. I knew the time had come to step away again, but this time completely from the active running of SERFA. There were many willing to become new leaders and who have made the commitment to run all aspects of our region and establish their own vision. I'm

happy to see some traditions continue and am looking forward to what new ones are started.



A special shout out to Art Menius, whom I've known for 35 years and who has walked many similar paths with me, for taking over as

Conference Chair and newly elected to the board, to Don Baker, one of the most willing and efficient volunteers I have worked with who serves now as President, to board members Grady Ormsby, who has been contributing to SERFA beginning with the early the Ozark Folk Center years and who established a scholarship for SERFA, to Roberta Schultz, whom SERFA owes a great debt for consistently helping us each year, including organizing the guerilla showcases, helping with advertising and so much more to keep our conference running, to Clint Bernard who has been a dedicated volunteer for many years, and to newest volunteer and board member Isabel Taylor, who is organizing all of our database and web work, – congrats to all of you!

I hope whomever is writing next year's letter is able to include your name as a new volunteer or board member as well, as SERFA will continue to grow and thrive with new people stepping up to the plate to contribute time, ideas, expertise and just willingness to get in and help out. It has been my honor to nurture and grow SERFA into the unique and wonderful region we are, while a new phase of my life and career begins. I hope to continue to contribute in diverse ways to SERFA throughout the years and will always care about SERFA and our members as I did throughout these first fifteen years. As I always plan to be part of the SERFA community, I know the SERFA community will always be a part of me.

Sincerely, Kari Estrin

SERFA, Founding President; Past Conference Director





**SCRFA 2017**  
**OFFICIAL**  
**SHOWCASE**  
**ARTIST**

**ORDINARY ELEPHANT**  
Nomadic Roots/Folk Duo

**FOLK-DJ January 2017**  
**No. 2 album**  
Before I Go  
**No. 3 song**  
Best of You  
**MASC Gold Recipient**

**ORDINARY ELEPHANT**  
BEFORE I GO

KARI ESTRIN RADIO PROMOTIONS

**Thursday**  
9:00 - OFFICIAL SHOWCASE  
12:20 - Camelback Concerts - Rm 218  
**Friday**  
12:30 - Hillbilly Haiku - Rm 234  
**Saturday**  
12:45 - MASC/SAW - Rm 230

For more info/booking: [www.ordinaryelephant.net](http://www.ordinaryelephant.net)

"There is something decidedly compelling here." - Ron Oates



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# Workshop and Panel Tracks

## Activism

TH 4:00PM RM230 A Time to Build Up - the 3rd part of 'Resist, Protect, Rebuild'

FR 11:00AM RM334 Can Music Change the World

SA 1:45PM Lakeside Room The Delicate Art of Writing, Choosing, and Performing Social Activist Songs

## Business for Performing Artists

TH 9:30AM RM230 Creating Your Business Plan

TH 9:30AM RM234 Music for Film and Television - Getting Started

TH 11:00 AM RM230 "Calendaring:" Managing Time and Getting More Done

TH 1:45PM RM234 Writing Strong Bios and News Releases

TH 1:45PM RM334 Better Negotiations

TH 4:00PM RM334 Movie: *The Shopkeeper*

FR 9:30AM RM234 Creating Your Own Brand - And What Does that Mean and Why Should I do It?

FR 11:00AM RM234 Websites Demystified

SA 9:15 AM Lakeside Room Booking and Management Skills for the Professional and Artist

SA 1:45PM RM230 Videos – How and Why

## Performing and Recording

TH 11:00AM Lakeside Room Recording a “Big” Songwriter Project on a “Small” Budget: A Designer Approach to Your Songwriter CD

TH 1:45PM Local 1000 - We're in it for the Long Haul

TH 1:45PM Lakeside Room The Value of Learning Traditional Music

TH 4:00PM RM234 Guitar Workshop: The Carters, Leslie Riddle and Etta Baker

TH 4:00PM RM334 Movie: *The Shopkeeper*

FR 9:30AM RM334 How to Elicit Audience Participation

FR 9:30AM RM230 The Art and Craft of Home Recording

FR 11:00AM RM230 Creating Successful Tours: Tips of the Trade

FR 1:45PM RM334 The Long Haul: a Holistic Approach to Life as a Touring Musician

FR 1:45PM RM234 Blues in Open Tunings

SA 9:15AM RM334 Marketing Your Music to Folk Radio

SA 1:45PM RM334 What Does it Really Take to Plan for Your New Recording

## Presenting

TH 11:00AM RM334 Sponsorship & Grants for Events

TH 1:45PM RM234 Writing Strong Bios and News Releases

TH 1:45PM RM334 Better Negotiations

FR 11:00AM RM234 Websites Demystified

FR 1:45PM RM230 Sharing Best Practices for Presenters

SA 9:15AM RM230 How to Nurture a Folk Society

SA 1:45PM RM234 How to start and sustain a house concert series

## Songwriting

TH 9:30AM Lakeside Room Disconnecting to Reconnect: Songwriting Expeditions in Other Cultures

TH 1:45PM Lakeside Room The Value of Learning Traditional Music

TH 11:00AM Lakeside Room Recording a “Big” Songwriter Project on a “Small” Budget: A Designer Approach to Your Songwriter CD

TH 4:00PM Lakeside Room How I Select Songs: In's and Out's of How Major Artists Select Your Songs

FR 9:30AM Lakeside Room Songwriting on Purpose

FR 1:45PM Lakeside Room Soul Mining: Digging Deep and Writing Authentically

SA 1:45PM Lakeside Room The Delicate Art of Writing, Choosing, and Performing Social Activist Songs

SA 3:45PM RM230 SPECIAL GROUP MENTOR SESSION On the Kinder Gentler Griddle

## Trad

TH 11:00AM RM234 Traditional Music Community Sing

TH 1:45PM Lakeside Room The Value of Learning Traditional Music

TH 4:00PM RM234 Guitar Workshop: The Carters, Leslie Riddle and Etta Baker

FR 11:00AM Lakeside Room Women as Tradition Bearers

FR 1:45PM RM234 Blues in Open Tunings



# Official Showcase Schedule

## Thursday, May 18

7:15p: Friction Farm  
 7:35p: Andy Ferrell  
 7:55p: Rebecca Wudarski  
 8:15p: Johnsmith  
**8:30 - 9p: Intermission**  
 9:00p: Ordinary Elephant  
 9:20p: Scott Cook  
 9:40p: John Sherman & Randy Clepper  
 10:00p: Sultans of String

## Friday, May 19

7:15p: Sarah Clanton  
 7:35p: Noah Zacharin  
 7:55p: Hoot and Holler  
 8:15p: Reggie Harris  
**8:30 - 9p: Intermission**  
 9:00p: Al Petteway  
 9:20p: Anne McCue  
 9:40p: Lyal Strickland  
 10:00p: Lauren Sheehan

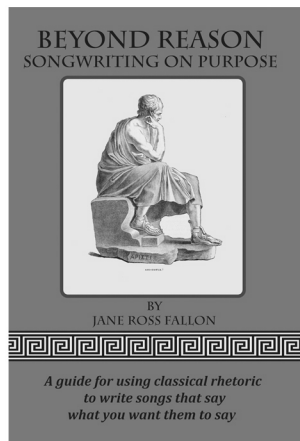
## Saturday, May 20

7:15p: The Levins  
 7:35p: Mare Wakefield and Nomad  
 7:55p: Josh Harty  
 8:15p: Mean Mary  
**8:30 - 9p: Intermission**  
 9:00p: Bill Mize  
 9:20p: Rebecca Folsom  
 9:40p: MSG Acoustic Blues Trio  
 10:00p: Blue Yonder



You don't write because you want to say something, you write because you have something to say ~ *F. Scott Fitzgerald*

New book with music



"An excellent book" ~ *Ellis Paul*  
 "My Daughter" blew my socks off.  
 So wonderful to have a reference  
 guide in the form of your book!  
 ~ *Ben Grosscup, Director*  
*People's Music Network*

**Workshop:**  
**Writing Songs "On Purpose"**  
**9:30 Friday A.M.**  
**in the Lakeside Room**

**Visit Me in the Exhibit Hall**

*Songs on Purpose Showcase*  
*Thursday night, Lakeside:*

Host: Jane Fallon  
 10:45 Karyn Oliver  
 Gina Holsopple  
 11:30 The Ya Yas  
 Bill and Eli Perras  
 12:15 Carolann Solebello  
 Susan Shann  
 1:00 Steve Warner  
 Rich Eilbert  
 Jan Gillies

**Jane  
 (Ross)  
 Fallon**



Award-Winning Songwriter

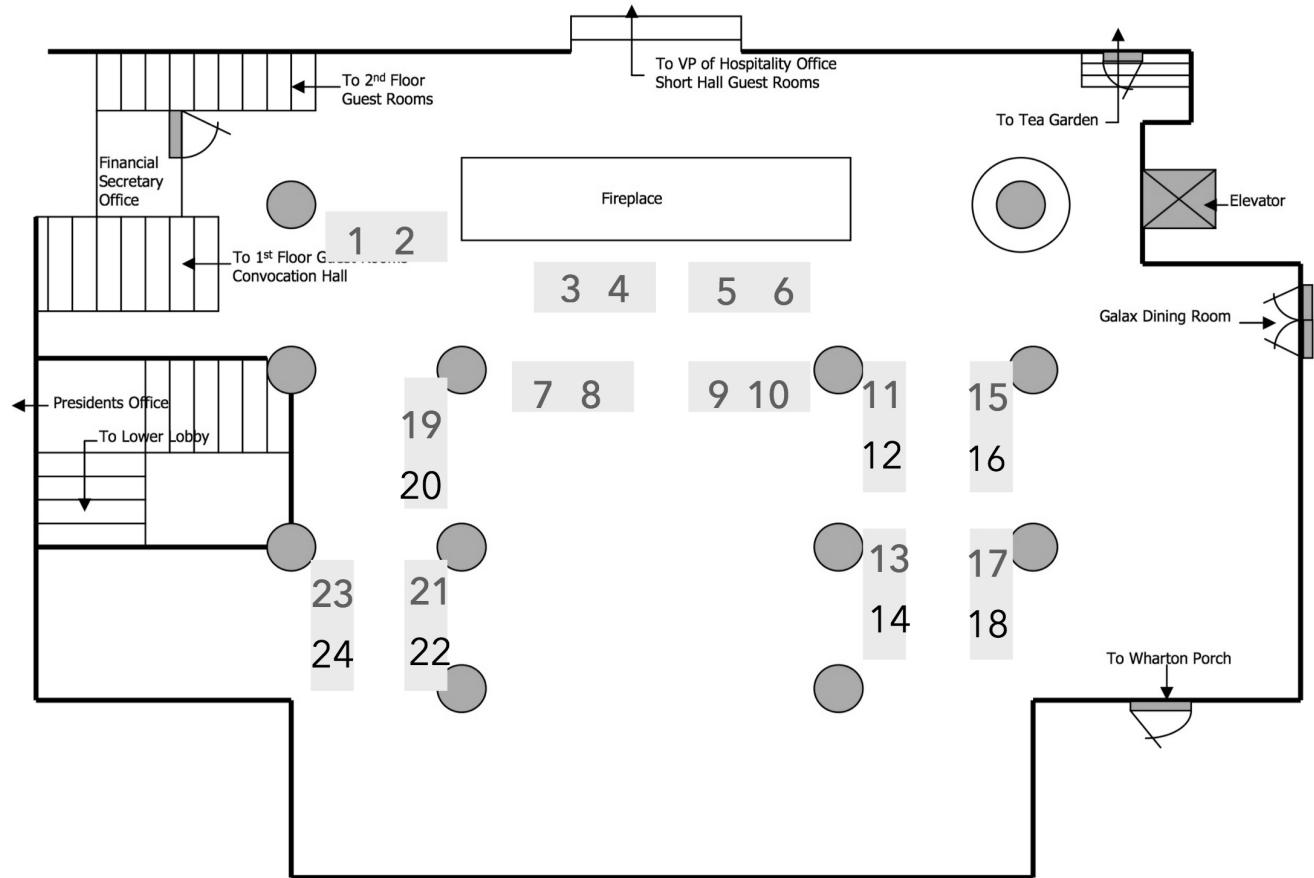
Woody Guthrie Festival  
 South Florida Folk Festival  
 Will McLean Folk Festival  
 CT Songwriter's  
 Environmental Contest  
 ... and many others.

Also performing:  
 11:30 Friday  
 Rm #251: Cup of Joe #2  
 11:00 Saturday  
 Rm #230: SAW/MASC

[www.janefallon.com](http://www.janefallon.com)  
[www.townforestbooksandmusic.com](http://www.townforestbooksandmusic.com)



## Lobby and Exhibit Tables



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



**Montreat Conference Center**  
 PO Box 969, Montreat, NC 28757  
 (800) 572-2257 / (828) 669-2911

### Exhibitors by Table Number

1 — Rebecca Wudarksi	11— Raison D'Etre	20—Randy Clepper
2 — Songwriters Association of Washington/MidAtlantic Song Contest	12 – Jane Fallon	21—Carol Markstrom
3/4 — Kari Estrin Management	13—Thomas Aaron Garlow	22—Dan & Faith
5/6 — Musicians United to Protect Bristol Bay	14—Jon Shain/Good Luck Studios	23—Lauren Sheehan/Marc Black
7/8 – Sultans of String	15/16— Mike Aiken	24—Julie Christenson/The Shopkeeper movie
9 – Reggie Harris	17/18—Mara Levin/Robin Greenstein	
10—Jubilant Bridge	19—Dennis Warner/Katherine Rondeau	

# Who Do You Love

Showcase Room  
hosted by Marc Black

## Thursday Room 226

10:40-11 **Carol Markstrom** - *Academy of Western Artist Female Vocalist of the Year*

11-11:45 **Leaning Towards The Blues**  
Just Vinny, Robin Greenstein, Marc Black

12-12:45 **Songsmiths**  
Todd Hoke, Lyal Strickland, Ash Devine

1-1:45 **Eclectic Get Down**  
Cane Mill Road, Marc Black, Mean Mary

## Saturday Room 330

10:40-11 **Friction Farm** - 'gorgeous harmonies that thread nearly every song'

11-11:45 **Leaning Towards The Blues**  
Lauren Sheehan Julie Christensen, Marc Black

12-12:45 **Songsmiths**  
Abby Parks, Sarah Lou Richards, Marc Black

1-1:45 **Its Now Or Never**  
Letitia VanSant, Josh Hardy, Hoots and Hollar



[www.marcblack.com](http://www.marcblack.com) [marcblackmusic@gmail.com](mailto:marcblackmusic@gmail.com)



# TRADITIONAL MUSIC SHOWCASES | ASSEMBLY ROOM 1

## FRIDAY | THE WALTER & ETHEL PHELPS TRAD ROOM

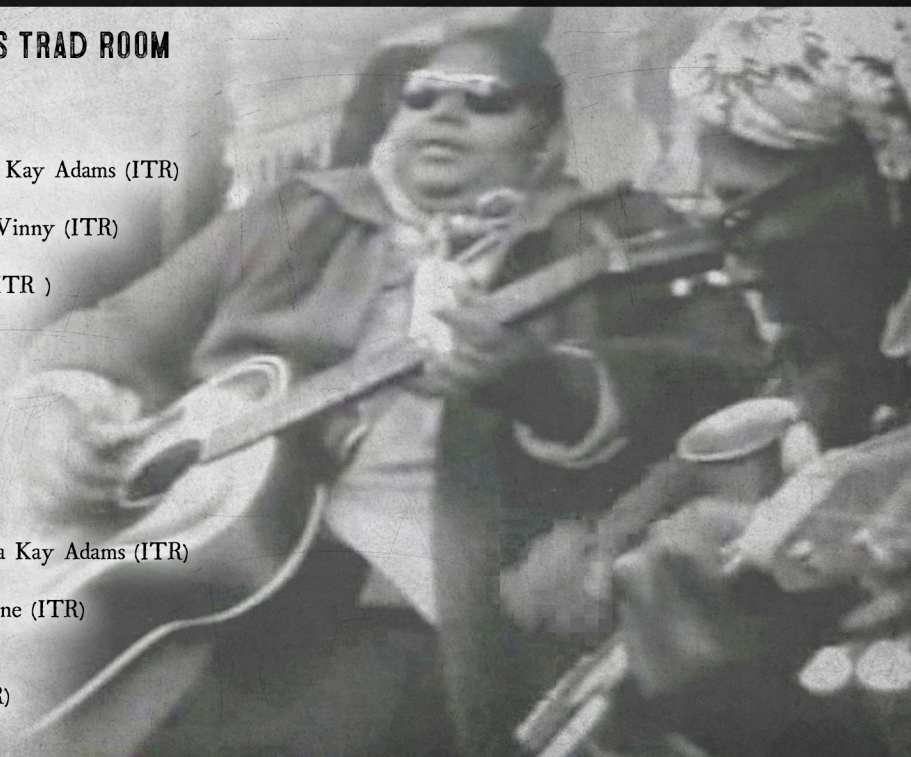
(hosted by Andy Cohen)

10:40 pm Intro  
10:45 pm Ruth & Max Bloomquist  
11:00 pm Debra Cowan/Loralyn Coles/Sheila Kay Adams (ITR)  
11:45 pm AppalAsia  
12:00 am Andy Cohen/Lauren Sheehan/Just Vinny (ITR)  
12:45 am Ash Devine  
1:00 am John O'Connor/Mathew Sabatella (ITR )  
1:30 am Hoot and Holler  
1:45 am Devilish Merry

## SATURDAY | HARD TIMES TRAD ROOM

(hosted by Just Vinny)

10:40 pm Intro  
10:45 pm Devilish Merry  
11:00 pm Debra Cowan/John O'Connor/Sheila Kay Adams (ITR)  
11:45 pm Bill and Eli Perras  
12:00 am Andy Cohen/Just Vinny/Mara Levine (ITR)  
12:45 am MSG Acoustic Blues Trio  
1:00 am AppalAsia  
1:15 am Matthew Sabatella/Mean Mary (ITR)  
1:45 am Laura Lind



# 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 June Advincula and Lew Gelfond

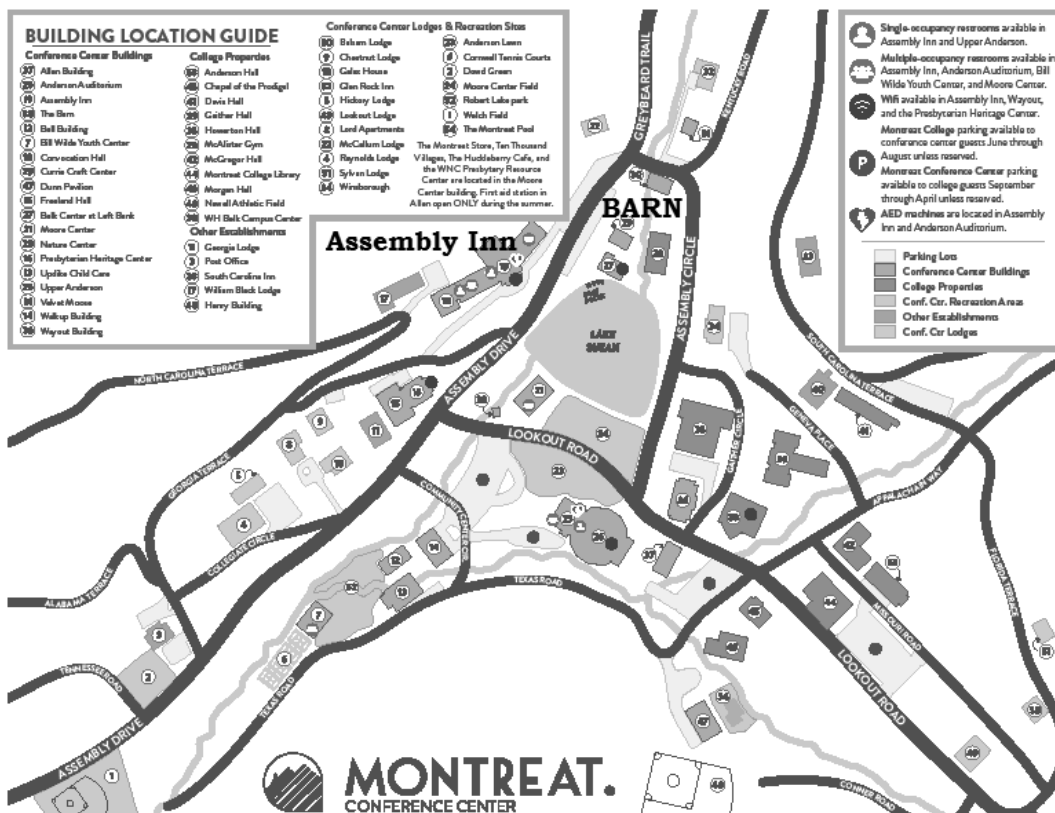
Caller: Phil Jamison, SERFA Award winner and author of *Hoedowns, Reels, and Frolics: Roots and Branches of Southern Ap-*

*palachian Dance Music*

**9:15 PM to 11:00 PM** Open Mic in First Floor Lobby Assembly Inn

Hosted by Grady Ormsby, Down East Folk Arts Society

Sound by Fiddle & Bow, Winston-Salem





# MARA LEVINE

SONG STYLIST - FINE TRADITIONAL AND CONTEMPORARY FOLK SONGS

## REVIEWS

"This CD is essential for every collection... Five of five stars! - *Friedrich Hog, No Fences magazine*

"I've methodically played each cut and every song is brilliantly done. The subtle but exquisite instrumentation and...ahh...those harmonies...and your voice, simply beautiful." - *Jim Fisher WGCS*

"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"*

## 2014 NERFA QUAD SHOWCASE

### 2009 Suzie Wollenberg Folk DJ Showcase

"Mara's voice is instantly stunning, with its piercing beauty, pinpoint pitch, and a warm and comforting vibrato. Our audience loved her show, and as a presenter, I found her to be a solid professional, dedicated to her art, charming to her fans, and a joy to work with in the business of making music a pleasure." - *Mark Schaffer, Co-chair New Jersey Folk Project Festival*

"Mara, I think you are one of the best singers of your generation. You have such a beautiful, timeless quality to your voice and you make beautiful recordings. I just LOVE what you do." - *Christine Lavin*

#3 ALBUM FOLK DJ, 2013

#1 ALBUM JAN. 2013

DUTCHMAN #1 SONG JAN. 2013

MARA LEVINE #1 ARTIST JAN. 2013

Available for bookings as a solo, a duo with Caroline Cutroneo, a duo with Terry Kitchen, and as a co-bill with Gathering Time

marablevine@gmail.com | 732-549-9722 | www.maralevine.com

special screening w/ director Rain Perry

THE SHOPKEEPER

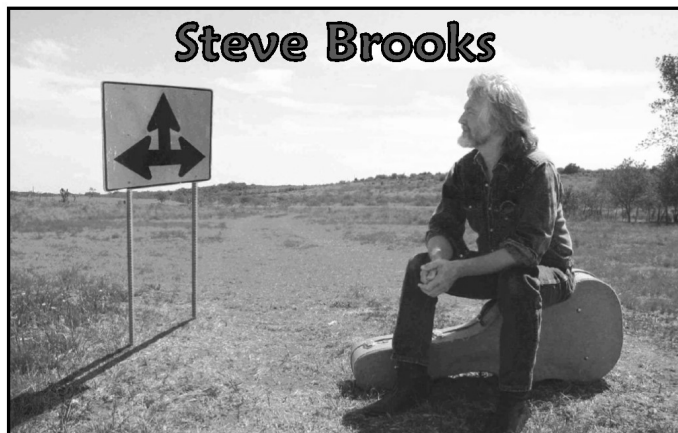
THURSDAY  
MAY 18  
4:00 PM  
ROOM 334

EVERYBODY CAN  
MAKE A RECORD.

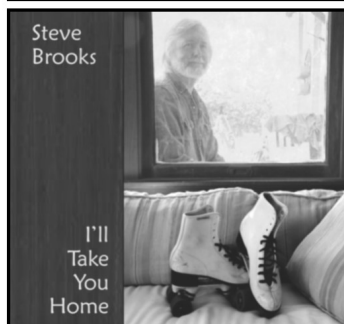
NOBODY CAN  
MAKE A LIVING.

NOW WHAT?

SHOPKEEPER LLC. A SPINOFF SPIRIT APE LLC. PRESENTS "The Shopkeeper" AN OFFMANCO CHARLIE FINE ELIZA GRAYSON COLIN OLIVER  
JON DEE GRAHAM PATRICK HALLINAN NICOLE HAMPTON SARA HICKMAN IAN MATTHEWS NAVARRO TOM RUSSELL WILL SEXTON AND MANY MORE  
DIRECTOR MICHAEL VAN HOUTE EDITOR MICHAEL VAN HOUTE PRODUCER RAIN PERRY EXECUTIVE PRODUCERS JERAMIAH ROUNTY LONGCLASS FARM PRODUCED BY RAIN PERRY



"Fine melodies and word play...Great stuff!" - *Steve Gillette*  
"Thoughtful songs made with heart and craft." - *Richard Dobson*  
"A wordsmith of the first order." - *Jimmy Lafave*



The new album from the writer for  
Slaid Cleaves, Russell Crowe,  
Christine Albert, The Flyin' As  
and many more. Two-Time Texas  
Music Awards Nominee:  
Singer/Songwriter of the Year.

www.stevebrooks.net  
steve@stevebrooks.net  
(512) 200-5619

# THURSDAY

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

**9:00 AM to 6:00 PM:** Registration open in downstairs lobby of Assembly Inn

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

## First Timer Orientation

Room 334 Panelists: Art Menius, Grady Ormsby, Don Baker

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

## Disconnecting to Reconnect: Songwriting Expeditions in Other Cultures

Query Lakeside Room Presenter: Nancy Beaudette

Nancy has travelled to small villages in other countries and cultures as a practice each year for several years in a row. On these creative excursions, she immerses herself in the culture, both doing her own writing and connecting with others who are musicians and songwriters as the experience unfolds. Her most recent trip was to South Africa. She will share the benefits of such expeditions and tips on how to create a positive and creative experience in this kind of extended creative getaway.

## Creating Your Business Plan

Room 230 Presenter: Christine Stay Panelist: Marc Black

If you want to make music for a living, you need to treat it like a business. A written business plan is one of your essential tools, a statement of what you are planning to do, a description of how you plan to do it, a roadmap to growth. This is a hands-on, pencil to paper session to create your individual plan outlining your goals and developing concrete actions for product, promotion, financial growth as well as creative growth. Friction Farm and Marc Black will share their approach and methods to help guide you.

## Music for Film and Television - Getting Started

Room 234 Facilitator: Brooksie Wells Panelists: Paul Jefferson, Kari Estrin

A nuts and bolts discussion about finding a way for your music to be used in film and television, including:

1. Publishing Companies that specialize in placement
2. The role of music supervisors
3. Preparing your recording for use in Film or TV
4. Incidental music and scoring for soundtracks
5. How to make the connections!

Panel will talk about how they got into music for film and TV, recent placements, and how to navigate the film industry as well as music placement through attending film festivals. With an extensive career as singer songwriter, Brooksie has branched out into film and theatre music. Paul has had songs placed in two NBC Movies of the Week. Acoustic/roots industry veteran Kari Estrin was the Associate Producer for 1992's *Pickin' For Merle* aired on many public TV stations.

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

## Sponsorship and Grants for Events

Room 334 Panelists: Art Menius, Jennifer Pickering

Whether it makes sense to seek sources for outside funding for your festival, concert series, or other musical event and, if yes, how to get started. Art and Jennifer will share what they have learned at LEAF, MerleFest, as elsewhere.





## Recording a “Big” Songwriter Project on a “Small” Budget: A Designer Approach to Your Songwriter CD

Query Lakeside Room

Facilitator: Louisa Branscomb, Ph.D.

Panelists: Johnny Williams, Brian Ashley Jones, Jeannette Williams

Often songwriters dream of their own album, but hesitate thinking “it’s just a hobby,” or “I’m not a professional songwriter,” or “I can’t really sing.” Tight budgets constrain writers of all levels. Come to be inspired to reach the dream you didn’t think possible – solo or full band - in this lively and practical discussion. Questions such as: when do I sing versus get other singers, what are the most economical ways to get great back up musicians, how should I prepare, and when am I ready? will be addressed by this distinguished panel including Louisa Branscomb (multi – award winning writer, producer, recording artists, and songwriting mentor), Johnny Williams ( award winning touring writer, performer, and producer of 30 years), Brian Ashley Jones (touring writer, performer, producer), and Jeanette Williams (award winning performer and singer, producer).

## Traditional Music Community Sing

Room 234

Leaders: Debra Cowan, Ash Devine, Matthew Sabatella, Reggie Harris

For engendering solidarity, there's nothing like getting a bunch of people to sing songs about their own interests, whether those are topical or eternal. Here we have four experts, whose collective knowledge encompasses movements small and large, several hundred years of tradition and a couple of centuries of active work using music as an educational tool.

## “Calendaring:” Managing Time and Getting More Done

Room 230

Presenter: Kari Estrin

Do you only work and yet never really play or write much anymore? Is there always so much to do and not enough time to do it in? And is there a way to escape always feeling overwhelmed by the business? The answer to a saner work life is the ability to “calendar” and to prioritize your actions and goals. Don’t let those massive to-do lists sap all your energy and make you feel like you just can’t get it all done. Instead, learn tips on how to schedule for more effectiveness, evaluate the tasks at hand, tame your lists by prioritizing what should be done first, what can wait and work more strategically and effectively. Bring your questions!

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

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

### Writing Strong Bios and News Releases

Room 234

Facilitator: Michael Kornfeld

Panelists: Kari Estrin, Kim Ruehl

The workshop is intended for both artists and presenters. Information and insights -- including dos and don'ts -- will be shared to help them craft bios and news releases that will prompt the media and ticket-buyers to take notice. In the case of artists, good bios also are vital to help spur the interest of those who might consider booking them for concerts and festivals. Q & A is an integral part of this workshop.

### The Value of Learning Traditional Music

Lakeside Room

Facilitator: Shelia Kay Adams

Panelists: Kathy Mattea, Matt Sabatella, & Just Vinny

Kathy Mattea is a self-confessed 'Hazel Nut', doting on the works of our late friend Hazel Dickens. Sheila Kay Adams is a recent recipient of the National Heritage Fellowship, her accomplishment being the public face of her own family's traditional music, which was the target of Cecil Sharpe and Maude Karpeles' collecting activity just exactly a century ago. Matthew Sabatella has been singular in his mission to share this rich musical heritage with others, both for the sheer love of the music and for its value in inspiring people.

### Guitar Workshop: The Carters, Leslie Riddle and Etta Baker

Room 234

Presenters: Ash Devine and Lauren Sheehan

Guitar Workshop - Hands On! - Picking in the Carter Family, Leslie Riddle and Etta Baker styles. Hear and learn songs and some of the guitar licks and techniques that define these classic southern guitar styles. Ash Devine and Lauren Sheehan have both devoted years to studying this material and they will be teaching as much of it as you can handle. Bring your recording devices and guitars.



## Better Negotiations

Room 334      Facilitator: Steve Gnadl      Panelists: David Wilkes, Jennifer Pickering, & Joanne Martin

Successful presenting and gigging depends upon a positive collaboration among artist, agent, and presenter. Negotiating the deal forms the foundation for that relationship, getting issues resolved in advance and everything clearly documented.

## Local 1000 - We're in it for the Long Haul

Room 230      Presenters: Debra Cowan, Si Kahn

We all work very hard to make a sustainable career and make a decent wage. The work is more than the show; it is staying healthy, staying balanced and focused and being creative while 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.



## 3:00 PM to 4:00 PM      Afternoon Break

## 3:00 PM to 5:00 PM SERFA in the Schools

BRIGHT IDEAS AFTER SCHOOL PROGRAM  
Dennis Cash - Coordinator

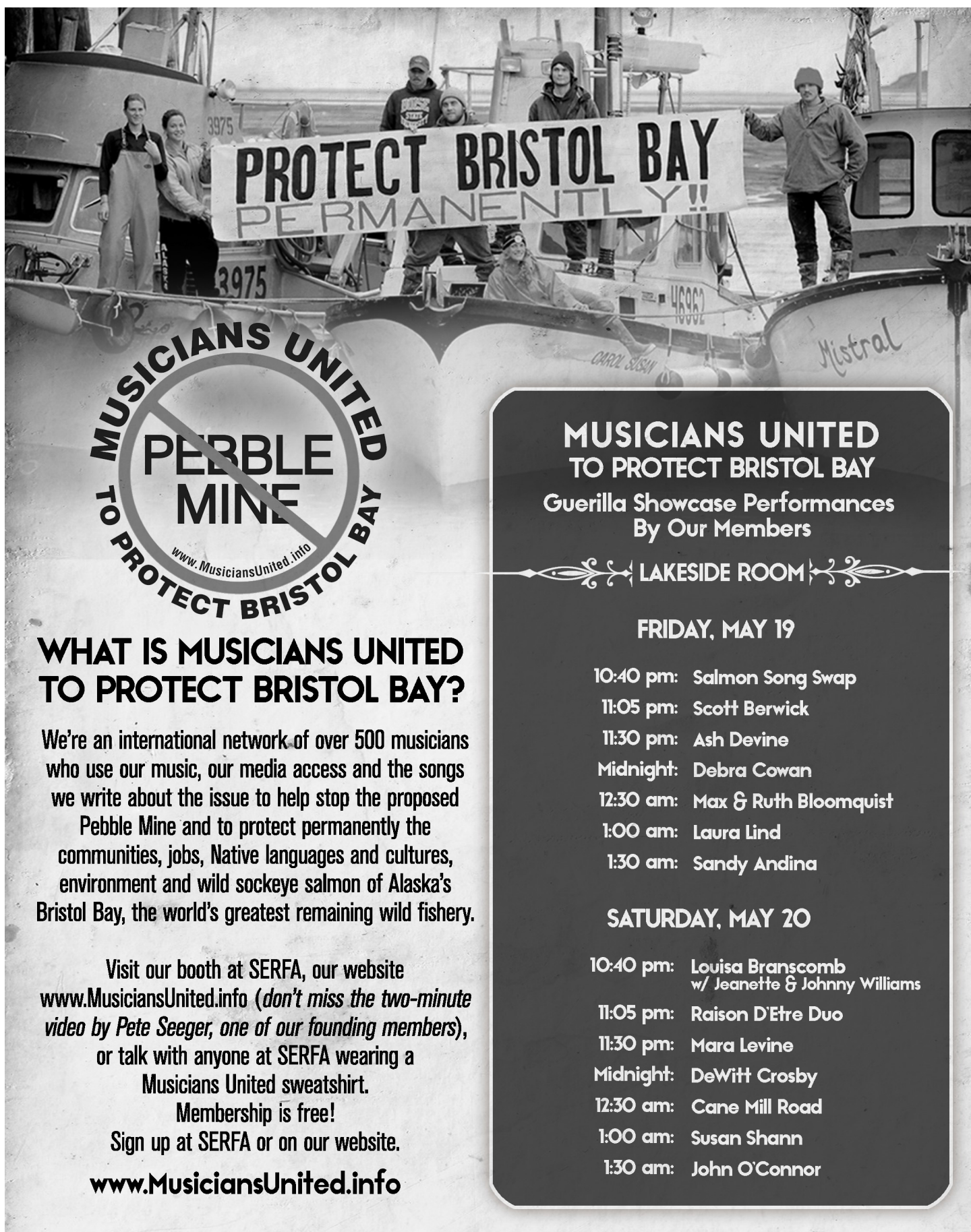
Once again SERFA is teaming up with Asheville's Isaac Dickson Elementary School and their Bright IDEAS After School Program. Dennis Cash will host this children's workshop for 3rd to 5th grade students. SERFA members will share songs, give the kids a chance to play an instrument and introduce the children to various types of folk instruments and styles of music they create. It will be a fun afternoon with music, learning and laughter.

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

### How I Select Songs: In's and Out's of How Major Artists Select Your Songs

Lakeside      Facilitator: Louisa Branscomb Panelists: Kathy Mattea, Jeannette Williams, & Wyatt Easterling

Considerations for a song you'd like recorded by a major artist can differ from those for original you perform as a writer. Even if you don't pitch your songs, knowing what successful recording artists look for can inspire and improve your songwriting. Panelists will talk about their experience on this topic from several important points of view. Kathy Mattea and Jeanette are award winning vocalists whose work spans country, bluegrass, and roots, who have selected songs for recording for decades, known in their genres for selecting potential hits. Kathy Mattea has risen to top Nashville ranks not just from extraordinary vocal talent, but because of an amazing ability to pick top-notch material. Jeanette Williams, multi-award winning singer and songwriter, typically listens to more than 200 songs before making final selections. Wyatt Easterling is a veteran singer- songwriter with an extensive background in Music Row A&R, and multiplatinum records. Grammy-winning songwriter Louisa Branscomb has over 190 songs recorded by artists such as Alison Krauss, John Denver, and Claire Lynch including two Song of the Year awards. Plenty of time for questions!



**PROTECT BRISTOL BAY  
PERMANENTLY!!**

**MUSICIANS UNITED  
TO PROTECT BRISTOL BAY**  
PEBBLE MINE  
[www.MusiciansUnited.info](http://www.MusiciansUnited.info)

## WHAT IS MUSICIANS UNITED TO PROTECT BRISTOL BAY?

We're an international network of over 500 musicians who use our music, our media access and the songs we write about the issue to help stop the proposed Pebble Mine and to protect permanently the communities, jobs, Native languages and cultures, environment and wild sockeye salmon of Alaska's Bristol Bay, the world's greatest remaining wild fishery.

Visit our booth at SERFA, our website [www.MusiciansUnited.info](http://www.MusiciansUnited.info) (*don't miss the two-minute video by Pete Seeger, one of our founding members*), or talk with anyone at SERFA wearing a Musicians United sweatshirt.

**Membership is free!**

Sign up at SERFA or on our website.

**[www.MusiciansUnited.info](http://www.MusiciansUnited.info)**

## MUSICIANS UNITED TO PROTECT BRISTOL BAY

Guerilla Showcase Performances  
By Our Members

— LAKESIDE ROOM —

### FRIDAY, MAY 19

10:40 pm: Salmon Song Swap  
11:05 pm: Scott Berwick  
11:30 pm: Ash Devine  
Midnight: Debra Cowan  
12:30 am: Max & Ruth Bloomquist  
1:00 am: Laura Lind  
1:30 am: Sandy Andina

### SATURDAY, MAY 20

10:40 pm: Louisa Branscomb  
w/ Jeanette & Johnny Williams  
11:05 pm: Raison D'Etre Duo  
11:30 pm: Mara Levine  
Midnight: DeWitt Crosby  
12:30 am: Cane Mill Road  
1:00 am: Susan Shann  
1:30 am: John O'Connor



## A Time to Build Up - the 3rd part of 'Resist, Protect, Rebuild'

Room 230

Presenter: Spook Handy

Panelist: Reggie Harris

Pete Seeger said, “You don’t have to tear down a house in order to rebuild its foundation.” How often do we hear someone say they would like to make the world a better place? Would you believe that each one of us has a profound impact every day on the world we live in – starting with ourselves and extending out to our communities and the world as a whole? In the music world, our impact is even more profound. Whether we like it or not, music reflects and promotes our values. So, the question becomes: What values are we reflecting and promoting through our work as presenters, DJs, volunteers, songwriters and performers? Are we promoting cynicism, division and individualism or are we promoting empowerment, integrity and solidarity? Are we helping to rebuild the foundation or are we only helping to tear down the house? Join us for songs, stories, reflection and discussion.

## *The Shopkeeper* Movie Screening with Filmmaker Q&A

Room 334

Presenter: Rain Perry

<http://www.shopkeepermovie.com/>

Singer songwriter and filmmaker Rain Perry introduces her new documentary which combines a biography of producer Mark Hallman, a history of the Austin music scene, and the struggles of being a musician today.

**4:00 PM to 5:30 PM:** Open Mic, hosted by Grady Ormsby (Lobby); Trad Jam (Room 230)

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

## THURSDAY SHOWCASES

### 7:15 PM Friction Farm

[aidan.christine@gmail.com](mailto:aidan.christine@gmail.com)

(561) 301-5050 or (864) 501-6292

[www.frictionfarm.com](http://www.frictionfarm.com)
[www.facebook.com/frictionfarm](https://www.facebook.com/frictionfarm) and [@frictionfarm](https://www.facebook.com/christinestay)

Modern-folk duo Friction Farm, Aidan Quinn and Christine Stay, combine storytelling, social commentary and humor to create songs of everyday life, local heroes, and quirky observations. “infectiously hummable tunes” *New Times Magazine*. They tour internationally, were Kerrville NewFolk Finalists, Falcon Ridge Emerging Artists, South Florida Folk Festival Songwriter winners. Friction Farm's last recording was inspired by books, the new CD mostly duets. From ballads to anthems each song is filled with harmony and hope. “intricate harmonies reminiscent of 1960s classics with a modern twist” *Sun Journal* New Bern NC. He's from Berkeley she's from Woodstock. He builds, she bakes. They have a big garden and small orchard at the sustainable home they designed and built. “They were utterly charming. Their well-written songs cover a wide gamut and their delivery is spot on. They should be much better known” - Rich Warren, WFMT's Folk Stage and Midnight Special.





## 7:35 PM Andy Ferrell

828.406.0415

andyferrellmusic@gmail.com

andyferrellmusic.com

http://facebook.com/theandyferrell

The new album from North Carolina roots songwriter Andy Ferrell, *At Home and In Nashville*, is aptly named, for it points to a long lineage of artists traveling between their homes in rural Appalachia and the neon lights of country music's capitol, Nashville, Tennessee. Born in Boone, NC, Ferrell grew up in the heart of the Blue Ridge Mountains, the birthplace of Appalachian traditional music and the home of the great Doc Watson. Growing up in Watson's shadow, and with a folk guitarist for a father, Appalachian roots play a large role in Ferrell's music. What's surprising about his new album is how far he has reached beyond these roots. On this album he focuses on country songwriting with a bittersweet edge, much like his heroes Hank Williams and Townes Van Zandt.



## 7:55 PM Rebecca Wudarski



rebeccawudarskibooking@gmail.com

Rebecca Wudarski is an American roots artist based out of the small Appalachian town of Thomas, West Virginia. Rebecca hones the craft of songwriting while deftly arranging old folk songs with intense creativity. Often praised for her guitar playing abilities, anchored in folk music but resting somewhere between indie-rock and old-time, her various projects include performing and touring solo, with drummer Charles Earl Richard, and in a band called Gravel Quire founded with fellow singer songwriter Heather Hannah.

## 8:15 PM Johnsmith

johnsmithmusic.com

651-269-2669

john@johnsmithmusic.com

Whenever you hear about the music of Johnsmith, certain watchwords come up, like uplifting, integrity, heart, or soul. John was born into a rural eastern Iowa, large Irish Catholic family of ten kids. Pursuing a life of music has led him far from his small town roots. After a short college stint in southern California, a couple years on an organic hippie farm in Iowa, and a few years in Colorado, he now resides along the upper Mississippi in western Wisconsin.

John is a past winner of many songwriting awards including the Kerrville Folk festival. He has seven solo CDs including his recent *'The Longing Road;'*. John has been featured on NPR's New Dimensions radio program.

John also teaches songwriting around the country and leads annual group tours to Ireland. Johnsmith is a full time blue-collar folkie banging out his tunes along the back roads one show at a time. As a solo performer Johnsmith opens up and bares his soul on stage. Night after night, CD after CD, he brings it all on, full heart. Fellow songwriter Buddy Mondlock best sums it up: "I feel like every time one of Johnsmith's songs gets heard a little healing happens to the world."



8:30 PM to 9:00 PM INTERMISSION—Break sponsored by Andy May



## 9:00 PM Ordinary Elephant

Website: [www.ordinaryelephant.net](http://www.ordinaryelephant.net)  
 Email: [info@ordinaryelephant.net](mailto:info@ordinaryelephant.net)  
 Phone: 979-353-0891  
 Facebook: [facebook.com/ordinaryelephant](https://facebook.com/ordinaryelephant)  
 Instagram: [instagram.com/ordinaryelephant](https://instagram.com/ordinaryelephant)  
 Twitter: [@ordinarelephant](https://twitter.com/ordinarelephant)

Nomadic husband and wife duo Ordinary Elephant happily call the road home, sharing their stories through honest songwriting, clawhammer banjo, guitar, and ripe vocal harmonies. Their 2017 sophomore release 'Before I Go' is establishing Ordinary Elephant nationally and internationally. Quickly receiving the support of the folk community, the album reached No. 2, and opening track 'Best of You' reached No. 3 on the Folk DJ chart. The duo is also receiving a warm welcome in Europe. Upon review of their latest album, Dani Heyvaert of Rootstime.be said "I was there when Gillian Welch and David Rawlings were here for the first time, and that concert is still in my head after all these years. I suspect that this couple is going to play in the same league in the foreseeable future."



## 9:40 PM John Sherman & Randy Clepper

Web: [www.randyclepper.com](http://www.randyclepper.com)  
 For bookings: Randy Clepper  
[riclepper@hotmail.com](mailto:riclepper@hotmail.com)  
 614-648-9514

John Sherman and Randy Clepper are two highly regarded multi-instrumental performers of Irish traditional music on fingerstyle guitar, bouzouki, and tenor banjo. They have a combined 11 recordings between them, and have received critical acclaim in *Irish Music Magazine*, *Sing Out!*, *Dirty Linen*, and *Acoustic Guitar*. John has performed with the Tannahill Weavers, Phil Cunningham, John Renbourn, Todd Denman, and Tom Paxton. A

former member of the eclectic hammer dulcimer band *Hammer On!*, Randy has performed with the Chattanooga Symphony, aerial dance troupe Project Bandaloop, and has opened for John McCutcheon. John and Randy were selected as Quad Showcase Artists at the 2014 Northeast Regional Folk Alliance (NERFA). Their duo recording, *Finally Tuned*, was ranked 2, 3, and 10 in three "Top Fave" album categories in 2013 by Folk Festival, WDCB Public Radio, Chicago, "a fine and finely tuned album that is intricate in its arrangement and delivery" ([TradConnect.com](http://TradConnect.com), Ireland).

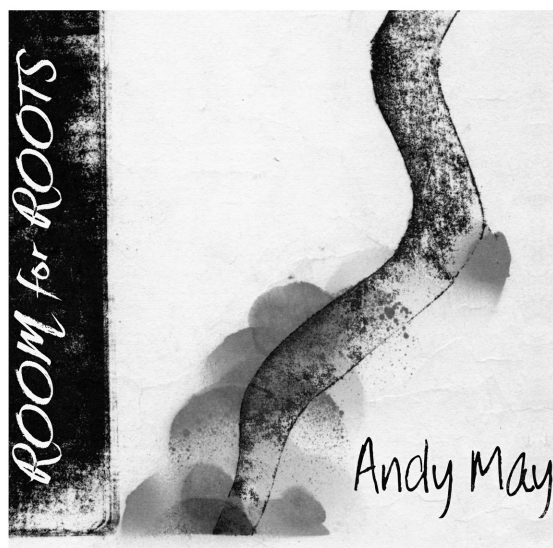






# Andy May

PICKER. SONGWRITER. ENTERTAINER. EDUCATOR. PRODUCER.



- Featuring original songs: Folk/Americana/Country
- 6 months on the Americana Music Association chart
- On Roots Music Report's "Top Americana Country Albums for the year of 2016"
- #2 song on Roots Music Report's Americana Country Song chart for 2 weeks, 8 weeks in top 10

## Catch Andy at these SERFA Guerilla Showcases:

Thursday: Cup of Joe - 11:00 p.m., Room 251  
Saturday: Sunshine & Songs - 10:40 p.m., Room 251  
 Crab Donkey Room - Midnight, Room 303  
 Access Film Music - 1:30 a.m., Room 226



## "THE MUSIC'S IN GOOD HANDS..."

- FOR FESTIVALS: Support young musicians in your audience with youth showcases, pre-organized and managed on-site for you
- FOR YOUNG MUSICIANS: Non-competitive, festival-based performance opportunities for all skill levels
- FOR AUDIENCES: Fast-paced, heart-warming, entertaining show.
- 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*



## NASHVILLE-BASED MICRO-LABEL & PRODUCTION SERVICE

"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 pickers for over 40 years now." –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*

"Good fortune led me to ...performer/producer Andy May in Nashville, Tennessee. He was a godsend." –Bill Mulroney, *Second Wind*

**IBMA 2008 Recorded Event of the Year**  
 for Everett Lilly & Everybody and their Brother



## 9:20 PM Scott Cook

(780) 695-3474

grooverevival@gmail.com

www.scottcook.net

www.facebook.com/scottcooksongs

www.twitter.com/grooverevival

www.instagram.com/scottcooksongs

A roots balladeer with a rare personal warmth, Canada's Scott Cook has distilled the stories collected over a decade of near-incessant touring across Canada, the USA, Europe, Asia, Australia and elsewhere into straight-talking, keenly observant verse. His fourth release, *One More Time Around*, was nominated for a Canadian Folk Music Award, and its opening track "Pass It Along" won the Folk and Acoustic category in the UK Songwriting Contest, with UK magazine *Maverick Country* naming him "one of Canada's most inspiring and imaginative storytellers". Cook is one of the hardest-working troubadours on the road today, averaging over 160 shows and a dozen festivals every year since 2007, and has just released his sixth independent album, *Further Down the Line*. All the hard miles notwithstanding, he still believes that songs can change your life, and your life can change the world.



## 10:00 PM Sultans of String

Booking: Dave Wilkes, 917-848-8795

Website: <http://www.sultansofstring.com>

Facebook: <https://www.facebook.com/sultansofstring>

Twitter: <http://twitter.com/sultansofstring>

Instagram <https://www.instagram.com/sultansofstring/>



2017 JUNO Nominees (Canada's Grammys) Sultans of String thrill their audiences with their global sonic tapestry of Spanish Flamenco, Arabic folk, Cuban rhythms, and Gypsy-jazz, celebrating musical fusion and human creativity with warmth and virtuosity. Fiery violin dances with rumba-flamenco guitar, laying down unstoppable grooves. Acoustic strings meet with electronic wizardry to create layers and depth of sound, while world rhythms excite audiences to their feet with the irresistible need to dance.

In 2017 Sultans of String hit the BILLBOARD Word Music charts, and have received eight Canadian Folk Music Award nominations, winning Instrumental and World categories. The band has been recorded live on BBC Television, NPR, and SiriusXM in Washington DC. Together Chris and Kevin have performed at U.K.'s Celtic Connections, Birdland Jazz Club in NYC, and Levitt Pavillions. "Virtuoso playing... An exuberant and infectious sound... Powerful and moving... simply an awesome musical group!" – Mike Hill, Mariposa Folk Festival

10:40 PM to 2:00 AM

Guerilla Showcases

See schedule Page 33

10:45 PM to 12:45 AM

Local 1000 Showcase Free Zone

In Lobby




# SPOOK HANDY

**Panel - "A Time to Build Up: Part 3 of Resist, Protect, Rebuild"**  
**Workshop - "How to Elicit Audience Participation"**  
**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](http://www.spookhandy.com) | 732-418-1340



## RAISON D'ETRE DUO

Hosting "My Old Kentucky Home" Showcase, Apt. 330 Thursday

**Showcases:** 1:00-2:00 am— "Last Call Songwriters' Round," Thursday Apt. 330

10:40—Camelback Concerts, Friday 218

11:00—Musicians United to Protect Bristol Bay

Saturday, Lakeside Room

## ACOUSTIC MUSIC AGENCY

Representing these fine artists:

### 2017 SERFA Formal Showcase Artists

2016 NERFA Formal Showcase Artists

**The Levins**



Saturday 7:15 PM • [thelevinsmusic.com](http://thelevinsmusic.com)


2016 NERFA Formal Showcase Artists  
**Scott Wolfson and Other Heroes** • [scottwolfson.com](http://scottwolfson.com)

**Arlon Bennett and The Healing Project** • [arlonbennett.com](http://arlonbennett.com)

**Christopher Brown** • [christopherbrownmusic.com](http://christopherbrownmusic.com)

**Booking**  
**Barbara Roehrer** • [broehrer@optonline.net](mailto:broehrer@optonline.net)  
[www.goodacoustic.com](http://www.goodacoustic.com) • (201) 573-0718

# LAUREN SHEEHAN



# SONGSTER

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 —THE HUFFINGTON POST.

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**BBC, NPR**  
**#1 FOLK RADIO**

\*\*\*\*\* [LAURENSHEEHANMUSIC.COM](http://LAURENSHEEHANMUSIC.COM) \*\*\*\*\*



# Thursday Guerrilla Showcase Schedule

## 218 Camelback Concerts

(Joanne Martin & Tim Hildebrandt)

10:40 Bett Padgett  
11:00 Tim Hildebrandt  
11:20 Spook Handy  
11:40 Wyatt Easterling  
12:00 Rod Abernethy  
12:20 Ordinary Elephant  
12:40 Josh Harty  
1:00 Paul Jefferson  
1:20 Johnsmith  
1:40 Eric Lambert

## 226 Who Do You Love? (Marc Black)

10:40 Carol Markstrom  
11:00 Leaning Towards The Blues: Marc Black, Just Vinny, Robin Greenstein  
12:00 Songsmiths: Todd Hoke, Lyal Strickland, Ash Devine  
1:00 Eclectic Get Down: Cane Mill Road Trio, Marc Black, Mean Mary

## 230 AcousticMusicScene.com Song Swaps (Michael Kornfeld)

10:40 Steve Brooks, Jefferson Ross, Lyal Strickland, Dennis Warner  
11:30 Antonio Andrade, Scott Cook, Gina Holsopple  
12:00 Dan & Faith, Max & Ruth Bloomquist  
12:30 Tony Denikos, Karyn Oliver, Letitia VanSant  
1:00 Bruce Michael Miller, Anna p.s., Laura Zucker  
1:30 Mike & Amy Aiken, Eugene Tyler Band

## 234 Hillbilly Haiku (Denise and Rick Williams)

10:40 Jubilant Bridge  
11:00 Jackson Emmer  
11:30 Jeff Talmadge  
12:00 Hoot and Holler  
12:30 Nick Nace  
1:00 Linda McRae  
1:20 Anne McCue  
1:40 MSG Acoustic Blues

## Lakeside Room Plain Jane (Jane Fallon)

*Presents "Songs on Purpose: songs written with specific purposes in mind"*

10:40 Welcome – Jane Fallon  
10:45 Karyn Oliver and Gina Holsopple  
11:25 Jane Fallon  
11:30 Ya Yas, Bill and Eli Perras  
12:10 Jane Fallon  
12:15 Carolann Solebello, Susan Shann  
12:55 Jane Fallon  
1:00 Steve Warner, Rich Eilbert, Jan Gillies

## 251 Cup 'o Joe (Joe Virga)

10:45 Bill & Eli Perras  
11:00 Andy May  
11:15 Dan & Faith  
11:30 Leah Kaufman  
11:45 Isabel Taylor

[251 Cup O' Joe Continued]

12:00 Anna P Sherck  
12:15 Sandy Andina  
12:30 Gina Holsopple  
12:45 Joe Virga  
1:00 Abby Parks  
1:15 Reggie Harris  
1:30 John Mollenhauer  
1:45 Teghan Devon



## 334 ShenRiver Music (Janet Gillies)

10:40 Jan Gillies  
11:00 Bill Foster  
11:20 Don Crigler  
11:40 Diane Perry and Todd Dennison  
12:00 Eric Lambert  
12:20 Spook Handy  
12:40 Jackson Emmer  
1:00 Zoe Mulford  
1:20 Dennis Warner  
1:40 Dennis McDonough

## 303 Crab Donkey Showcase (Mark Smith)

10:40 Rod Abernethy  
10:55 Piper Hayes  
11:10 Mink's Miracle Medicine  
11:25 Dan Heimsoth  
11:40 Sean McGowen  
11:55 Howard & Skye  
12:10 Robin Greenstein  
12:25 Bett Padgett  
12:40 Daryl Shawn  
12:55 John Sherman & Randy Clepper  
1:10 Suzanne Schmid Music  
1:25 Leah Kaufman  
1:40 Nancy Beaudette

## Apartment 330 My Old Kentucky Home (Raison D'Etre)

10:40 Linda McRae  
11:00 John Lily  
11:20 Kerry Grombacher  
11:40 Friction Farm  
12:00 Steve Warner  
12:20 Tim Hildebrandt  
12:40 Jeff Talmadge  
1:00 Last Call Song Swap: Jim Heald, Katherine Rondeau, Raison D'Etre Duo, Noah Zacharin

## Belk Assembly 1 Sunshine & Song (Ray Lewis)

10:40 Susan Shann  
11:00 Lauren Sheehan  
11:20 Priscilla Sanders  
11:40 Piper Hayes  
12:00 Alice Hasen  
12:20 Johnny Coull  
12:40 Jon Shain  
1:00 Julie Christensen  
1:20 Letitia Van Sant  
1:40 Bentley Kalaway



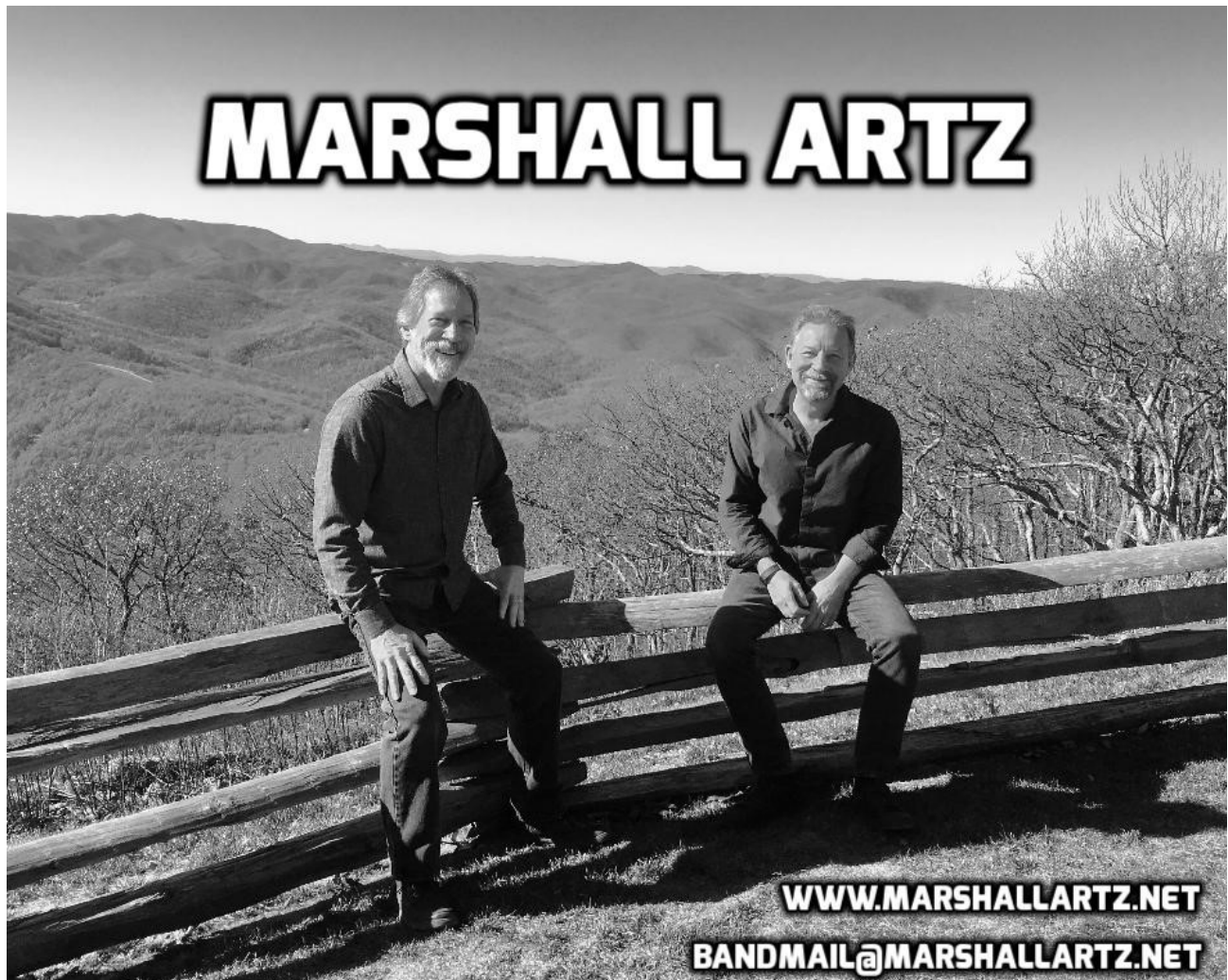
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**Leni & David Engels**



# 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**

## The Art and Craft of Home Recording

Room 230

Presenters: Jay Mafale and John Sonntag

As the music industry continues to reinvent itself, posing new obstacles and new opportunities, DIY album projects are more popular than ever. There's no doubt that recording at home can save a great deal of money, but how can you get your recording to sound as good as your favorite song on the radio while keeping the "artist" in recording artist? Jay and John will share tips and techniques that can elevate everyone's recording experience and help yield excellent results. They'll also show you some of the "toys" involved and explain costs, benefits and limitations of home recording (as well as give advice on when to involve a professional). You'll learn just how quick and easy it is to get set up and start recording without stress and frustration.

## Creating Your Own Brand - And What Does that Mean and Why Should I do It?

Room 234

Presenter: Kari Estrin Panelist: LeTisha VanSant

In a sea of talent, what makes you stand out from the crowd? This workshop will discuss why is important to create your "brand," how that reflects from your CD, web and social media, graphic design and photos. And how that results in more recognition for your work to help build airplay and audience development. As time allows, we'll randomly selected participant CD's (so bring yours if you're interested) with audience feedback on your branding!

## How to Elicit Audience Participation

Room 334

Presenter: Spook Handy

It's been said that it's not about YOU; it's about the song. But then again, it's not about the song; it's about delivering the song to the audience. And it's not about delivering the song; it's about sharing a common experience. How can we create an environment that disarms people's fears and invites them to open their hearts and participate? Bring your instrument(s) and be prepared to share a song you would like an audience to participate on or just come to listen, learn and share your story.

## Songwriting on Purpose

Query Lakeside Room

Presenter: Jane Fallon

This is a workshop that Jane presented very successfully at People's Music Network and on which she has recently written a book. Part lecture, part hands on, participants learn to use traditional rhetorical tools to craft songs for specific reasons such as theme days, social festivals, contests, and etc.



# THE EARLY MAYS



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

### **Web Sites Demystified**

Room 234

Presenter: Abby Parks

Panelists: Isabel Taylor, Leah Kaufman

Do you need a web site but don't know where to begin? Maybe you have a site that's outdated and isn't meeting your business goals. Using real-life, relevant experiences and examples, panelists will provide musicians, venue owners and presenters alike with options to consider, including building and maintaining the site yourself. They'll also cover pitfalls to avoid and simple guidelines for design and structure. Presentation/Q&A.

### **Women As Tradition Bearers**

Lakeside Room

Facilitator: Carol Rifkin

Panelists: Lauren Sheehan, Robin Greenstein, Sheila Kay Adams

Women in the old days didn't just do the cooking. In addition to bearing children, they also oriented them to their cultural homelands because there was nobody else to do it. Here we examine the role of women in the preservation, continuation and adaptation of some of our cultural treasures: ballads, ditties, stories, playparties and games all passed down mainly through generations of females.

### **Creating Successful Tours: Tips of the Trade**

Room 230

Presenter: Christine Stay

Panelists: Nancy Beaudette, Brian Ashley Jones

A panel of veteran singer-songwriters who have made a significant or primary living with touring will address the ins and outs of developing your tours, short range plan versus long range plan, networking, geographical and financial concerns, negotiating fees and more. Plenty of room will be left for Q&A for participant questions.

### **Can Music Change the World?**

Room 334

Presenter: Si Kahn

What can folk musicians do to make this world we share a more just and peaceful place? What are the models that different ones of us have used? What can we learn from those experiences? Facilitator Si Kahn, who's now in his 52nd year as a civil rights, labor and community organizer, will talk briefly about Musicians United To Protect Bristol Bay, an international network of almost 700 musicians and music lovers who use our music and media access to help stop the proposed Pebble Mine, which threatens to destroy the jobs, communities, Native cultures, languages and wild sockeye salmon in Alaska's Bristol Bay. Then we'll share stories, experiences and insight.

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

## **1:45 PM to 3:00 PM: Yoga with Karyn Oliver Room 330**

## **1:45 PM to 3:00 PM: WORKSHOP SESSION #7**

### **Sharing Best Practices for Presenters**

Room 230

Presenters: Friction Farm—Christine Stay and Aidan Quinn

After touring for a decade, playing at festivals, house concerts, folk series, and more, we have had some great experiences. Some folks do things right; from promoting to caring for their volunteers, running sound and setting up a room, providing information to the artist, and making an audience feel appreciated. We want to share all the good stuff and hope presenters will all talk about what really works for them.

### **Soul Mining: Digging Deep and Writing Authentically**

Query Lakeside Room

Presenter: Louisa Branscomb, Ph.D.

Impact of a song depends on heart, depth, and authenticity, but these are elusive qualities, at times for even the most experienced writer. Louisa will offer a framework for considering songwriting as a life practice that fosters deeper connections to one's self, and their expression in song. Her model, the Woodsong Paradigm, has been refined in 25 years of teaching over 1500 songwriters in experiential songwriter retreats in her program, Woodsong Farm plus mentoring via other workshops, festivals, and conventions. This model combines Louisa's two life callings – songwriter and transformational psychologist studying trauma and creativity. Louisa's writing credits include 2 Songs of the Year, hits by Alison Krauss, John Denver, and Claire Lynch, and around 200 recorded songs and the longest running chart hit in bluegrass.

## Blues in Open Tuning

Room 234

Presenters: Andy Cohen, Vinny the Bluesman, and Jon Shain

Andy Cohen and Vinny the Bluesman have been playing blues for more than a century between them. Old as they are, they were able to learn from many of bluesmen rediscovered in the sixties. Jon Shain joins them for this workshop devoted to songs in open tunings by Skip James, Bukka White, John Hurt, Sylvester Weaver, Big Jack Kelly, Charlie Patton, Jim Brewer and others, as many as we have time for. Bring your guitars, your Snarks and your recorders.

## The Long Haul: a Holistic Approach to Life as a Touring Musician

Room 334

Presenters: John McCutcheon and Kari Estrin

Do you always seem to be working, trying to put into practice all you've learned at workshops, from books and/or talking to friends, but it isn't really helping you personally? Attend this workshop and learn how to have a more "holistic approach" to making your career work for you. Learn to validate your own unique work patterns and use them to best advantage, know the importance of when to stop and take a break and why that is even more efficient in the long run, know why it's ok to "bend" the rules to fit who you are and what works best for you. Work on conquering isolation in self-employment and take more charge of your daily routines.

## 3:00 PM to 3:30 PM Afternoon Break

## 3:30 PM SERFA Annual General Meeting

Convocation Hall

Facilitator: Don Baker

This is your time to learn about your organization, ask questions of your leadership, meet the 2017-2018 board, and express your thoughts. We have moved it to prime time to make it easier for you to participate.

## 4:00 PM to 5:45 PM SERFA Awards and Keynote Address by Kathy Mattea

Please see details on next two pages

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



2016 Awards Ceremony



Peggy Seeger keynotes in 2016.

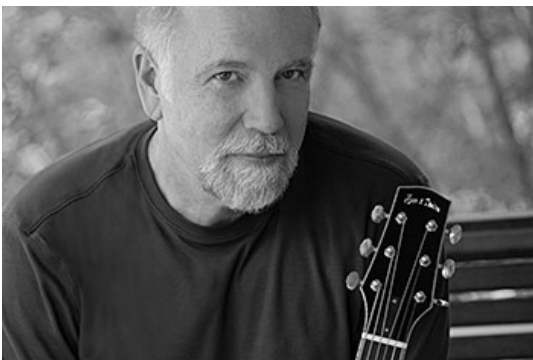
4PM to 5:45 PM  
Convocation Hall

## 2017 SERFA Awards & Keynote Address

### 2017 SERFA Awards

A committee consisting of Kari Estrin, who created the awards 2014, Clint Bernard, and Art Menius selected three esteemed recipients for the 2017 SERFA Awards: Kathy Mattea, John McCutcheon, and Sundilla, which the board then ratified. The SERFA Awards recognize those people and entities that made extraordinary contributions to folk music and its community in the Southeast Region of Folk Alliance.

**Kathy Mattea** demonstrates that a star with multiple gold records can maintain her musical integrity and curiosity, explore new directions, and use her art to bring awareness to vital issues. No wonder Huffington Post last year called her “Nashville’s Voice of Reason.” To read about the remarkable journey of Kathy Mattea see the keynote address section next.



Throughout more than 40 years of groundbreaking work as an artist and activist, teacher and actor, **John McCutcheon**’s passion for music and a just society keep pushing him to new levels. His most recent, *Trolling for Dreams*, addresses HB2 in “Y’All Means All.” A union man (AFM) and musical activist, he posed the question 20 years ago at a gathering of activist artists “Wouldn’t it be amazing if we felt about our union [AFM] the way these people feel about their unions?” This planted the seed which he would help nurture to become Local 1000.

John McCutcheon has written hundreds of songs filling his eclectic catalog of ballads, historical songs, children’s songs, love songs, topical satire, fiddle and hammer dulcimer instruments, and even symphonic works. The release in 1984 of *Winter Solstice*, featuring the still popular song “Christmas In the Trenches,” (named one of the 100 essential folk songs) marked the maturation of McCutcheon’s synthesis of traditionally-based music with original songwriting, often addressing social and politic issues or baseball. John was one-man in Si Kahn’s one-man play, “Joe Hill’s Last Will,” which led to the 2015 crowdfunded album of the same name. His recordings routinely reach the top of the FolkDJ charts.. With 37 recording releases and six Grammy nominations to his credit, a voice that speaks out for good, and endless energy McCutcheon has defined the word folksinger for the early 21<sup>st</sup> Century.

Auburn, Alabama’s **Sundilla Concert Series & Radio Show** began as the Sundilla Acoustic Concert Series started in 1993 by Katie Lamar Smith, Jay Lamar and Mary Littleton. In March 1996, the series found a permanent home at the historic Unitarian Fellowship building in Auburn, Alabama. A not-for-profit, volunteer effort, the Sundilla series provides original, acoustic music in an intimate, gracious setting where it can be enjoyed by performers and listeners alike. Sundilla has presented nearly 200 artists including Gillian Welch & David Rawlings, Sloan Wainwright, the late Steve Young, Allison Brown, Brother Sun, and Kinky Friedman. A weekly one-hour program featuring music and conversation with independent, contemporary folk musicians. The Sundilla Radio Series passed 200 episodes aired earlier in 2017. Available nationally via the Public Radio Exchange, it is a production partnership with Troy Public Radio, which airs the originating show each Saturday on its three stations. .



## 2017 SERFA Conference Keynote Address



Grammy Award winning musician and activist Kathy Mattea will deliver the keynote address for the 10<sup>th</sup> Annual SERFA Conference. Mattea, whose No. 1 country hits include “Goin’ Gone,” “Eighteen Wheels and a Dozen Roses” and “Come From the Heart,” was one of the artists who consulted with initial SERFA president Kari Estrin in shaping the then incipient organization. Her 18 albums are woven through with bluegrass, gospel, and Celtic influences, and have garnered multiple CMA, ACM, and Grammy Awards. Mattea, who draws inspiration from her Appalachian roots, is a torchbearer for often overlooked musical legacies like those of Hazel Dickens and Jean Ritchie. Previous keynote speakers include Peggy Seeger, Si Kahn, Pam McMichael, David Holt, and John McCutcheon.

A commercially successful country music star able to bring elements of folk, bluegrass, gospel, and singer/songwriter intimacy to her music, Mattea was born in Cross Lane, WV in 1959. In college she joined the bluegrass band Pennsboro, dropping out of school two years later to move to Nashville. In 1983 she landed a deal with Mercury Records. Her third album in 1986, taking its title from her version of a Tim O’Brien song, *Walk the Way the Wind Blows*, delivered a breakthrough with radio, fans, and critics. Besides her first Top Five hit, a cover of Nanci Griffith’s “Love at the Five and Dime,” the album delivered three other Top Ten singles: the title track, “Train of Memories,” and “You’re the Power.” 1987’s *Untasted Honey* included a pair of number one country hits: “Goin’ Gone” and “Eighteen Wheels and a Dozen Roses” while “Life as We Knew It” and O’Brien’s “Untold Stories” also made the Top Five. Released in 1989, *Willow in the Wind* boasted an even stronger folk influence, going gold with the number one hits “Burnin’ Old Memories” and “Come from the Heart,” and the number two “She Came from Fort Worth.” Its Top Ten hit “Where’ve You Been,” co-written by her husband, Jon Vezner, won her a Grammy for Best Female Country Vocal. Her 1993 Christmas record *Good News* won a Grammy for Best Southern/Country/Bluegrass Gospel Album.

During the early 1990s, Mattea began exploring the links among bluegrass, country, and traditional Scottish folk music, including noted Scottish singer/songwriter Dougie MacLean on 1991’s *Time Passes By*. The hit title track of 1992’s *Lonesome Standard Time* came from the pen of bluegrass musician Larry Cordle. In 2008, Mattea released the bluegrass-flavored *Coal* for the Captain Potato label. She combined her art with activism on the *Coal* tour presenting a moving program about the issues facing people living in Central Appalachian coal country. At a 2008 concert produced by SERFA board member Art Menius for Appalshop in Whitesburg, KY, she met Ritchie, from nearby Viper, KY, and sang for an audience including widows of coal miners. Mattea followed *Coal* with another collection of songs entitled *Calling Me Home* celebrating the Appalachian culture of her native West Virginia while expanding the vocabulary of acoustic roots music from mining country in 2012 for Sugar Hill.

No stranger to the Montreat area, Mattea has been part of the distinguished teaching staff that travels each summer to Warren Wilson College for the [Swannanoa Gathering](#), organized by SERFA board member Jim Magill. Mattea said, “It’s just very, very fun for me because there’s not a lot of context where you sit with people who are digging into their own potential as artists in a serious way. And I love talking about that. I love talking about all aspects of it.”

## FRIDAY SHOWCASES

### 7:15 PM Sarah Clanton

booking@sarahclanton.com

www.sarahclanton.com

Management: Jimmy Metts. Torque Entertainment

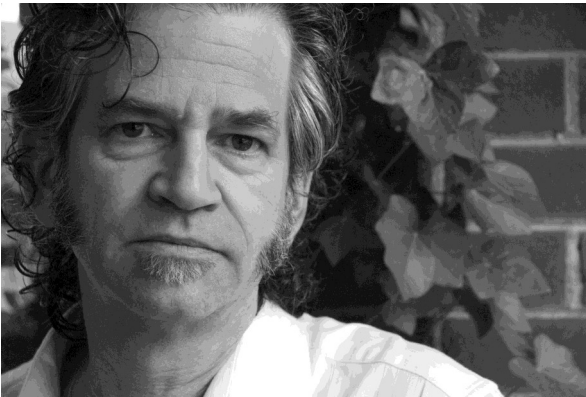
615.579.8520 jmetts@torquemg.com

Sarah Clanton's folk-rock-speakeasy sound is a celebration of the unexpected. The singer-cellist-songwriter strums, bows, picks, and taps through heartbreak and hope on songs that grab you by the collar and won't let go. Her vocals transcend from moonlit night to house on fire, with a tone that blends smoke with sunlight, landing somewhere between Nina Simone and Gillian Welch.



After graduating Furman University in 2007, the Nashville-based singer started touring with artists such as Edwin McCain and Richard Leigh. Her hair-tossing, electric performances - an exercise in musical abandon - became audience favorites. A self-titled EP released 2015 included "Tequila," an original co-write by Clanton, Tom Bettencourt, and Richard Leigh, which made the Nashville Songwriters Association International Top 40 in January 2016. Recently signed by Torque Entertainment, Clanton is working on her debut album, crafting a new incarnation of her honey-and-thunder sound.

### 7:35 PM Noah Zacharin



Noah Zacharin 416 536 9271 mail@noahsong.com

noahsong.com

facebook.com/NoahZacharinMusic

Noah Zacharin is an acclaimed full-time Canadian singer/songwriter/guitarist. First guitar (EKO) age 9, first original song age 13. Began performing at 14, delighted he still loves to play. 7 CD's of original music, numerous collaborations and appearances as guitarist (acoustic and electric) and vocalist on other folks' recordings across North America. "Virtuoso guitarist," "vocals know no stylistic boundaries," "great performer," "Picasso of the music world...mastery of wide variety of styles." Award-winning poet and translator with 100's of

pieces published internationally. Official Showcase FARM 2016. CD #8 ready for release in '17, songs written for #9. Aside from playing guitar and writing, Zacharin loves observing his cat, practicing tai chi, walking, and listening to birds and wind.

### 7:55 PM Hoot and Holler



Mark Kilianski - markkilianski@gmail.com 973 900 1221

Amy Alvey - fisforfiddle@gmail.com 949 350 9532

hootandhollermusic.com

facebook.com/hootandhollermusic

hootandhollermusic.bandcamp.com

hootandhollermusic - instagram handle

Hoot and Holler are the sum of two parts: guitarist Mark Kilianski and fiddler Amy Alvey. Each are songwriters dedicated to honing their craft. They are equally influenced by wordsmiths like Gillian Welch and Townes van Zandt as they are to authentic mountain musicians like Roscoe

Holcomb and Ola Belle Reed. In 2016, they lived out of a camper van and played shows across the country. Their enduring love of American folk music will base them in Asheville, North Carolina come spring 2017.

# FOLK ALLIANCE INTERNATIONAL

## Conference

**30 YEARS OF COMMUNITY AND SONG**  
KANSAS CITY, MO, USA • FEB 14-18, 2018 • [FOLK.ORG](http://FOLK.ORG)

### *Celebrate with us!*

Now in its 30<sup>th</sup> year, the Folk Alliance International Conference is the leading hub for the folk music industry and community. 2,700 delegates come to do business and build careers through official showcases, networking events, professional development panels, private showcases and jam sessions.

### *New discount*

**30<sup>th</sup> Anniversary Member Special**

\$30 off the already discounted Early Bird registration rate.

Valid only for FAI members, May 15-29, 2017.





## 8:15 PM Reggie Harris

phone: Artists of Note, 630-557-2742 (Joann Murdock)  
email: [regerino42@gmail.com](mailto:regerino42@gmail.com)  
Web: <http://www.reggieharrismusic.com>  
Facebook: <https://www.facebook.com/reggie.harris.146>  
Twitter: @Regmusicman

Reggie Harris is a musician, storyteller and educator who has been a vibrant force in musical, educational and historical circles for more than 35 years. A well-traveled performer, lecturer and cultural ambassador, Reggie has earned wide acclaim and respect from peers and audiences alike, throughout the U.S, Canada, Europe and around the world.

Steeped in the tradition of African American spirituals, folk, gospel, rock and the music of civil and human rights, Reggie is recognized as one of the foremost presenters of songs, who, in the spirit of his mentors Pete Seeger, Harry Belafonte and Bernice Johnson Reagon, loves to get people singing.

A songwriter of great depth and passion, Reggie writes from a personal sense of mission that merges a world wise point of view with a singularly hopeful stance that life, though often challenging, is filled with possibility and hope. His songs reveal thoughts about life and love and some of the deep aspects of the human experience and cover topics from his own personal journey to world issues and history.

8:30 PM to 9:00 PM INTERMISSION—Cookies provided by Emerald Concerts, David and Leni Engels.

## 9:00 PM Al Petteway

[alpetteway@mac.com](mailto:alpetteway@mac.com)

[www.alandamy.com/al.html](http://www.alandamy.com/al.html)

Al Petteway is a Grammy & Indie Award Winner, best known for his lyrical and powerful fingerstyle acoustic guitar playing heard on dozens of recordings, instructional videos, and film soundtracks, including several PBS documentaries by Ken Burns, most notably the Emmy-winning film “The National Parks-America’s Best idea.” Al’s compositions are strongly influenced by the Celtic, Folk, Rock and Blues styles he has performed in the studio and on stage with many of the best-known artists in those genres. He was voted one of the “Top Fifty Acoustic Guitarists of All Time” by the readers of Acoustic Guitar Magazine and for more than twenty years, he has coordinated the Guitar Week program for The Swannanoa Gathering summer music camp near Asheville, NC. Al lives high in the mountains with his wife and musical partner Amy White along with an endlessly entertaining variety of domestic and wild critters.





# LYAL STRICKLAND

SHOWCASE SCHEDULE

Thursday 10:40 • Room 230 • ITR

Thursday 12:00 • Room 226 • ITR

**Friday • 9:40 • Official Showcase**

Saturday • 10:40 • Room 218

LYALSTRICKLAND.COM



## The Old Home Place

concert series

A monthly event in the Missouri Ozarks  
featuring touring singer/songwriters and duos.

facebook.com/theoldhomeplace



## 9:20 PM Anne McCue

Email: [flyingmachinerecords@gmail.com](mailto:flyingmachinerecords@gmail.com)

Website: [Http://www.annemccue.com](http://www.annemccue.com)

Booking: [joseph@greenroommusicsource.com](mailto:joseph@greenroommusicsource.com)

Anne McCue has recently released her 7th album, *Blue Sky Thinkin'*. She has also produced albums for Scott Miller, Ellen Starski and Emma Swift (ARIA nominated.) Along with John Allbright she was People's Choice to return to Moab Folk Festival and her new album was Top 20 on the Americana Charts for 3 months and Number 1 on the Roots Music Chart. She has played guitar on albums for such artists as Robyn Hitchcock and Michelle Shocked.



## 9:40 PM Lyal Strickland

Phone: 417-343-1314

e-mail: [jacquelyn@lyalstrickland.com](mailto:jacquelyn@lyalstrickland.com)

website: [www.lyalstrickland.com](http://www.lyalstrickland.com)

facebook: [www.facebook.com/lyalstrickland](http://www.facebook.com/lyalstrickland)

twitter: [www.twitter.com/lyalstrickland](http://www.twitter.com/lyalstrickland)

instagram: [www.instagram.com/lyalstrickland](http://www.instagram.com/lyalstrickland)



The songs Lyal Strickland writes are like the world he lives in: A little tough sometimes, doggedly inspiring at others, but always absolutely real. Strickland doubles as a working farmer so when he writes about surviving in modern-day America, he's speaking from experience. As a proud 7th generation resident of Buffalo, MO, Strickland doesn't have to look far to find material. "You see people in the post office with the same determined look in their eye, like 'We're all going to stick this out together.'" Strickland's natural territory remains the real-life working world, balancing his farming duties to spend more time on the road. But he says those two pursuits aren't that different; you have to give them both all the passion you've got.

## 10:00 PM Lauren Sheehan

Phone 503 329 7561

[lauren@laurensheehanmusic.com](mailto:lauren@laurensheehanmusic.com)

<http://www.laurensheehanmusic.com>

<https://www.facebook.com/Lauren-Sheehan-Songster-40515453306/>

This "one-woman Americana jukebox" celebrates the heart of America with music from the 1850's through modern times. Lauren is known for her gutsy guitar and banjo playing which often accompanies her rich and powerful voice. Expect blues, ballads, bawdy and silly songs nestled between hauntingly poetic and deeply humanistic ones. Recent appearances on BBC and NPR, and inclusion into the Library of Congress, along with a Portland music award for achievement in folk attest to her growing significance as an artist, performer and teacher.



10:40 PM to 2:00 AM

Guerilla Showcases

See schedule page 47

10:45 PM to 12:45 AM

Local 1000 Showcase Free Zone

In Lobby



# M.S.G. Acoustic Blues Trio



*The Non-Toxic Preservative of the Blues*

**2017 1st Round  
Grammy Nomination**



**THE FLOOD**

*Best Traditional Blues Album*

## SHOWCASES:

THURSDAY: 5/18

**1:40-2:00am - Hillbilly Haiku, Rm: 234**  
*(Denise & Rick Williams)*

FRIDAY: 5/19

**1:30-2:00am - Acoustic Music Scene,**  
**Rm: 230** *(Michael Kornfeld)*

SATURDAY: 5/20

**7-10:30pm, #7 OFFICIAL SHOWCASE**

**12:45-1:00am - "Hard Times" Trad Room,**  
**Assembly Rm 1** *(Just Vinny)*

*Whiskey Rebellion Festival, Blackberry Jam Music Festival,  
North Branch-Aiken & Friends Fest, The Big Bluesy Festival  
Mendelssohn PAC, Sandler Center for the Performing Arts, Bristol Rhythm & Roots Reunion,  
2015 Chicago Blues Festival*

**Contact: jackie.merritt@cox.net    [www.acousticbluesmsg.com](http://www.acousticbluesmsg.com)**

2017  
OFFICIAL SHOWCASE: 5/20

# Friday Guerrilla Showcase Schedule

## 218 Camelback Concerts (Joanne Martin & Tim Hildebrandt)

10:40 Raison D'Etre Duo  
11:00 Dennis Warner  
11:20 Tim Hildebrandt  
11:40 Scott Cook  
12:00 Spook Handy  
12:20 Anne McCue  
12:40 Marshall Artz  
1:00 Letters to Abigail  
1:20 Cane Mill Road  
1:40 Katherine Rondeau

## 226 Access Film Showcase Room (Mike Beck/Dennis McDonough)

10:40 Mike & Amy Aiken  
11:00 (in the round) Al Petteway/Bruce Michael Miller/Rebecca Folsom  
11:30 Robin Greenstein/Kerry Grombacher/Blackwater Trio  
Midnight Rick Drost/Katherine Rondeau/Eric Lambert  
12:30 (in the round) Andy Ferrell/Jan Gillies/John Lily  
1:00 (in the round) Howard & Skye/Lynn Hollyfield/Piper Hayes  
1:30 Marshall Artz/Wes Collins

## 230 AcousticMusicScene.com Song Swaps

(Michael Kornfeld)  
10:40 *Nashville Cats*: Wyatt Easterling, Sarah Lois Richards, Priscilla Sanders, Susan Shann  
11:30 Leah Kaufman, Isabel Taylor  
12:00 *I'm From New Jersey*: Diane Perry, John Sonntag  
12:30 Reggie Harris, Mara Levine  
1:00 New York Duos: The Levins/The YaYas  
1:30 *Acoustic Blues*: Ann McCue/MSG Acoustic Blues Trio/Jon Shain & FJ Ventre

## 234 Hillbilly Haiku (Denise and Rick Williams)

10:40 Cane Mill Road  
11:00 John Lily  
11:30 Todd Hoke, Jefferson Ross, Linda McRae  
12:30 Ordinary Elephant  
1:00 Andy Ferrell  
1:20 Rebecca Wudarski & Gravel Quire  
1:40 Scott Cook

## Lakeside Room Musicians United to Protect Bristol Bay (Si Kahn)

10:40 Salmon Song Swap  
11:00 Scott Berwick  
11:30 Ash Devine  
Midnight: Debra Cowan  
12:30 Max & Ruth Bloomquist  
1:00 Laura Lind  
1:30 Sandy Andina

## 251 Cup 'o Joe (Joe Virga)

10:45 Carol Markstrom  
11:00 Dennis MC DoNoUgh  
11:15 Mara Levine  
11:30 Jane Fallon  
11:45 Joe Virga

## [251 Cup O' Joe continued]

12:00 Jonathan Howard & Blue Flower Skye  
12:15 Gracious Me  
12:30 Lynn Hollyfield  
12:45 Daryl Shawn  
1:00 Barry Gray  
1:15 G. Norman West  
1:30 Loralyn Coles  
1:45 Sean McGowan

## 334 Texas Sugarbaby (Glynace Eastham)

10:40 Songwriters in-the-Round  
Steve Brooks/Laura Zucker/Jubilant Bridge  
11:35 Wyatt Easterling  
11:55 Antonio Andrade  
12:15 Songwriters in-the-Round  
Sandy Andina/Nancy Beaudette/Brian Ashley Jones  
1:10 Songwriters in-the-Round  
Mike Aiken Duo/Diane Perry & Todd Dennison/David Wiseman

## 303 Focus Music (Scott Moore)

10:40 Friction Farm  
11:00 The YaYas  
11:20 Carolann Solebello  
11:40 Johnsmith  
12:00 Al Petteway  
12:20 Josh Harty  
12:40 Tony Denikos  
1:00 Annette Wasilik  
1:20 Rebecca Folsom  
1:40 Jesse Palidofsky

## Apartment 330 Tiny Showcase Room

(Kari Estrin Management/Consulting)  
10:40 Thomas Aaron Garlow  
11:00 Laura Lind  
11:20 The Levins  
11:40 Sarah Clanton  
12:00 Bett Padgett  
12:20 Wyatt Easterling  
12:40 Priscilla Sanders  
1:00 Zoe Mulford  
1:20 Letitia VanSant  
1:40 Rod Abernethy

## Belk Assembly 1 The Walter & Ethel Phelps Trad Room (Andy Cohen)

10:40 Introduction  
10:45 Ruth & Max Bloomquist  
11:00 Debra Cowan / Loralyn Coles / Sheila Kay Adams (in the round)  
11:45 AppalAsia  
12:00 Andy Cohen / Lauren Sheehan / Just Vinny (in the round)  
12:45 Ash Devine  
1:00 John O'Connor / Mathew Sabatella (in the round)  
1:30 Hoot and Holler  
1:45 Devilish Merry

# 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**

## Marketing Your Music to Folk Radio

Room 334

Presenter: Abby Parks

Panelists: Al Kinola, Kari Estrin, Dave Bellin

You're thinking of recording a new CD and perhaps sending it out for national promotion. What do you need to keep in mind while choosing songs and recording and doing graphics? Why do they matter? What radio stations are interested in hearing your music and what are the options to get it there and in what genres? Learn some tips and tricks to get your music out to a national audience effectively and alternative ways for promoting your music.

## How to Nurture a Folk Society

Room 230

Presenters: Grady Ormsby, Bailey Jones

How to nurture a folk society is the persistent and perennial question. How do you communicate with the people who don't show up? How do you know who your potential audience is? How do you get people to come hear artists they've never even heard of? How do you maximize your publicity efforts? How do you get young people to go to a venue that doesn't have beer and fisticuffs? DEFAS has wrestled with these questions for years. This is a session for sharing strategies and trying to rate their successes (and failures).

## Booking and Management Skills for the Professional and Artist

Lakeside Room

Facilitator: Sarah Clanton

Panelists: JoAnne Martin, Michael Kornfeld, Sean McGowan

The panel will discuss the roles of a manager and booking agent, including what an artist should expect from a manager or a booking agent, how to know you are ready for help, how do you choose the right person, and what agents and managers are looking for in an artist.

**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

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

## The Delicate Art of Writing, Choosing, and Performing Social Activist Songs

Lakeside Room

Presenters: Louisa Branscomb and Christine Stay

Panelists: Si Kahn, Aidan Quinn

How to write, deliver songs with socio/political message without alienating the listener; how to channel the experiences of these troubled times into your performance. Each panelist will perform one song as an example of a point they want to make; we can keep this loose, you may want to give other examples or a verse, etc. as we go along.

## How to Start and Sustain a House Concert Series

Room 230

Facilitator: Denise Williams

Panelists: Steve Gnadt, Rufus Smith

House concerts have become an essential part of the folk music industry, filling a role largely abandoned by clubs and coffeehouses. House concerts don't run themselves. Learn best practices from some of the finest house concert presenters in SERFA.

## What Does it Really Take to Plan for Your New Recording

Room 334

Presenter: Kari Estrin

Panelists: Zoe Mulford, Spook Handy

Making a new CD is more about just recording the last songs you wrote and releasing it. In this "overview" workshop we'll go over all the steps to make and market your recording with the best results. We'll talk about song selection and how that translates into the CD's image/theme/marketing statement, producing for your genre, relating your graphics and photo, even your crowdfunding to the above for a more successful campaign. We'll also look at how to create an inclusive budget for your project. [Marketing and Promotion were covered in the 9:15AM workshop - Marketing Your Music to Folk Radio]

**[Continued on Page 51]**



## Wisdom of the Elders

We appreciate in the folk community 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 has rapidly become 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 at SERFA so far are:

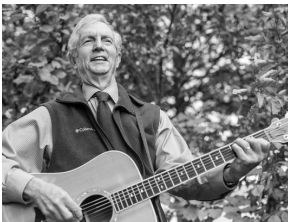
2013: Sonny Ochs, Ralph Lewis

2014: Alice Gerrard, Margo Blevins, John McCutcheon

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

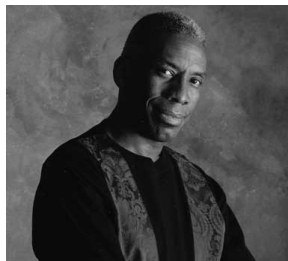
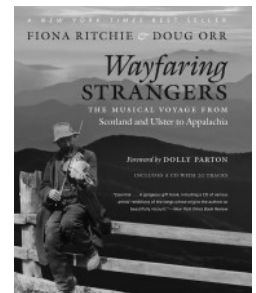
2016: Peggy Seeger, Freebo, Lowell “Banana” Levinger

2017: Patrick Sky, Doug Orr, Reggie Harris.



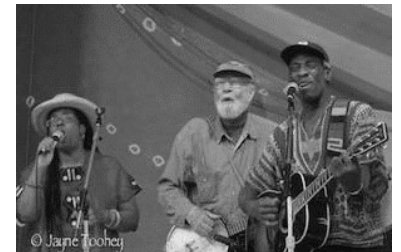
Each of this year’s elders experienced remarkably different careers that offer varied viewpoints and insights. That will make for an exceptional Wisdom of the Elders conversation.

**Doug Orr**, president emeritus of Warren Wilson College, founded the Swannanoa Gathering in July 1992. Doug and wife Darcy have been performing music together for more than 30 years, from their days in Charlotte with their Celtic/Appalachian band Maggies Fancy and while Doug served as president of Warren Wilson from 1991 to 2006. With Scotland’s Fiona Ritchie, Doug authored 2014’s *Wayfaring Strangers: The Musical Voyage from Scotland and Ulster to Appalachia*. A *New York Times*’ best seller, the book became the fastest selling publication from UNC Press.

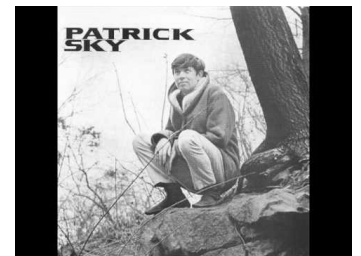


Rabbi Jonathan Kligler wrote that “**Reggie Harris** is part of the solution. His marvelous music, his hard-earned wisdom, and his loving presence lift up any room he enters. Reggie reaches across all boundaries and makes

strangers into friends. Give yourself and your community the gift of a transformative visit with Reggie Harris.” Known for more than 40 years as one-half of Kim & Reggie Harris, Reggie continues to crisscross the country, carrying the message of joy, unity, tolerance and peace through the powerful medium of live music. You can read more about his musical career in the Thursday showcase section.



**Patrick Sky** first gained note in the Greenwich Village folk scene of the early 1960s, selling out Carnegie Hall and releasing the first of several well-received albums in 1965. His songs “Many A Mile” and “Love Will Endure” gained a good deal of popularity. He appeared with Buffy Sainte-Marie, Pete Seeger, and Joni Mitchell and produced albums by Mississippi John Hurt, Rosalie Sorrells, and Seamus Ennis. By the time his misunderstood satirical album *The Songs That Made America*



*Famous* appeared in 1973, Pat had moved on to Irish music, founding the fabulously successful Green Linnet label and becoming an acclaimed Uilleann Piper and pipe maker, often performing with wife Cathy, a student of Irish fiddling. Their most recent album, *Down to Us*, appeared in 2009. In addition to his own book, *A Manual for the Irish Uilleann Pipes*, Pat has republished five classic books of piping and tunes.



## 2017-2018 Concert Series

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Old Man Kelly  
Ruth Wyand  
Dennis Warner

Cathy Fink &  
Marcy Marxer

Johnsmith

Si Kahn & Joe Jencks

Christie Lenee

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[www.MichaelKornfeld.com](http://www.MichaelKornfeld.com)

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Mara Levine, Kirsten Maxwell, Lois Morton,  
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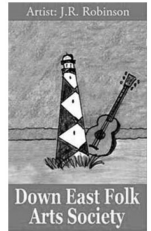
## [Continued from Page 48]

### Videos – How and Why

Room 234

Presenters: Alan Rowoth, J.B. Nuttle

Social media is all about video. Facebook, Twitter, Instagram, Vimeo, and the 800 pound Gorilla YouTube all want your content. 20% of American adults read at a fifth grade level or less. The overall average reading level is 9th grade. Many people avoid reading anything longer than a paragraph. Attention spans get shorter every year. As the amount of information on the Internet multiplies geometrically, engagement ratios for photo/video content far surpass text. As metric tracking improves, it is clear that video is the best way to go viral. The services all know it, so they are pushing all of you to grow their audience.



### 3:00 PM to 3:45 PM Afternoon Break

Sponsored by the DownEast Folk Arts Society

### SPECIAL SESSION: Facebook/Musician Promotional Ripple Effect Study & Film Preview

Room 234

Presenter: Burr Beard

Two parts: Research Report: Artists and bands in the Appalachian based music genres of old-time, bluegrass, classic country and Americana benefit by Facebook fan's liking, commenting on and sharing posts that they maintain on the social media. This can benefit the venue as well as the artist by the promotional exposure of a concert date shared from the post. This is free publicity that could be better harnessed through agents or the artists acting themselves in social media engagement. Fans, artists, promoters and media reps talk about how they benefit from Facebook, and how it could be better utilized for mutual benefit between groups.

Film Clips: 6 minute clip of a 29 min documentary on Millfield Mine Disaster 1930 and a clip of one on Athens Old-Time music scene.

### 3:45 PM to 5:45 PM Open Mic in First Floor Lobby Assembly Inn. Hosted by Grady Ormsby, Down East Folk Arts Society. Sound by Fiddle & Bow, Winston-Salem

### GROUP MENTOR SESSION On the Kinder Gentler Griddle

Room 230

Facilitator: Bruce Miller

Positive Song Critique in group setting. Bring your lyric sheets.

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

Room 330: Brian Ashley Jones – songwriting and performing

Room 226: Andy Cohen – performing traditional music

Room 234: Kari Estrin – nurturing your career

Room 334: Michael Kornfield - publicity

Room 251: Alan Rowoth – videos

Room 218: Isabel Taylor – websites and communication

Room 303: Dennis Warner – diversifying your career (books, family music, senior communities)



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



# Rebecca Folsom

## Official Showcase, Saturday 9:20pm

**Friday** 11:00 -11:30pm, Big Orange Tarp ITR with Al Petteway and Bruce Michael Miller, Room 226

**Friday** 1:20am -1:40am, Focus Room 303

**Saturday** 9:20pm Official Showcase, Convocation Hall

**Bookings:** Terri Stewart - [terri@stewartmgmt.com](mailto:terri@stewartmgmt.com) - 303.989.1764

Songs off her newest CDs, "Extraordinary Days" and "Little Medicines," went to #1 on the Folk DJ Chart, #5 on Roots Music Report, and #5 on the National Americana Chart. Folsom offers a delicious blend of front porch instrumentals, achingly beautiful vocals, and soaring harmonies.



[rebeccafolsom.com](http://rebeccafolsom.com) • [info@rebeccafolsom.com](mailto:info@rebeccafolsom.com)



A true renaissance woman, Rebecca is a singer-songwriter, recording artist, national touring musician, published author of poetry, oil painter, and teacher of Creative Mastery.

## Thomas Aaron Garlow

An award winning, national recording artist and a baby boomer born in the hills of West Virginia, Thomas now lives in the mountains of western North Carolina. He has been playing music since he was twelve and began songwriting, seriously, when hired by a major record label in Nashville in 1970. He has worked as a session musician and backup musician for several bands and solo artists over the years.

During the late 60's and early 70's, Thomas was part of the emerging folk scene and performed all over the east coast and beyond, opening for artists such as Gordon Lightfoot, Ian and Sylvia, Phil Ochs, John Prine and more. Highly influenced by his Appalachian Roots, his music is provocative and emotional. His guitar playing is smooth and powerful and his storytelling adds a straight-to-the-heart intimacy to his songs.

[thomasaarongarlow.com](http://thomasaarongarlow.com)



## SATURDAY SHOWCASES

### 7:15 PM The Levins

**Booking:** Barbara Roehrer, Acoustic Music Agency  
 broehrer@optonline.net  
 201-573-0718  
 thelevins@yahoo.com  
 www.thelevinsmusic.com  
 www.facebook.com/thelevins

The Levins are a *harmony-driven* acoustic duo known for their sun-splashed, peace infused songwriting that connects on a universal level and celebrates our common humanity. These award winners (Indie Acoustic, Empower Music, CTFolk, S.Florida Festival, MASC) were 2016 NERFA Formal Showcase Artists and 2014 Falcon Ridge Emerging Artists. Unique harmonies and tightly blended unison vocals, along with their guitar and piano interplay, reflect the couple's own compatible musical/personal relationship which began after meeting at an open mic at The Freight and Salvage in Berkeley CA. Their *My Friend Hafiz* CD debuted in the top 20 on Folk DJ & their latest, *TRUST*, in the top 10. (Top 10 song/2015, J.Platt, WFUV) "The Levins speak to our better selves with their crystalline harmonies and uplifting lyrics." - John Platt, WFUV-FM



### 7:35 PM Mare Wakefield and Nomad

Booking contact: Nomad Ovunc, 615-289-0791. info@marewakefield.com  
<http://www.marewakefield.com>  
<http://www.facebook.com/marewakefieldmusic>  
<http://www.twitter.com/marewakefield>  
<http://www.reverbnation.com/marewakefield>



"You'll be astounded" says *Maverick Magazine* about this Nashville-based Americana duo. Featuring award-winning Southeast Texas songwriter Mare Wakefield on guitar and Turkish-born, classically-trained Nomad on piano and accordion, the husband-and-wife team has been called "Cozy brilliance ... the merger of Natalie Merchant, Shawn Colvin and Dolly Parton" by the *Louisville Observer* and "A little bit old country, a lot contemporary folk" by the *New York Times*. Mare and Nomad were 2016 and 2015 Kerrville NewFolk finalists and 2015 Falcon Ridge Emerging Artists.

### 7:55 PM Josh Harty

Phone: 608-440-4498  
 Booking-Jess at jess@buttoncapbooking.com  
 WEBSITE [www.joshharty.com](http://www.joshharty.com)  
 FACEBOOK [www.facebook.com/joshhartymusic](http://www.facebook.com/joshhartymusic)  
 TWITTER [@JoshHarty](http://www.twitter.com/joshharty)  
 INSTAGRAM [www.instagram/joshharty](http://www.instagram/joshharty)

"Josh Harty is a mid-West singer-songwriter with a keen eye, observant lyrics and a fine, driving guitar-style that pulses with feeling and fire... Harty's fretwork is crisp, zingy and always compelling, catching you unawares almost with hints of traditional country in the mix; Chet seems to hang in the background balance at times, followed by ole Doc Watson before he twists the tail, snapping free with a trace of Knopfler at his best and a clear grip of the very fundamentals of good quality modern country music/ Americana," - Ian Patience, *Elmore Magazine* 2016.





# ERIC SOMMER

**TOWN PUMP**  
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made available

Eric Sommer is an unbelievable intersection of improbable influences and experiences channeled into an amazingly diverse catalog and a résumé that reads more like a musical adventure novel than a series of career bullet points. If there's any lingering doubt about Sommer's supernatural versatility, consider that he's opened for Old 97's, Nickel Creek's Sara Watkins, Bluegrass icon Jerry Douglas, Mates of State, Dr. John, Leon Redbone and Built to Spill. Whether in band or one-man form (which nakedly showcases his amazing acoustic Blues guitar stylings), Sommer is a living history of contemporary music and a musical force of nature.

Sound Advice: Eric Sommer  
**Cincinnati** CityBeat, Dec 8, 2016

How do you call this sidekick to unique personalities ranging from Nick Lowe to Spider John Koerner an under achiever?

This multi instrumentalist bad boy could easily be a superstar in his own right but he seems to be under the spell of Holy Modal Rounders, Guy Clark and others that could have really made it but seemed to make a concerted effort not to. Mixing organic writing and playing skills with personality, he has what it takes to be a massive, under the radar treat. Singer/songwriter? Rocker? Folkie? He's got all the bases covered and has back up in place to insure no errors are made. Killer stuff you really have to be a grinch to dislike, this cat is the real deal throughout.

**Midwest Record** / Lake Zurich, IL  
CHRIS SPECTOR, Editor  
October 16, 2016

BROOKLYN BOLERO, performed by Boston songwriter ERIC SOMMER, captures his remarkable acoustic guitar skills in a perfect setting. This record's got everything: back-up harmonies, superb vocals and tight arrangements, blistering slide guitar and harmonica grooves that recall the great John Mayall (Bluesbreakers) and Magic Dick (J. Geils Band).

**Chords & Keys**, Holland,  
November 3, 2016

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## 8:15 PM Mean Mary

Contact: (615) 604-7779 meanmarymusic@gmail.com  
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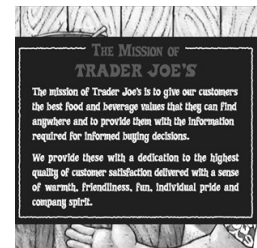
Award-winning musician/writer and fan favorite (over 5 million views on her YouTube videos), Mean Mary, literally grew-up in music. She evolved from a child prodigy who played for tips on the streets of Nashville (“startling talent” said the Tennessean) to a seasoned performer and headliner of over 4000 festivals and concerts (“the voice of a ragged Angel combined with the banjo playing of the Devil” says *No Depression*).

Deering Banjo’s named her their Goodtime Ambassador, and Janet Deering describes her banjo playing as giving her “chills.” Equally versatile on guitar, fiddle, and 8 other instruments, Mary is known internationally for her lightning-fast fingers, haunting vocals, and intricate story songs. As a high-energy performer that thrives on variety and as a songwriter that chooses unusual subject matters, anything from ghost pirates to demon guitars could romp through a Mean Mary show.



## 8:30 PM to 9:00 PM INTERMISSION

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## 9:00 PM Bill Mize

865.436.6467  
 email: [mail@billmize.com](mailto:mail@billmize.com)  
 website: [www.billmize.com](http://www.billmize.com)

Grammy-winning guitarist Bill Mize is a son of Tennessee, and a fitting representative of his state’s rich musical heritage. His critically lauded fingerstyle compositions are fluid and intricate, and their delivery masterful. One suspects an influential teacher: “I received most of my musical education from a cheap Zenith radio,” says Mize, who as a child drifted off to sleep to Nashville’s WLAC and Knoxville’s WNOX.

Maybe that’s why critics speak of his ability to “transport” the listener; the music itself has been transported. The links to his Tennessee roots are unmistakable, but so are the elements of the far wider musical realm he inhabits.

Bill is a past winner of the Winfield National Fingerstyle Guitar Competition, and contributed to the popular acoustic guitar compilations “*Windham Hill Guitar Sampler*” and Narada’s “*Masters of the Acoustic Guitar*”. In 2009, Bill’s music appeared in the Ken Burns documentary “*The National Parks: America’s Best Idea*.”





# Noah Zacharin

[mail@noahsong.com](mailto:mail@noahsong.com) [noahsong.com](http://noahsong.com)

## Official Showcase:

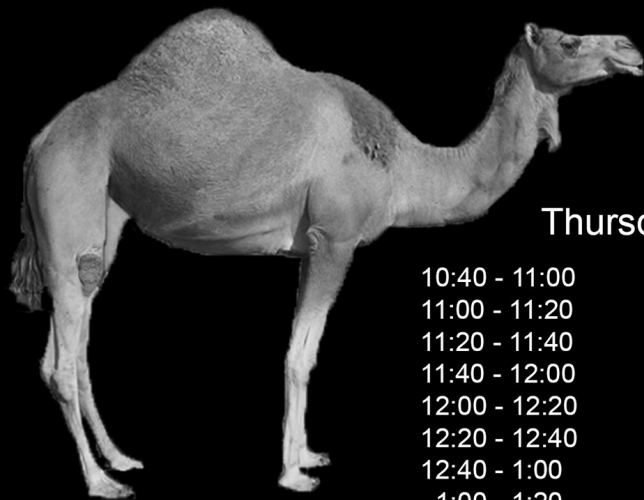
### Friday May 19

"Like Bruce Cockburn, Ry Cooder, and Bonnie Raitt, Noah Zacharin possesses a virtuoso command of the guitar...world-wise songwriting:  
Tom Semioli (Minor 7th);

"Wonderful songwriter and performer, and a stunning guitar player":  
Holger Peterson, Stony Plains Records, CBC host & producer.

# CAMELBACK CONCERTS

*Showcase - Room 218*



## Thursday

10:40 - 11:00	Bett Padgett
11:00 - 11:20	Tim Hildebrandt
11:20 - 11:40	Spook Handy
11:40 - 12:00	Wyatt Easterling
12:00 - 12:20	Rod Abernethy
12:20 - 12:40	Ordinary Elephant
12:40 - 1:00	Josh Harty
1:00 - 1:20	Paul Jefferson
1:20 - 1:40	Johnsmith
1:40 - 2:00	Eric Lambert

## Friday

10:40 - 11:00	Raison D'Etre Duo
11:00 - 11:20	Dennis Warner
11:20 - 11:40	Tim Hildebrandt
11:40 - 12:00	Scott Cook
12:00 - 12:20	Spook Handy
12:20 - 12:40	Anne McCue
12:40 - 1:00	Marshall Artz
1:00 - 1:20	Letters To Abigail
1:20 - 1:40	Cane Mill Road
1:40 - 2:00	Katherine Rondeau





## 9:20 PM Rebecca Folsom

www.rebeccafolsom.com

Facebook: <https://www.facebook.com/Rebecca-Folsom-Music-628196480584746/>

Booking contact: Terri Stewart 303-989-1764

Terri@stewartmgmt.com

Rebecca Folsom writes inspiring tales of human heart-break, redemption and freedom. She shares her songs with exquisite intimacy, moves into a toe-tapping version of hope, then digs down deep offering an unbridled transcendent release. Rebecca's world-class voice traverses a near-four-octave range, has been described as "knock-you-to-your-knees", "shining," and "her songs hit like little earthquakes!"

Rebecca brings both a pure vocal quality reminiscent of old Appalachia and a blues prowess. She leads audiences on a dynamic journey of the heart. Songs off her newest CDs, "Extraordinary Days" and "Little Medicines," went to #1 on the Folk DJ Chart, #5 on Roots Music Report, and #5 on the National Americana Chart. Folsom offers a delicious blend of front porch instrumentals, achingly beautiful vocals, and soaring harmonies. A true renaissance woman, Rebecca is a singer-songwriter, recording artist and national touring musician, a published author of poetry, oil painter, and teacher of Creative Mastery.

## 9:40 PM M.S.G. Acoustic Blues Trio

Website: [www.acousticbluesmsg.com](http://www.acousticbluesmsg.com)

Booking: [jackie.merritt@cox.net](mailto:jackie.merritt@cox.net)

Phone: (757) 434-0447

Facebook: MSG Acoustic Blues Trio

@MSGAcousticBluesTrio

This ensemble plays a heartwarming repertoire of both traditional and original acoustic blues, gentle, lighthearted and with feeling. They reach way back to the spirituals, to gospel, all with a true folk blues, back porch feeling. Evidently, these musicians do this for fun and love what they do and that clearly comes through in the music. "We love what we do. We are honored to carry on traditions. We hope that the love we have for the music, and for each other, is obvious and infectious." The result is music that is emotive, moving, wonderfully executed and deep in its roots. [review by **Frank Matheis**, publisher [www.thecountryblues.com](http://www.thecountryblues.com); contributing writer *Living Blues* magazine]



## 10:00 PM Blue Yonder

John Lilly Phone (304)610-9845

Web site: [www.blueyonderhonkytonk.com](http://www.blueyonderhonkytonk.com)

Facebook: [www.facebook.com/blueyonderhonkytonk](https://www.facebook.com/blueyonderhonkytonk)

Email: [john@johnlillymusic.com](mailto:john@johnlillymusic.com)

Blue Yonder is a band from Charleston, West Virginia, that takes strands of early country music – from swing to honky-tonk, bluegrass and rockabilly – and weaves them together with original compositions and a contemporary feel. The group features three seasoned musicians each with distinctive and notable skills: award-winning singer and songwriter John Lilly, two-time national guitar champion Robert Shafer, and bassist Will Carter.

According to Mountain Stage host Larry Groce, "Blue Yonder lives where classic country music meets western swing, a honky-tonk beat meets a beautiful ballad, and red hot country jazz guitar licks meet cool blue yodel vocals. A mix of virtuoso musicianship and original songwriting that plays as well in a hipster coffeehouse as it does in a small-town concert hall."

10:40 PM to 2:00 AM Guerilla Showcases See schedule page 59

10:45 PM to 12:45 AM Local 1000 Showcase Free Zone In Lobby



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## Saturday Guerrilla Showcase Schedule

### 218 Moonlit Pond (Nancy Beaudette & Chris Hatch)

10:40 Lyal Strickland  
11:00 Nancy Beaudette  
11:20 Karyn Oliver  
11:40 Nancy Beaudette  
12:00 Laura Zucker  
12:20 Paul Jefferson  
12:40 Louisa Branscomb with Johnny & Jeannette  
1:00 Lynn Hollyfield  
1:20 Thomas Aaron Garlow  
1:40 Wes Collins

### 226 Access Film Showcase Room (Mike Beck/Dennis McDonough)

10:40 Rick Drost  
11:00 (in the round) johnsmith/Annika Bennett/Zoe Mulford  
11:30 (in the round) The Levins/Rod Abernethy/tba  
Midnight (in the round) Dennis MC Do No Ugh!/  
Robin Greenstein/Eric Lambert  
12:30 Diane Perry and Todd Dennison  
1:00 (in the round) Annette Wasilik/Ruth and Max Bloomquist/  
Sandy Andina  
1:30 Daryl Shawn/Gina Holsopple/Andy May

### 230 SAW/MASC Showcase (Gracious Me & Loralyn Coles)

10:45 Betty Morrell  
11:00 Jane Fallon  
11:15 Dan & Faith  
11:30 Annette Wasilik  
11:45 The YaYas  
12:00 Gracious Me w/ Barry Gray  
12:15 Marshall Artz  
12:30 Katherine Rondeau  
12:45 Ordinary Elephant  
1:00 Loralyn Coles  
1:15 Spook Handy  
1:30 Laura Zucker  
1:45 Carolann Solebello

### 234 Acme Allstars (Todd Hoke)

10:40 Steve Brooks & Kerry Grombacher (puns, songs & big hats)  
11:20 Letters to Abigail and Jubilant Bridge (two duos with confusing names)  
12:midnight Jackson Emmer and Susan Pepper (fresh blood with cool names)  
12:40 Linda McRae and Jefferson Ross (pay attention and you might learn something about songwriting)  
1:20 Jeff "Older Than He Looks" Talmadge--vs--Todd "Nagahyde" Hoke (Songswap/Strongman Competition)

### Lakeside Room Musicians United to Protect Bristol Bay (Si Kahn)

10:40 Louisa Branscomb with Johnny & Jeanette Williams  
11:00 Raison D'Etre Duo  
11:30 Mara Levine  
Midnight: DeWitt Crosby  
12:30 Cane Mill Road  
1:00 Susan Shann  
1:30 John O'Connor

### 251 Ray Lewis Presents Sunshine & Song

10:40 Andy May  
11:00 Howard & Skye  
11:20 Randy Clepper  
11:40 Andy Ferrell  
12:00 Kerry Grombacher  
12:20 No Fuss and Feathers  
12:40 Piper Hayes  
1:00 David Russell  
1:20 Alice Hasen  
1:40 Open "Mic"

### 334 Texas Sugarbaby (Glynace Eastham)

10:40 Songwriters in-the-Round  
Mike Aiken Duo/David Wiseman/Noah Zacharin  
11:35 Jeff Talmadge  
11:55 Antonio Andrade  
12:15 Songwriters in-the-Round  
Mike Aiken Duo/Dennis Warner/Steve Brooks  
1:10 Songwriters in-the-Round  
Brian Ashley Jones/Rebecca Wudarski/Andy Cohen

### 303 CrabDonkey Showcase (Mark Smith)

10:40 Marshal Artz  
In the Rounds:  
11:00 Reggie Harris/Rebecca Wudarski/Jon Shain (House Band—FJ Ventre)  
11:30 Carol Markstrom/Matthew Sabatella/Teghan Devon (House Band: Kerry Grombacher/Spook Handy)  
12:00 Andy May/Mare Wakefield/Eugene Tyler Band (House Band: Spook Handy)  
12:30 Bentley Kalaway/ Blackwater Trio/Priscilla Sanders (House Band: Kerry Grombacher)  
1:00 Jackson Emmer/Jimmy Coull/Searra Jade (House Band: Randy Clepper)  
1:30 Luke Mitchem/Jim Heald/Ruth & Max Bloomquist (House Band: Randy Clepper)

### Apartment 330 Who Do You Love? (Marc Black)

10:40 Friction Farm  
11:00 Leaning Towards The Blues: Marc Black, Lauren Sheehan, Julie Christensen  
12:00 Songsmiths: Abby Parks, Marc Black, Sarah Lou Richards  
1:00 It's Now or Never: Letitia VanSant, Josh Harty, Hoot and Holler

### Belk Assembly 1 The Hard Times Trad Room (Just Vinny)

10:40 intro  
10:45 Devilish Merry  
11:00 Debra Cowan / John O'Connor / Sheila Kay Adams (in the round)  
11:45 Bill and Eli Perras  
12:00 Andy Cohen / Just Vinny/ Mara Levine (in the round)  
12:45 MSG Acoustic Blues Trio  
1:00 AppalAsia  
1:15 Matthew Sabatella / Mean Mary (in the round)  
1:45 Laura Lind

## SUNDAY

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

**11:00 AM:** Check Out Time

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Tony Mottola, NJJS Review

"I just sat there with my jaw hanging open. Your jaws will also be hanging open."

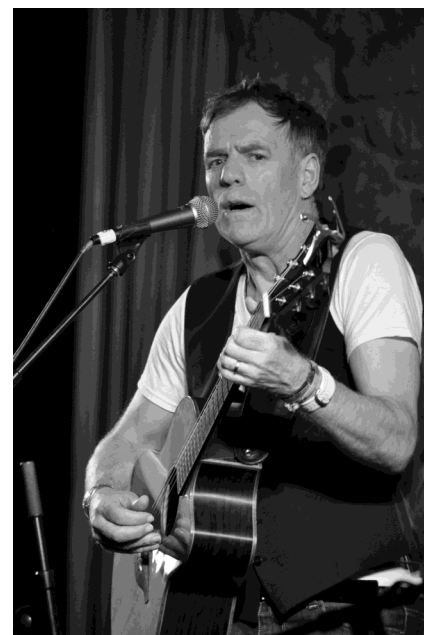
Mike Agranoff,  
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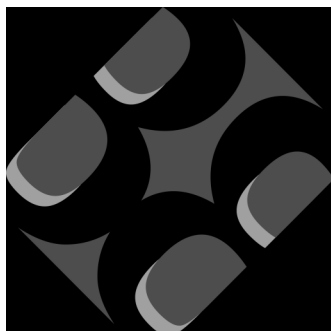


# MUSIC CONNECTION

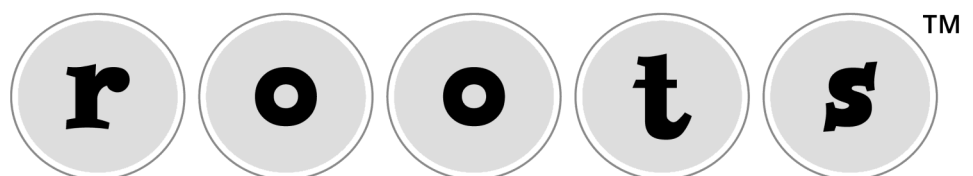


The Quarterly Journal of Roots Music

# NO DEPRESSION



# Andy May



— THE MICROBREW OF HUMMUS —