

Big changes upcoming for SVSA

Association President Mike Franke explains a number of exciting and innovative new wrinkles on page 3.

SVSA music news



APRIL 2016

April Feature Article

Broadening the appeal of SVSA *Reaching in and reaching out*

By Ashley Lucas

Last April, when I came to my first Southwest Virginia Songwriters Association (SVSA) meeting, I felt nervous, mostly because I don't consider myself to be a good songwriter. I was, however, excited to meet other people with similar interests, and very optimistic that this group would help better my passion.

What I remember so vividly from the first meeting is that most everyone I talked to asked me the very same question: "How did you hear about us?" That's a good question to ask. I honestly wondered how I could live in Roanoke for most of my life, having been a songwriter for 18 years, be fairly involved in the local music scene, and never (ever) hear of the Southwest Virginia Songwriters Association.

The real truth of my stumbling upon SVSA started in Staunton, where a play date with a former college roommate and her kids turned into somewhat of a block party and I



met a girl named Valerie. My former roommate introduced me to her and mentioned our common interests: songwriting and daughters named Everly. I found myself chatting with her for a good part of the afternoon. She asked where I lived, I said Roanoke, to which she replied, "Oh cool, do you ever go to the workshops they have at that coffee place?" I looked at her dumbfounded and said "Huh?" I had no clue what she was talking about, she couldn't describe it any better, and I left that afternoon to return to Roanoke wondering what this mysterious songwriting workshop

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The next meeting of the SVSA will be held

Wednesday, Apr. 27

at Third Street Coffeeshouse in Roanoke, Virginia. Doors will open at 7 p.m.; the meeting begins promptly at 7:30 and will last until the last song critique is finished, or 10:30 p.m., whichever comes first. Members may submit one song for critique (on cassette or CD, or you can perform it live) and should provide at least 12 copies of the lyrics. Critiques are limited to members only but non-members and guests are encouraged to sit in on the discussions and exercises.

SVSA Treasurer **Greg Trafidlo** reminds former and potential members that they can pay their \$20 2016 dues by mail to the SVSA P.O. Box. Mail to:

SVSA
P.O. Box 698
Salem, VA 24153

Feature *Continued from page 1*

was all about.

Now, being a mom and having super crazy A.D.D., it took me quite a few months to Google “songwriter workshops in Roanoke.” (Side note: I tried “songwriter groups in Roanoke” first, in which no results of SVSA were found). What do you know, I found SVSA, a group to which I would come to regard as having one of the most positive influences on my songwriting and my confidence as a writer.

Every songwriter friend I know, every songwriter friend I’ve made, I’ve tried to persuade to join SVSA. Interestingly, whenever I tell musician friends about our group, they have a similar reaction to myself: “Huh?” I find this disheartening. I know there are probably plenty of other songwriters out there like me, who would love to have a place to share their work in a non-threatening environment and gain some critical feedback (not to mention socialize with some pretty cool cats), but our advertising is somehow getting lost, or we’re not marketing ourselves in the appropriate arenas.

Where do we market SVSA? We have a Facebook page, which probably has the same amount of “likes” as current/past members. **David Simpkins** puts attractive flyers on various local and regional music group pages, which has attracted a few tricklers over the past year, but none that have really become regularly attending members. Occasionally throughout the year, members will have shows or workshops around town which they bill as an SVSA event, but rarely gets a lot of big-time press, other than our own self-promoting on our personal Facebook pages. We have a Twitter account, which has been used twice in 2016. Our website, which is not the easiest to stumble across without deliberately searching for it, has a gallery of photos that hasn’t been updated since 2013.

My point is, while it’s great that we have a Twitter account and it’s wonderful that we have a very professional looking website, it doesn’t help us garner any new membership. Attracting a more active membership means having to be more active as a group. We can continue to advertise ourselves the same way we have been for the past few years, or we can up our game. Instead of just having *Roanoke Times* reporter Tad Dickens follow SVSA on Twitter, let’s contact him for some real press. We could also create a “Member at Large” position and have that position be the “face” of SVSA and responsibility for all the marketing/



Left to right: Laurel Brooke, Seph Custer, Big Mama Joy, and SVSA member Carrie Hinkley performing “That’s What You Get for Loving Me” as a part of the Gordon Lightfoot Tribute at the Floyd Country Store in Floyd, Virginia, on April 14, 2016. (Video capture courtesy Doug Thompson.)

press related outings. Putting David’s attractive flyers up in physical locations, like local music stores and coffee shops, may put some additional members in the seats. Collaborating with other area organizations such as the Jefferson Center, their Music Lab, and other venues/bars/breweries would give us a broader appeal to a different demographic. Doing something as simple (while I know it takes a lot of work) as updating our website to have more current content would be a great step. Before I decided to attend an SVSA meeting, I stalked the website, and there was very little information that I could find about the other members. We can go in other directions, like starting a songwriting competition, which would help us pad our treasury and also give us more credibility in the songwriting community. Having a presence at local music events, such as the recent Big Lick Music Conference, would give us an opportunity to do some face-to-face recruiting.

I see great things in this group. We have such a talented membership, and I have appreciated learning from all of you in one way or another. I hope that I can have as positive an effect on this group as this group has had on me, and I hope maybe one day I can offer some of you half of the help you have given me. It’s our differences that make us deep. The more diversity we have in our membership, the more each of our songs can grow.

I encourage each of you to come to me with any suggestions you have to increase our membership, or if you’d like to share the appeal of what SVSA means to you, please do. Please email at aslucas82@yahoo.com or svsa.songwriters@gmail.com.

Big things coming!

Hello, all —

I'm writing to officially announce a somewhat poorly-kept secret that we plan to move our monthly meetings to the Jefferson Center. This may happen as soon as next month. We'll be in the L.L. Rice room, which is just down the hallway off the main foyer upstairs (where the concessions are during concert intermissions).

We're very excited about this move. A presence at the Jefferson Center will raise our visibility and credibility in the community, establish a mutually beneficial relationship with the Jefferson Center Music Lab and its members, and give our members access to some new "perks."

When I signed on as president in 2015, one of my goals was to broaden our appeal — to bring in other demographics. Since then, I'm happy to say we've been blessed with more active female participation, and have embraced some younger folks as well. I believe that being at the Jefferson Center will give that effort a much-needed boost.

Another goal of mine was to organize regular social events — like, attending concerts together at the Jefferson Center! Finally, a connection with the Music Lab

could broaden our scope from not only the craft of writing songs, but into producing them.

Some of you may be saddened, or wondering, if we are abandoning the Third Street Coffeehouse — to which I say "absolutely not!" The SVSA will continue to support our beloved Third Street with performers and volunteers as always, and will continue to advertise the venue and encourage performers and spectators to participate in open mic nights. In fact, I believe that we'll be able to use our presence at the Jeff Center to funnel some new talent and a wider audience to Third Street, adding new life to our alma mater.

Finally, I'd like to announce that I plan to establish a new position on the SVSA staff — a Public Relations director (title still TBD). I'll be running that idea past the rest of the officers in the coming weeks. This person will manage our social media and online presence, working closely with the president and other officers to get our message "out there." I admit that the idea for this is not mine — it's the brainchild of **Ashley Lucas**. (See her article on page one.) I plan to nominate her for the position

(something I learned from **Larry Sakayama**). Ashley clearly has a lot of passion and energy — not to mention talent, and some great contacts. She also happens to be savvy to the kinds of channels and technology we need to get into. Stay tuned for more on this front.

All of this brings us to the business end of all this. Our new venue will cost a monthly rental fee. We are getting a great deal from the Jeff Center, but it's still more than the zero dollars we were (not) paying at Third Street. To cover those costs, we will be raising our yearly dues next year. We will also be planning at least one official fundraising event every year, and we hope to leverage our new situation to increase our membership somewhat.

Starting in 2017, dues will increase from \$20 per year (which has been constant for many years) to \$30 per year. This is still less than the price of a latte per meeting, folks. With a modest income from fundraising, and a modest increase in membership, this will be more than enough to cover the additional costs of our venue at the Jeff Center.

I'm stoked, folks. Stay tuned for more to come!

~ *Mike Franke*

Mike Franke and Friends were the headliners at Third Street Coffeehouse in Roanoke, Virginia, on Friday, April 22. From left, SVSA members Britt Mistele, Kathy Acosta, and Greg Traftidlo

(known collectively as the KGB.) At right, SVSA president Mike Franke.

Not pictured (and taking the photo) is Rich Rittenhouse.



Upcoming *House Concerts*

SVSA member **Marion McConnell** would like to announce several upcoming house concerts that will be held at her house:

Sunday May 1, 2:00-5:00 p.m.

LIKE THE MOON

Featuring Randy, Lisa, and Marian

\$6 suggested donation. Can stay after for Pot Luck and some picking.

BYOB and bring a camp chair.

Saturday June 4, 6:00-8:00 p.m.

CLINTON COLLINS

\$10 suggested donation. BYOB. Bring a camp chair.

Saturday July 30, 5:00-8:00 p.m.

ROY SCHNEIDER & KIM MAYFIELD

\$10 suggested donation. BYOB. Bring a camp chair. Pot luck.

For more info, directions, etc., call Marion at (540) 309-4707.

You are welcome to bring friends and family!



Saturday May 7, 7:30 p.m.

TRIFOLKAL with MIKE FRANKE opening

• At the home of Greg Trafidlo and Judy Larson

• 4050 Bluebird Lane, Salem, VA 24153

• Suggested Donation: \$10.00. Light refreshments will be served. Seating is limited, so call (or email) today.

• SVSA treasurer **Greg Trafidlo** says, "We've reached maximum capacity, so if you haven't responded to date, we've created a waiting list for you. All the rest who have responded, your seat is secured! Looking forward to seeing you and performing our new and 'classic' songs."

CONTACT / RSVP

Greg Trafidlo

Kirasongs@aol.com

(540) 384-7770

or

Laura Pole

lpchef@earthlink.com

(540) 529-5395



Monthly *Meeting Notes*

Twenty members attended our March meeting.

Greg Trafidlo read a short passage from Tom T. Hall's 1976 book "How I Write Songs."

Larry Sakayama gave a short workshop on "Stupid Chord Tricks: The 5 Chord."

Andrew Smiley gave a short talk on "Implied Rhymes In Lyrics." We also bid a fond farewell to Andy as he will be moving to Florida soon.

Mike Franke asked us to set a "One Thing" goal for 2016 – One Thing we would each publicly agree

to improve upon in 2016. We wrote them in a notebook that Mike passed around. Mike explained that the next step in achieving a goal is to form an actionable plan around it. This means being specific about the actions that we need to take in order to achieve it, and about how we will measure when we are done. He plans to send each of us periodic reminders of the goals we've set, including gentle nags about making and sticking to a plan. Next month, Mike plans to spend a few minutes on those steps.

Six original songs were brought

in for critique.

As usual, the songs were given the SVSA "treatment" in our critique session – an open discussion of each song with comments, opinions, suggestions, and observations a-plenty.

It's a proven fact: A song comes out stronger when it has gone through the "wringer" at an SVSA meeting.

Non-members are encouraged to drop by and sit through a meeting or two and see whether or not you think the SVSA would be beneficial to your songwriting efforts.

~ **David Simpkins**

Upcoming at Third Street Coffeehouse

Schedule as of 04/07/16

- 4/29/16 Kim Person & Lana Puckett
- 5/6/16 Jim Page
- 5/13/16 SVSA Songwriters in the Round
- 5/19/16 3rd Thursday All Open Mike
- 5/20/16 Two to Tango
- 5/27/16 Sydney and the Wheatstraws
- 6/3/16 Clinton Collins
- 6/10/16 Noah Perdue
- 6/16/16 3rd Thursday All Open Mike

Third Street Coffeehouse is now booking for 2016. If you're interested in headlining a night at the coffeehouse, contact Marian McConnell at 540-309-4707.

Third Street Coffeehouse is open every Friday. Sign up for open mic 7-7:30; open mic performances 7:30-8:15; featured performer from 8:30-10. Third Street is a smoke-free, alcohol-free, no-cover-charge venue.

Third Street Coffeehouse is located at Trinity United Methodist Church at 305 Mountain Avenue SW; Roanoke, Virginia.

Third Street THURSDAY Open Mic

SVSA member **Aspen Black** notes that the "Third Thursdays at Third Street All Open Mic Series" is a great way to share work, try out new songs or poems, offer CDs and merch for sale, and hang out with folks who share your interests. The next "Third Thursdays at Third Street all Open Mic" will be on **May 19**. Sign up begins at 6:30 and ends when the list is full (15). Beyond 15 will immediately go into the lottery for remaining slots at the end. All levels of proficiency and styles are welcome, so long as your songs are appropriate for all audiences.

Deadline May 27 for USA Songwriting Competition

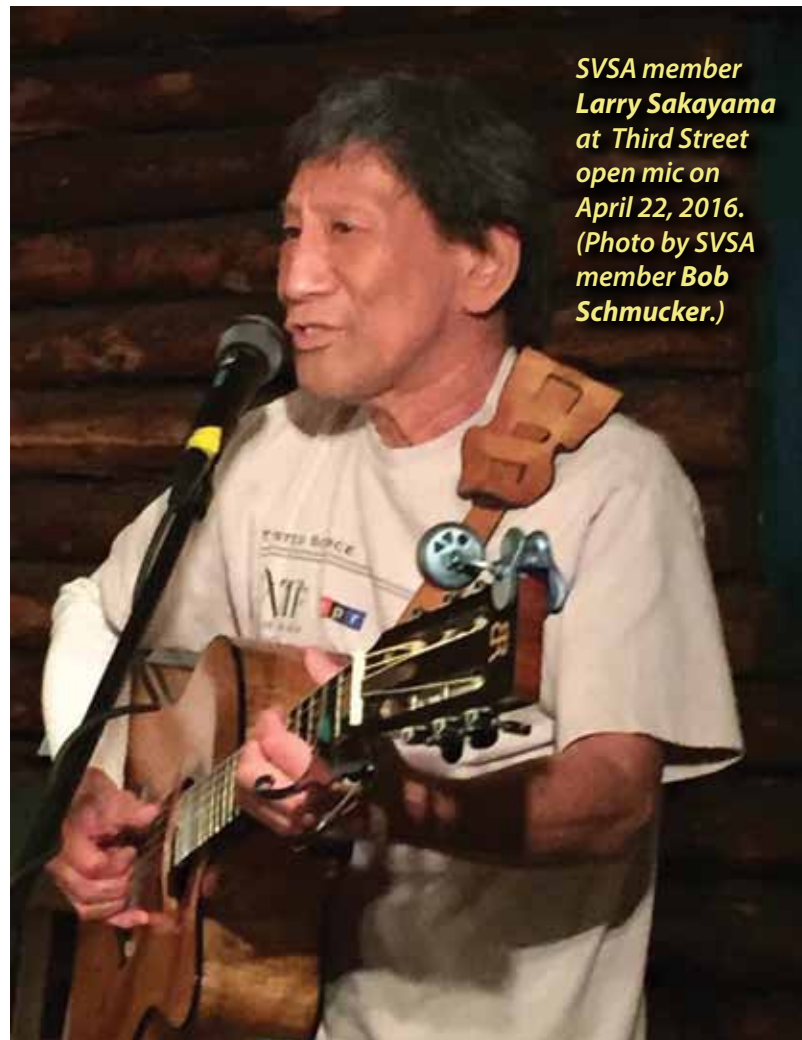
Since 1995, the USA Songwriting Competition®, the world's leading international songwriting event, has been honoring songwriters, composers, bands, and recording artists everywhere. This is open to all, regardless of nationality or country origin.

The competition offers a shot at the big time for songwriters, original solo artists, and bands everywhere around the world. It is the contest that might just open the right doors for you, make the right connections, and get your songs heard. Winning songs receive radio airplay (the first for any songwriting competition).

This is not American Idol – this is a professional songwriting competition that offers winners the clout that it takes to really make it.

Winners are selected by a Blue Ribbon committee of music industry judges including record label publishers, producers, A&R from Universal Music, Warner, Sony Music, and other distinguished professionals. This is your chance to be discovered by the biggest names in the music business.

See www.songwriting.net for more info.



SVSA member Larry Sakayama at Third Street open mic on April 22, 2016. (Photo by SVSA member Bob Schmucker.)



Compiled by **Ashley Lucas**.

Please write a short bio, answer the following questions, and return to **aslucas82@yahoo.com**

Include where you work, hobbies/interests other than songwriting, instruments you play, unique experiences you've had, family information, etc. BE CREATIVE!

SVSA MEMBER SPOTLIGHT

CODY BOLEN

... works at Maclean Flooring as a ceramic/porcelain tile installer by day, but by night is a songwriter, computer repair man, gamer, and (VERY) annoying husband! Where most people his age prefer to party, he prefers a relaxed night at home behind a video game controller or sharpening his skills on the guitar and ocarina. He's always willing to crack a joke and loves to incorporate puns (hence his friends call him "The 'Pun'isher").



- **What are your songwriting ambitions?**
To write and express subjects that other songwriters fear to tread on or often overlook.
- **How long have you been a songwriter?**
Roughly three months. I dabbled with random lyrics beforehand, but my main focus was to become a pure instrumentalist before I joined the SVSA.
- **What would be your dream gig?**
I would love to play in 3rd Street Coffeehouse as a featured artist one day.
- **What is your favorite lyric?**
Here I stand beneath / The warm and soothing rain / The droplets falling / Gently down on the terrain / Wash away the sorrow / All the stains of time / But there's no memory / It's only dry inside
The Stains of Time by Jamie Christopherson
- **What song do you wish you'd written?**
Collective Consciousness by Jamie Christopherson.
- **Who are five people you'd like to have dinner with?**
Paul Wardingham, Mark Twain (before his wife and daughter passed away and he turned into a pessimistic realist), Mozart, the lead singer of Nano (her real name is unknown), Otep Shamaya.
- **What has been your favorite performance experience?**
I've yet to go to an actual concert, but I'm going see the "Shape of Colour" tour starring Intervals, Plini, Angel Vivaldi, and Save Us From the Achron in late April.
- **What's your typical songwriting process like?**
I usually start with a subject that means a lot to me and write down ALL of my thoughts concerning it. I write down key words to be used in the song and refer to online Dictionaries and Thesaurus to find different ways of phrasing those words. From there it's to the lyrics. I'll often write the same thing multiple times worded differently until I'm happy with the results, or move onto the rest of the song and come back to it later with a fresh mindset.
- **What's your favorite song you've written and why?**
Cy83rn3t1c S@nd5 (Cybernetic Sands) was very first song I wrote from start to finish. Although it was purely an instrumental piece at first, I later incorporated lyrics into it. In a sense, it wrote me as wrote it. It made me realize that I had a lot more to say than I than I first believed, and gave me the drive nessecary to develop and enrich my craft.
- **Who are your favorite songwriters?**
Nano, Otep, Tosin Abasi, Plini, Elena Siegman, Jamie Christopherson.

SVSA Performing Members' Upcoming Gigs

Greg Trafidlo

May 7: House Concert with Trifolkal (Laura Pole and Neal Phillips). Mike Franke opening. Salem, VA.

May 28: Americana Afternoons. Floyd Country Store, performers TBA, Floyd, VA.

June 10: Appalachian Spirit Art Gallery with Mike Pearrell and Britt Mistele, Marion, VA.

David Bowen

May 14: 1:00-3:00 p.m., Preston's At The River, Radford, VA.

May 21: Private wedding, Doe Creek Farm, Pembroke, VA.

May 29: 2:00-5:00 p.m., Beliveau Winery, Blacksburg, VA.

David Simpkins

May 28: Americana Afternoons, noon-3:00 p.m., with performers TBA. Floyd Country Store, Floyd, VA. <http://www.floydcountrystore.com>

Marc Baskind

Apr. 24: Inn at VA Tech, Preston's Brunch, solo, 11:00 a.m.-1:30 p.m., Blacksburg, VA.

Apr. 30: Clamdigger's, with Marc Baskind Trio, 8:00-11:00 p.m., Bedford, VA. www.clamdiggersseafood.com/

May 6: Taubman Museum, with the Stardusters, 5:30-8:30 p.m., Roanoke, VA. www.taubmanmuseum.org/

May 7: Claytor-Miller House fundraiser, with Caravan, early evening (time TBA), Lynchburg, VA.

May 13: Three Li'l Pigs BBQ, solo, 7:00-10:00 p.m., patio (weather permitting), Daleville, VA.

May 14: Palisades Restaurant, solo, 6:30-9:30 p.m., Eggleston, VA.

May 20: Whitebarrel Winery, solo, 6:00-9:00 p.m., Christiansburg, VA. www.whitebarrel.com/



SVSA member **Carrie Hinkley** participated in the *Gordon Lightfoot Tribute* at the Floyd Country Store in Floyd, Virginia, on April 14, 2016. Behind her is musician **Dave Fason**. (Video capture courtesy Doug Thompson.)

Current SVSA membership

Members paid as of April 2016

Kathy Acosta	Steve Langston
Marc Baskind	Leigh Littleton
Alice Black	Ashley Lucas
Aspen Black	Barbara Martin
Cody Bolen	Marian McConnell
David Bowen	Britt Mistele
Dee Bowlin	Eric Mosley
Steve Clark	David Motley
Mike DeGiorgi	Mickey Nelson
Charlie Divers	Charles (Jack) Page
Paul Douglas	Mike Pearrell
Mike Franke	Larry Sakayama
Jerry Gilmore	Bob Schmucker
Egan Green	Denise Schmucker
George Harris	David Simpkins
Dan Hildebrand	Dean Smith
Carrie Hinkley	Greg Trafidlo
Josh Jones	Tony Wegmann

Bob Coulter (In Memoriam)

Sid Crosswhite (Lifetime)

SVSA CLASSIFIEDS

WANTED

ISO a guitar, uke, drums, or keyboard player for "The Band To Be Named Later." Contact **Randolph Walker** at <http://www.randolphwalker.com/>.

FOR SALE

1957 Gibson J-50 Acoustic Guitar with pickup in very good condition. It's beautiful and sounds great, with excellent volume and sustain. \$4850 or best offer. It has one small, well-repaired crack in the treble side, but that's about the only issue -- there's some expected finish checking and a few worn spots on the top, but it's really in fantastic condition. It has a LR Baggs Lyric pickup professionally installed. It comes with the original case (in good condition). A Hiscox Liteflite Artist Dreadnaught Case -- if you want that too, add \$450. Please contact **David Bowen** at acousticreset@gmail.com if interested. Close-up pictures available.

SVSA Music News free classifieds may be submitted by paid members only. All classifieds must be music-related.

HERE A LINK, THERE A LINK ...

HOUSE CONCERTS

<http://hubcitymusic.com/>

WHAT IS MUSIC PUBLISHING?

http://diymusician.cdbaby.com/music-rights/what-is-music-publishing-2/?utm_source=cdbaby&utm_medium=email&utm_content=DIY&utm_campaign=DIY042116&spMailingID=51206530&spUserID=OTA1Mzk4NzQ4S0&spJobID=902699466&spReportId=OTAYnjK5NDY2S0

VENUES REFUSE TO PAY ASCAP DUES

<http://www.musicdish.com/mag/?id=13794>

FAIR PLAY FAIR PAY ACT

http://www.musicfirstcoalition.org/take_action

3 STEPS TO BETTER LYRICS

http://recordingexcellence.com/2016/03/how-to-write-better-lyrics-in-3-easy-steps/?utm_source=Recording+Excellence&utm_campaign=9c63db411d-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_bf8e6854a7-9c63db411d-179591993

HOW TO WRITE BETTER LYRICS

http://recordingexcellence.com/2016/03/how-to-write-better-lyrics-in-3-easy-steps/?utm_source=Recording+Excellence&utm_campaign=9c63db411d-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_bf8e6854a7-9c63db411d-179591993

SONGWRITING ADVICE

<http://www.texasmonthly.com/articles/pitch-perfect/>

FOR BOOKERS AND PERFORMERS

<http://tadtheapp.com/local-gigs/>

HOW SONGS CHANGE LIVES

<http://nodepression.com/article/will-bob-boilens-your-song-changed-my-life-change-your-life>

LUCINDA WILLIAMS' PHRASE DESIGN

<http://americansongwriter.com/2016/04/songwriter-u-measure-for-measure-lucindas-lightning/>

STAIRWAY TO LAWSUIT

<http://www.guitarplayer.com/artists/1013/jimmy-page-may-have-plagiarized-stairway-to-heaven-judge-says/57590>

SVSA Members' Recordings



eyes on the horizon



kaleidoscope



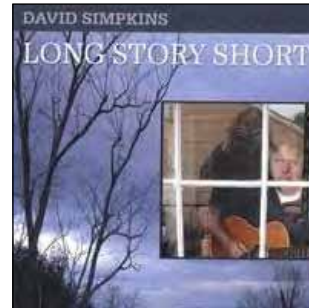
touch the sky



crossing over time



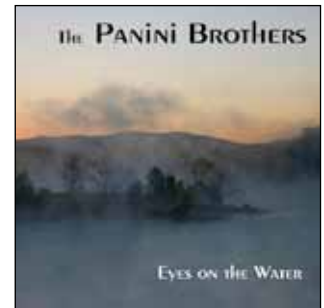
marc with a "c"



long story short



live from third street
coffeehouse



eyes on the water

Barbara Martin

EYES ON THE HORIZON — Jazz and all originals with Robert Redd on piano, Chuck Redd on drums and vibes, Steve Wolf on bass, Mac Walter on guitar, Bruce Swaim on saxophone, John Jensen on trombone, and Matt Finley on flugelhorn.

KALEIDOSCOPE — Barbara's jazziest CD. All original songs, with co-writes with Joel Evans, Mac Walter, and Greg Trafidlo.

TOUCH THE SKY — Swinging acoustic blues and jazz from Barb Martin and Mac Walter.

David Bowen (Acoustic Reset)

CROSSING OVER TIME — Featuring folk-pop tunes. Eight originals and eight covers accented by solid guitar licks and accompanying instruments. Available at acousticreset.com.

Marc Baskind

MARC WITH A "C" — Sampler CD of covers and original songs offers a taste of the varied styles of this accomplished guitarist/singer.

David Simpkins

LONG STORY SHORT — Offers 12 original Americana tunes blending rock, folk, blues, and country.

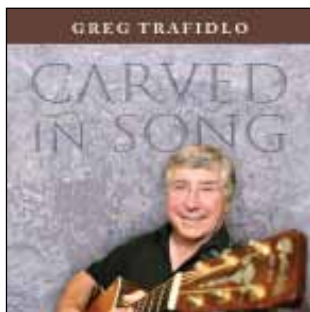
Britt Mistele

LIVE FROM THIRD STREET COFFEEHOUSE — Four original songs and 11 covers, recorded live at Roanoke's Third Street Coffeehouse. With special guest Greg Trafidlo.

The Panini Brothers

EYES ON THE WATER — Debut CD from a group comprised of SVSA members Larry Sakayama and Mike DeGiorgi as well as Chip Conway, Mark Earnhardt, and Scott Thomas. Jazzy, bluesey, eclectic, original tunes.

SVSA Members' Recordings



carved in song



folk singular



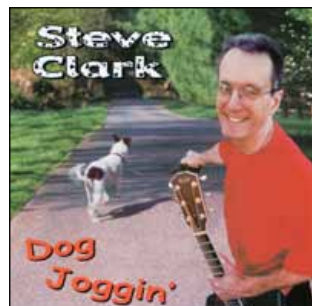
co-writers in disguise



old dog, new tracks



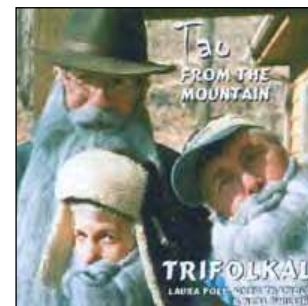
pacing the moon



dog joggin'



winkin'



tao from the mountain

Greg Trafidlo

CARVED IN SONG — Most songs co-written with some of Greg's favorite songwriters. Listen to audio clips at gregtrafidlo.com.

FOLK SINGULAR — Greg's third solo CD reflects the diversity of his songwriting and production skills. With SVSA-ers on background vocals, and Marc Baskind on guitar and vocals.

CO-WRITERS IN DISGUISE — Contemporary folk/country with an emphasis on well-crafted lyrics and humor. With a number of SVSA members appearing on the CD.

OLD DOG – NEW TRACKS — Songs that range from silly to sublime, drawing you in with warmth, wit, and humor. Songs include "I Got Stuck Behind Buford," "Time is a Mountain," and "The Tumbler." Buy it from CD Baby or contact Greg at kirasongs@aol.com.

Josh Jones

PACING THE MOON — Thirteen of the strongest songs Josh has written. For lyrics, short audio clips and additional information, please visit www.jonesgroupmusic.com.

Steve Clark

DOG JOGGIN' — Eleven sweet and true amusing tunes comprise this quirky singer/songwriter CD. Available at cdbaby.com.

Trifolkal

WINKIN' — Newest release from that "trio fiercely dedicated to fun" tempers the fun with poignancy and heart.

TAO FROM THE MOUNTAIN — Tight harmonies, warmth, and witty songwriting from Laura Pole, Greg Trafidlo & Neal Phillips. Features classics such as "Shenandoah" as well as original tunes including "Appalachian Rap" and "The Starbucks of County Down."

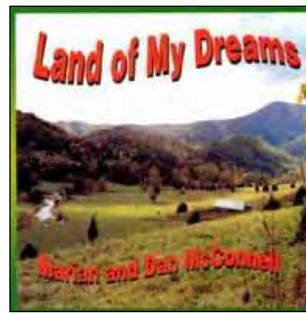
SVSA Members' Recordings



cup of contradictions



dimestore detective



land of my dreams



what's done is done



invisibility



eastern western
cowgirl



from the heart of a
cowgirl



horsegirl poet

Mike Pearrell

CUP OF CONTRADICTIONS — 13 original songs. Lots of SVSA musicians singing and playing.

DIMESTORE DETECTIVE — Mike's first solo CD features 14 original songs. Produced by Greg Trafidlo; with a number of guest SVSA musicians. Available at Mike's shows.

Marian and Dan McConnell

LAND OF MY DREAMS — Takes the listener along on an excursion in the Blue Ridge Mountains in Virginia through 14 original folk songs with celtic and country/rock underpinnings. Recorded at Catawba Sound Studio. Available at cdbaby.com.

Mike Franke

WHAT'S DONE IS DONE — A debut release of 14 original folk and blues tunes about everyday life and interesting people featuring Mike's fingerstyle and slide guitar.

Aspen Black

INVISIBILITY — New cowgirl poetry. Available at the end of January 2015 at CDBaby.

EASTERN WESTERN COWGIRL — Eight original Contemporary Western songs. Available at CDBaby.com/aspenblack7.

FROM THE HEART OF A COWGIRL — Original spoken word poems adhering to the Western Music Association guidelines for the cowboy poetry genre. Available at CDBaby.

HORSEGIRL POET — Songs and poems about horses, cowboys, and rural life. Available at CDBaby.

A HUNDRED YEARS TOO LATE — All original music for horse lovers and those who yearn to preserve the spirit and lands of the last American frontier. Available at CDBaby.

About Classifieds:

SVSA Music News free classifieds may be submitted by paid members only. All classifieds must be music-related. Members, e-mail your classifieds to svsa.songwriters@gmail.com.

About articles and other written contributions:

SVSA members write feature articles for the SVSA Music News throughout the year. Members can submit other articles and features at any time. Non-members may also submit articles and other written contributions but their inclusion will be subject to time and space constraints. All articles may be edited for space considerations and will be edited, as time allows, for spelling and grammar. E-mail submissions to svsa.songwriters@gmail.com.

About Announcements:

SVSA members may list music-related announcements in the SVSA Music News. E-mail them to svsa.songwriters@gmail.com by the second Tuesday of the month. Announcements from members will be e-mailed to members as soon as they are received and, if still timely, published in an upcoming issue of the SVSA Music News. Announcements from non-members will be held for publication in an upcoming issue of the SVSA Music News.

About Members' Gig Listings:

SVSA members may submit their upcoming performance schedules for publication in the SVSA Music News. The submissions will be printed as submitted; the more information you provide, the more likely the response.

SVSA DISCLAIMER

The ideas and opinions contained in this newsletter are intended to be helpful to songwriters. The companies and organizations mentioned are believed to be legitimate; however, SVSA does not endorse any products or services and offers no guaranteed success based on the content.

We are always looking for articles about SVSA members and articles of interest to the songwriting community. Send articles and information to the Editor, David Simpkins, or svsa.songwriters@gmail.com. SVSA is a non-profit organization.

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Fair Play Fair Pay Act seeks to create fair compensation for music creators

By Lenny Marcus

... a Roanoke-based jazz pianist. He is a member of The Recording Academy and a GRAMMY awards voter.

Music inspires listeners of all ages, genders, ethnic backgrounds and religious affiliations. Those who choose to create music answer to a unique calling. It is not just a profession you choose; it's one that also chooses you.

My personal story in the music world began with excellent musical training. I grew up musically with the late great Ray Bryant as my mentor. In New Orleans, I was taught by some of the best instructors in jazz, such as Alvin Batiste and Ellis Marsalis.

After a short stint at the Berklee Music Conservatory in Boston, I went back to New Orleans to start my career playing, composing, recording and submitting original songs for use in TV and film. I made it back to Roanoke to be closer to family on the East Coast and to enjoy life in the Blue Ridge Mountains.

I love my work, but it can be hard to make a living in the music business. Most musicians rely on a variety of income sources, from writing music to touring to recording and selling tracks and albums.

While music is one of our most valuable national cultural assets, it is being further devalued by new business models that change how consumers listen to music and old businesses that continue to profit at the expense of performers.

Streaming services that earn billions in advertising revenue and subscription fees pay just fractions of

a penny per stream to performers and songwriters. Many pay nothing at all to the performers of music released before 1972. AM/FM radio stations play whatever songs they choose on the radio and earn almost \$17 billion in annual revenue but pay no royalties to the performers of that music. And outdated copyright laws make it difficult for creators to put a stop to online infringement of their work. The overall impact of these realities is

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devastating. Creators earn less and less while others prosper through the use of their work.

Many who, like I did, answered the call to the profession have left. Others take second and third jobs to get by outside of the music career that we love. Would I do it again? Most musicians including myself would answer with a resounding yes, even with the financial hardships. Why, because we love music.

Lawmakers in Washington can rewrite this sad tune if they take action now. On April 14, music

professionals from the Roanoke Valley and communities across the country will participate in the Recording Academy's annual GRAMMYs on the Hill Advocacy Day, storming Capitol Hill to address key issues with members of Congress.

We will be asking members of Congress to support The Fair Play Fair Pay Act of 2015. The bill brings together a number of issues into one comprehensive piece of legislation to create fair compensation for creators when others use our work to build and grow their businesses. The bill includes provisions requiring AM/FM radio to pay artists and sound recording copyright owners when their songs are played on the radio; it safeguards current songwriter royalties; it requires digital broadcasters to pay royalties to pre-1972 performers; it will create a standard royalty rate across all digital platforms; and it ensures that music producers receive the royalties they are due.

Music professionals should not be overlooked, nor should their valuable contributions be diminished. Music is part of who we are as Americans. We have to ensure that music remains a viable career that enriches our local communities as well as our national culture.

Creators will call for change on April 14 and on every day after until Congress reaffirms our national commitment to music and music creators. After all, music makes the world go 'round, but without help from Congress, the world might spin a lot slower. You can help, too. Join us on April 14 and raise your voice. Use the hashtag #SupportMusic when you are online to let everyone know that you love music and support music makers.