

SASK MUSIC

ANNUAL REPORT

January 1 - August 31, 2008



Contents

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Throughout this document, "SaskMusic"
and "Saskatchewan Recording Industry Association"
may be used interchangeably.

WE THANK OUR SPONSORS:



ON THE COVER: MEMBERS VOLCANOLESS IN CANADA; ARKADIA; AND CATHLEEN LESPERANCE.
PHOTOS COURTESY THE ARTISTS.

President's Report



**BY KIM FONTAINE,
PRESIDENT**

We've come to the end of another fiscal year. While it may have been a short one, it has also been a busy one.

Coming out of 2007 and an 18-month process that entailed much research, many focus groups, meetings, surveys, consultations, and the study models from other provinces, the Music Industry Review resulted

in the announcement of new government investment and recommendations that gave our organization and our industry the capacity to grow. The recommendations that came with the Review focused on infrastructure development, industry growth, and support for artists/industry professionals – especially in areas of entrepreneurial skills and career development.

In the months to follow, SaskMusic began to develop strategies to address these key areas. That development came to an abrupt halt when the investment was not included in the 2008/2009 provincial budget.

The Board of Directors has since worked closely with our Executive Director and our new funding agency (the Saskatchewan Arts Board) to establish how best to move forward. Following the announcement by government of a new growth and sustainability program for the cultural industries sector, the board maintained their position that we should complete the development research already started, including an independent Economic Impact Study.

In August, the Board and senior staff attended a two-day strategic planning retreat. We had in-depth conversations about the past few years, what direction we started in when we received increased funding, and how that picture has changed. It became clear that regardless of how many dollars we have, moving backwards is not an option. We need to keep the momentum going. A discussion followed as to where and how we now need to prioritize.

The board identified five key areas of importance in the strategic plan:

- **Communications, Public Relations and Marketing:** to ensure that the promotion of the Saskatchewan music industry is effective in raising awareness of our talent and industry capacity on local, national and international levels.
- **Partnership Development and Management:** to ensure that current partnerships and key relationships remain strong and that we actively work toward forging new and meaningful partnerships/relationships within the cultural sector, as well as with the private sector and tourism.
- **Education, Professional Development and Training:** to ensure that Saskatchewan artists and music industry professionals have access to the tools and knowledge needed to assist them in their career or business development.
- **Organizational Development and Management:** to ensure that the infrastructure and mechanisms for strong and focused organizational growth are in place.
- **Funding Development and Management:** to ensure that the organization actively seeks to establish and secure the funding needed to realize the goals of the organization in sector development.

Our Executive Director has since undertaken the task of developing a new operational plan, to be announced at the Annual General Meeting in November.

From Music Industry Reviews, prominent award shows and funding increases, to funding reductions and organizational reconsiderations, I am extremely proud of the way we have all pulled together through the ups and downs. We are moving forward – we've simply shifted gears, and I am confident that our new strategic and operational plans will lead us in the right direction.

In closing I would like to thank the staff and board - and all of you for your support and hard work; it has been an interesting journey, and a privilege to serve as your President these past two years.

ED's Report



**BY NOREEN NEU,
EXECUTIVE DIRECTOR**

2008 has proven to be a year of change...though not the kind we were planning at the start of this short fiscal year. In January we were still ecstatic at the increased funding announced in late 2007, and were actively ramping up the development of new programs, increasing our

organizational capacity, and adopting a larger industry role and responsibility.

The first installment of our new funding was designated for development, including drafting a market and business development strategy (for which we contracted Sam Baardman, former Executive Director of Manitoba Music as consultant); a communications audit, and the creation of a three-year communications plan to address our new expanded communications role (for which we contracted Paschall Arts of Saskatoon as consultants); an Economic Impact Study (conducted by Kisquared, who had completed studies for Manitoba Music and Music Yukon); a new online database system and integrated website (for which we've contracted Regina's SquareFlo New Media Inc.), and the organizational capacity-building required to take on all our new projects.

At the beginning of the year we created the organizational chart for an association that was going to double in size, and drafted new job descriptions for new staff who would deliver our new Export Strategy, our new Aboriginal Music Program, our increased training programs, and facilitate the new resource center to be located at our new Regina location in the re-purposed, refurbished heritage property, The Leader Building. We also committed to opening a Saskatoon office.

We made two staff hires, Saskatoon Program and Office Co-ordinator Derek Bachman and Executive Assistant and Regina Office Co-ordinator Wanda Fraser, but before we even opened the Saskatoon office we were stunned by the news that our new funding would not be included in the provincial budget for 2008. This put a serious kink in our forward momentum!

We decided that regardless of the loss of funding, our development projects needed to be completed: going backwards was not an option. The Board felt that our goals remained valid, and SaskMusic needed to move forward.

Over the summer two significant things happened that will impact our future provincial funding. The government signed a program agreement with the Saskatchewan Arts Board (our funding now comes from SAB rather than SaskCulture and the Cultural Industries Development Fund) called the "Creative Industries Growth and Sustainability Program"; it makes a commitment to cultural industry sector development. They also launched a cultural policy review and strategy development process with an early 2009 timeline. We are working with SAB and the government on the development of support for the work of SaskMusic and growth of the music industry.

Unfortunately, with this funding cut not all things could continue as planned. Programs launched in the first quarter have been put on indefinite hold, we are unable to continue with organizational growth plans, and have had to discontinue the Executive Assistant position held by Wanda Fraser. In addition, long time employee Julie Desjarlais left SaskMusic to pursue other opportunities. We continue to appreciate the contributions they made to the organization. Fortunately, we were able to open our Saskatoon office, and it is great to have a presence in that vibrant city.

Strategic directions were set following an August board/staff session, with focus on development in the areas of Communications, Marketing and Partnership. To move forward with these priorities, some current programs and practices will change. We will be launching our Market Development and Access program and expanding training offerings while maintaining the current grant program. We will implement a new communications strategy with an enlarged focus on artist promotions and public presence. We will continue to work with the University of Saskatchewan on the development of the Music Industry Certificate program.

It has been a very short year due to our fiscal year end change (to better serve our funding and program development cycles). At its end, your staff and board are working on operational plans and the budget for the 2008/2009 program year, and looking forward to a positive and constructive future for this association and our industry.

I would like to thank the board and staff for their support and hard work during this tumultuous time, as well as our members who have demonstrated their ongoing support for SaskMusic.

A handwritten signature in black ink, appearing to be "N. Neu".

Profile

SaskMusic is a member-based, non-profit corporation representing the four components of the music and sound recording industries and community of Saskatchewan:

Creation: songwriters, lyricists, composers, and writers/directors

Interpretation: musicians, vocalists, arrangers, conductors, and producers

Technical: sound engineers, stage hands, tour support staff, studios, and computer technologists

Administration and Delivery: managers, promoters, lawyers, marketing directors, record labels, music publishers, accountants, retail, media, venues, multi-media, agents, film and video producers, media duplicators, graphic artists, publicists, photographers, and distributors

VISION

- We envision a future where our music industry is vigorously healthy; progressive; and musically and culturally diverse;
- Where its value and quality is acknowledged with pride at home, and with acclaim beyond our borders;
- And where all benefit from the gifts of Saskatchewan-made music.

MISSION

SaskMusic stimulates the growth and development of the Saskatchewan music industry through leadership, promotion, training, advocacy and partnership.

BELIEFS

- Fair and equitable compensation for music industry workers;
- The role of music as an integral part of Saskatchewan's cultural identity;
- The capacity of our industry to succeed on a global scale;
- The capacity and potential of the music industry's contribution to the province's economic development agenda;
- The enormous creative talent of our industry.

MEMBERSHIP STRUCTURES

All members benefit from programs including

- A subscription to The Session, and informational mail-outs including a print copy of the Saskatchewan Music Directory;
- discounts on workshop and event fees;
- discounts or waivers for performance opportunity and funding program application fees.
- one-on-one career/business consultations.

Member Categories:

- **Youth** - for those 19 years of age or younger (\$30 per year).
- **Individual** - also receive free setup and hosting of an artist page under www.saskmusic.org, and nomination and voting eligibility for the SaskMusic Board of Directors as well as the Western Canadian Music Awards (\$50 per year).
- **Band** - equivalent to two individual memberships (\$75 per year).
- **Corporate** - for companies who have an office in Saskatchewan. Two individuals of the corporation receive all benefits, and nomination and voting eligibility for the SaskMusic Board of Directors as well as the Western Canadian Music Awards. The company may submit up to four free applications to each SaskMusic opportunity/funding program; free setup and hosting of a corporate webpage on the SaskMusic website (\$100 per year).

Currently, membership is only available to those residing in Saskatchewan. For those located elsewhere in Canada we offer:

- **Subscription** - subscription to The Session, and informational mail-outs including a print copy of the Saskatchewan Music Directory (\$25 per year).
- **Affiliate** - for commercial enterprises outside of Saskatchewan, and Saskatchewan non-profit associations. Two individuals of the corporation receive a Subscription, discounts on workshops and events, one free 1/4 page ad in The Session (per renewal year), and a web link (\$100 per year).

Memberships are valid for 365 days from date of purchase and are accepted in person at our office, over the phone, by mail, or through secure transaction on our website. ●

NOREEN NEU / EXECUTIVE DIRECTOR

Before coming to SaskMusic in 2004, Noreen worked in the cultural industries as the Director of the Dunlop Art Gallery, and as the Head of Public and Professional Programs at the Mendel Art Gallery. Prior to these she held a variety of jobs ranging from running her own freelance business to working as a magazine illustrator to being the admin and program co-coordinator at AKA Artist Center. Her programs and projects have been nominated for provincial and national awards for innovation and creative development. Noreen represents SaskMusic on the National Advisory Board of FACTOR, as Chair of the Cultural Industries Development Council, Secretary of the WCMA Board of Directors, and as the regional rep for CARAS. She also represents the Western Canadian music industry associations on the National Training Advisory Council.



LORENA KELLY / MANAGER: COMMUNICATIONS AND PUBLIC RELATIONS

Lorena has been with SaskMusic since '97. (It all started when she innocently answered a desperate phone call for volunteers for the inaugural Flatland Music Festival). Until

the end of 2007, she was Program Manager, overseeing communications for our various programs; website; membership consults/services; The Session; workshops; etc. In 2008, she continued in similar areas but with more of a focus on marketing, sponsorships and outreach. Lorena is a professional singer/songwriter and freelance musician, performing in jazz, rock, pop and country bands in Canada, the U.S. and overseas, on everything from army bases to awards shows.



JENNIFER EISLER / COMMUNICATIONS ASSISTANT

Jennifer joined us in January '07 and in 2008 moved into a new role assisting with communications and public relations at SaskMusic. She is a huge music enthusiast, work-

ing part-time at a local music store, hosted a mixed-genre program on Regina's community radio station

and regularly frequents live music venues. She also has an interest and passion for filmmaking with a BFA in Media Production from the University of Regina.



DEREK BACHMAN / SASKATOON PROGRAM COORDINATOR

Joining our staff in 2008, Derek has been involved in the Canadian music industry for the past 12 years as a musician, artist and event manager, and promoter. As co-owner of Rawk Entertainment Group, Derek

has been involved in the marketing, promotion, and management of numerous events, including the 2005 Centennial Crop Checking Tour, 2007 JunoFest Saskatoon, and the 2007 WCMA Festival Moose Jaw. Derek has served on numerous industry association boards and committees. Manager of our Saskatoon office, Derek also works on our grant and workshop programs, and is the Regional Evaluation Coordinator for FACTOR.

HELEN OUTERBRIDGE / BOOKKEEPER

Helen has been our part-time accountant and financial administrator since 2002.

DEPARTED STAFF:

JULIE DESJARLAIS / MANAGER: ARTIST AND BUSINESS DEVELOPMENT

Receiving a Hon. BA from the Richard Ivey School of Business - University of Western Ontario in Business Administration in 2001, Julie then joined SaskMusic full-time. Julie worked with artists and industry professionals to develop their career, business and marketing plans; developed and managed SaskMusic grant programs; and oversaw our business workshops and Career Tracks. She departed SaskMusic in May 2008.

WANDA FRASER / EXECUTIVE ASSISTANT

Wanda came to us from Mind's Eye International where she was assistant to the President/Office Administrator. She has also held various admin and customer service roles in the financial industry. She is a vocalist, plays the guitar and piano, and is learning the mandolin. Wanda joined us early in 2008 and departed in October. ●

Board of Directors

SERVING MARCH 30-NOVEMBER 30, 2008

KIM FONTAINE / PRESIDENT

Kim has been a professional musician and songwriter for more than 20 years. After years of working with different bands, in 2004 she released her first solo album, "Morning Pages". In 2006, she was awarded a RAWLCO 10K20 grant, and has since released her second album, "Life Happens". Kim has also developed and teaches songwriting programs for the University of Saskatchewan Centre for Continuing & Distance Education (CCDE), and coordinates/facilitates an annual songwriting retreat for the University of Saskatchewan Emma Lake Kenderdine Campus. She has served on past SaskMusic boards (2000-2004), coordinated media for the 2000 Prairie Music Awards, and has worked in radio, multimedia, film and television.

MIKE MACNAUGHTON / VICE PRESIDENT

Mike is a mainstay in the Western Canadian audio industry. He spent two terms on the Board of Directors of the Saskatchewan Motion Picture Industry Association, has spent many years with the Regina Exhibition Association on many entertainment committees, and recently was the Summer Fair Chairman for Buffalo Days 2005 and 2006. He has been a member of SaskMusic since its inception. Mike also spent many years on the Game Entertainment committee for the Saskatchewan Roughriders, was involved with the staging of the 1987 Western Canada Summer Games, and was very involved with the entertainment components of the 1995 and 2003 Grey Cup events.

BRIAN DOJACK / TREASURER

Brian has been a musician for over 50 years. Beginning with studying at The Conservatory, he has performed in orchestras, concert bands and dance bands, worked as a music teacher, and owned and operated a music store. For 25 years, Brian worked with musicians in all genres in his capacity as Secretary Treasurer of the Regina Musicians' Association. Through this and his work as Secretary Treasurer of the Canadian Conference of Musicians, he made contacts throughout North America. Brian also holds Certificates of Business Administration & Association Management, and has spent over 40 years serving in various capacities on the boards of service clubs and community organizations.

LORRI SOLOMON / SECRETARY

Lorri has been a working musician for more than 20 years. Based out of rural Saskatchewan, Lorri recorded with CBC for Road Records, and then produced her CD "Behind the Eyes of a Dreamer". Lorri currently performs with the Rowtaters.



BEN CHECKOWY

Previously the Operations & Logistics Manager for DirectWest Internet Business Solutions, Ben has also held management positions in the areas of information technology, operations, and marketing. This experience and knowledge has greatly benefited SaskMusic over the last few years as Ben chaired committees, and has

been a dedicated volunteer and advocate at various events. Ben is a long time supporter and proponent of Saskatchewan music, and during his more than eight years of volunteering, assisted in securing grants for the Flatland Music Store and The Songwriting Centre. Ben has also volunteered as an event photographer for various music and public events. Since retiring in 2001, Ben has built his photography portfolio to include artists from SK, MB, AB, BC and ON.



NEIL BERGEN

Neil has been the General Manager of CFCR Community Radio in Saskatoon for the last three years, having started with the organization as a volunteer. His background was in commercial radio - where Neil spent 20 years as an announcer and in various positions including Music Director and Program

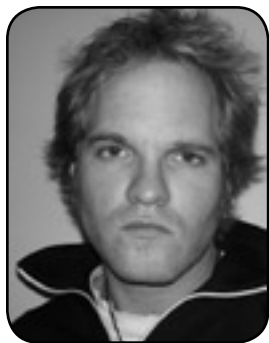
Director. During his time in commercial radio, Neil had the opportunity to organize and promote various events including concerts and listener parties. Neil has sat on the advisory committee for the Northern Alberta Institute of Technology's Radio and Television Arts program, and on the jury for a CKUA Radio grant. "The future of music in the province of Saskatchewan is very bright and I look forward to being a part of it in my capacity as a member of the board of SaskMusic."



MARK CEASER

Mark is a singer/songwriter for Sexually Attracted to Fire (2004-present), organizes and hosts an acoustic night at FLINT (2007-present), and organized and hosted Lydia's Open Stage (2006-07). He has a Master of Arts in Economics

(2006 U of S), Bachelor of Arts in Economics (2004 U of S), Bachelor of Science in Computer Science (2004 U of S), and was events co-ordinator for the Economic Students Society (2003-2004 U of S).



KURT DAHL

Kurt has played drums in Saskatchewan for the past ten years in bands like The Mother Culture, Mark Kleiner Power Trio, and most recently, One Bad Son. Since first elected to the SaskMusic board (2007), Kurt has been working on his Masters of Law thesis on artist rights in the recording industry, and how the internet is

empowering artists and changing the traditional system. While writing his thesis, Kurt has been performing across the country, and attending various conferences dealing with his topic. He has used his legal knowledge to assist the Board on various issues and is helping with the creation of a SaskMusic Foundation. If pressed to pick his favourite album of all time, he would likely choose "Live at Leeds" by The Who or "Blonde on Blonde" by Dylan, depending on the time of day.



KEVIN JOSEPH

Kevin is a 31-year-old single father and member of the Big River Cree Nation. He's made his living as a professional musician (guitar, bass) since the age of 16, having had the pleasure of working with hundreds of artists mostly in the Canadian Aboriginal scene. He has per-

formed, toured, written and recorded with many JUNO and Canadian Aboriginal Music Award winners/nominees including Errol Ranville and the C-Weed Band, JC Campbell, Tracy Bone, Eagle & Hawk, Derek Miller, Billy Joe Green, Mitch Daigneault, Jay Ross and many others; other notable artists he's worked with include Melanie Laine, Stephanie Thomson, Lucille Starr and Keith Secola. Kevin got his start literally touring the communities of northern Saskatchewan. After two years in Saskatoon and four in Regina, he's back in his hometown of Prince Albert. "It's nice not only to be back home, but to see the now-thriving northern Saskatchewan music scene."

SANDRA KASZAS

Sandra has been involved in the local music scene for over 20 years, first as a fan. In 1990 she started running the fan club and helping out with promo for Age of Electric; she also worked with Union & Scratching Post. Sandra has been the producer of E-Clips for eight years, a local entertainment TV show. In addition, she is promoting shows under the title of Zandra Productions; she's been a promoter for about six years, specializing in the metal scene, booking local and international artists to play in Regina (and recently did her first show in Prince Albert). Music makes her happy and anything she can do to support it, she will. Her previous board experience includes a two year term with the Saskatchewan Cultural Exchange Society.



EFREN PEREIRA JR.

Efren has over 20 years' experience in the music industry as a musician, singer/songwriter, producer and engineer, studying sound engineering at Trebas Institute, Montreal and receiving his diploma in 2001. During his time in PQ, he wrote, recorded and produced an album which became Grand Prize Winner

of the National Airwaves Contest. After returning to Saskatoon in '05, Efren joined brother Earl (Wide Mouth Mason) in Mobadass. He produced Jen Lane's self-titled album (nominated for Outstanding Independent Album at the 2007 Western Canadian Music Awards) and recently made the transition from musician to entrepreneur - owning and operating Starlab Recording Studios, Saskatoon. Efren's goal is to assist in building a stronger and more vibrant music industry in Saskatchewan by collaborating with SaskMusic, businesses and artists alike.



SKIP TAYLOR

Skip has been involved in the music industry for over 20 years. For the last twelve years he has been the Universal Music Sales and Promotion Representative for Saskatchewan, responsible for promoting, marketing and securing publicity for the entire Universal Music roster in our province, including artists

such as The Tragically Hip, Sam Roberts, Hedley, George Canyon, Hawksley Workman and Buckcherry, among others. ●

Workshops

EXPORT PREPAREDNESS / PITCHING WORKSHOP

MARCH 30, SASKATOON SK

Jan Miller of Lowenbe Holdings, Nova Scotia was brought in to provide a specialized training course (which she has presented all over the world) for some of our export-ready artists. Jan led participants through the skills required to “pitch” industry professionals (essentially the practice of establishing mutually beneficial professional relationships). Jan and **Helen Ferguson**, a cultural consultant, critiqued everyone’s initial pitches, then presented ways to improve them and “seal the deal”. The participants were also joined by **Bob Hunka** (SOCAN and Hunkart Productions, Los Angeles) and **Shannon Martin** (“File Under: Music”, Vancouver) for a networking lunch, followed by more pitching demonstrations. Resource leaders continued to meet with participants following the session to offer connections and advice. This event was supported by the Department of Foreign Affairs and International Trade Canada.

“I’m happy to say I found the content very engaging and educational. Some reaffirmation of knowledge and lots of new things to think about. Thank you!”
- S.J. Kardash

BILLY WARD CLINIC

APRIL 20, REGINA SK

SaskMusic was proud to support this workshop presented by Music In The House (MITH) and featuring world-class clinician **Billy Ward**. Billy has toured and/or recorded with artists including Jim Beard, Bill Evans Supergroup, The Knack, Jimmy Webb, Carly Simon, Richard Marx, Bill Champlin, Robbie Robertson, Yoko Ono, Chris Whitley and Joan Osborne. He appears on more than 50 albums and 50 film soundtracks (including “That Thing You Do”) and, in addition to drumming, is a producer. As a teacher and clinician, Billy emphasizes a more

musical approach to drumming with an emphasis on the psychological aspects of making music on drums.

“I can’t thank SaskMusic enough for your support and encouragement to bring a world-class artist to our city.” - Jayson Brinkworth, MITH

HOW SONGWRITERS GET PAID

APRIL 26, SASKATOON SK

In partnership with SOCAN, SaskMusic offered an entry-level workshop for songwriters pertaining to rights management and royalties. In other words, the stuff you have to know if you hope to make money from your songwriting talents! **Terry O’Brien**, Education and Outreach Manager for SOCAN’s West Coast Division, joined us for this informative workshop covering the steps that happen after you’ve actually written your song. Much discussion revolved around the live performance tariff, the royalties that artists and songwriters can claim for shows - many being uninformed about this income source.

SASKATCHEWAN JAZZ FESTIVAL WORKSHOP SERIES

JUNE 20-29, SASKATOON SK

SaskMusic was pleased to partner with the Jazz Festival in presenting several free workshops including:

- **Songwriting Workshop with Kim Fontaine and Jay Semko**, focusing on an informal discussion about song structure and writing with a “hook”.
- **Naturally 7 Vocal Workshop**, with this NYC-based band who “play” all their instruments and sounds using the human voice. The group walked participants through their creative process - arranging, writing, producing, singing and imitating instruments.
- **Marketing and Promotion Basics of Micro-Marketing with Derek Bachman of SaskMusic**, looking at the basic marketing tools that every artist should have in place - promo packages, websites, street teams, distribution, including a Q&A session.
- **Career Tracks with Derek Bachman of SaskMusic**, offering consultations for artists and industry professionals to discuss their career plans, marketing strategies, touring plans, songwriting and copyright, demo critiques, funding, SaskMusic, industry trends, etc. ●



BILLY WARD DRUM CLINIC

Master Class

Our third annual Songwriting Master Class (April 25-27, Dundurn SK) was a great learning experience, a lot of fun and, in many ways, a very emotional experience for the songwriters in attendance. We were joined for a second year by master songwriter (and fabulous teacher), **Jason Blume**, from Nashville TN. Co-leading our class was hit songwriter/producer **Gavin Brown** from Toronto ON. They not only openly shared their vast knowledge, but their wonderful personalities and plenty of inspiration, going far beyond our expectations.

Our mission was "to produce songwriters who write better songs, and who have the confidence and knowledge to get those songs into the marketplace." This is a scary prospect for many songwriters, as there's always the underlying fear that "marketable" means your songs must fit inside little boxes of rules, structures and themes. However, we learned that "marketable" means simply writing songs that emotionally connect with listeners - and we all agree that's something we want to accomplish.

Three heavily scheduled days of discussion and interaction included lyrics classes, writing with and for artists, melodies and hooks, building a formula for success, pitching and placements, working with ProTools and demoing, focusing exercises, song analysis, producer splits, and Guided Songwriting co-writing exercises. We were also joined by **Terry O'Brien of SOCAN** for a seminar on royalty streams and legal issues affecting songwriters

Evening sessions consisted of breakout critiques, where each participant got to perform a song for Jason or Gavin and receive an honest critique. This was our first time holding the event in a true retreat setting, at the fabulous Cedar Lodge Hotel and Convention Centre near Dundurn. We had the run of the facility, staying overnight at the lodge and sharing very tasty meals. This atmosphere created one of the most fun parts of the weekend...the late-night "pass the guitar" jams!

We were pleased to find that by the end of the weekend, even those who'd been most resistant to the learning process had found new elements to add to their arsenal of tools. New friendships were formed,

new writing partners were found, and it was great to see some writers really "came out of their shells" as the weekend progressed. A common passion for songwriting was enough to draw a very diverse group of people together.

Some of the feedback we received:

"When we all left last night, it was like I was leaving summer camp as a kid. It has been a long time since I have come together with a bunch of total strangers and felt absolutely welcome and accepted. Where could you ever go in life where the term "stream of consciousness" is a regular part of the conversation!" - Glenna Switzer

"I've been to many of these sorts of workshops and this was the best by far. Where else can you get access to the top JUNO-winning music producer in the country and the top songwriting teacher in the world in the same place? Great people, great venue and a totally fabulous experience. I reaffirmed my faith in the concept that, in the end, "it is still all about the song." - Doug Sylvester

"What a great opportunity to learn from, play music with and network with two of North America's most well-respected songwriters. It exceeded my expectations...." - Kim Fontaine

"All the songwriting books in the world could not impart the wisdom that these two hit songwriters gave in one day. And we had three days of it! It just kept getting better and more informative with each hour. It was phenomenal." - Matt Voyno

"By far and away the most informative weekend I have ever spent." - Jodi Faith

We wish to thank The SOCAN Foundation for their financial support. ●



COLLABORATORS WORK ON A SONG IN THEIR BREAKOUT GROUP

Funding

SASKMUSIC GRANT PROGRAM

The SaskMusic Grant Program enables artists and music industry professionals to engage in activities that will enhance their music and/or professional careers, and contribute to the overall development of the Saskatchewan music industry. Applicants may apply for funding to cover up to 50% of their expenses, to a maximum of \$4000 per deadline. The maximum amount of funding available to any one applicant is \$8000 per year

Eligible activities include sound recordings, touring, marketing initiatives, private showcases for industry professionals or showcasing at industry events, one-on-one mentorships, attendance at workshops/conferences/trade shows, hiring contracted professional services, and networking meetings with agents, managers, or other industry professionals. Applicants can apply for a combination of projects. This program is for artists at all stages of development, and it is the responsibility of the applicant to make a strong argument that this project is the critical next step in their career.

We received a record number of applications in this fiscal year - 93 in total for January and May deadlines, equalling funding requests in excess of \$293,632. The jury approved 24 applications at these two deadlines for a total of \$66,991 in funding offered. SaskMusic was pleased to fund the following applicants from January 1 to August 31, 2008:

306 Records: \$4000, Marketing and Promotion
 Bell, Ray: \$1810, Recording/Marketing and Promotion
 The Blood Lines: \$4000, Recording
 Carbon Dating Service: \$4000, Recording
 Catherine, Carrie: \$3400, Mentorship/Tour Support
 The Deep Dark Woods: \$1390.60, Showcase Support
 Hogan, Sean: \$3400, Professional Development
 Hourd, Kal: \$3400, Recording
 Johner, Brad: \$2000, Marketing and Promotion
 Johnny Hatch & the Lost Disciples: \$4000, Recording
 Lane, Jen: \$952, Showcase Support
 Les Cireux d'Semelles: \$2000, Tour Support
 Mobadass: \$3400, Marketing and Promotion
 National Frost: \$4000, Recording
 Parenteau, Donny: \$3916, Marketing and Promotion
 Paschall, Suzanne: \$2635, Mentorship
 Prevost, Codie: \$3290, Recording



GERONIMO AT SASKMUSIC SHOWCASE - SXSW

Rah Rah: \$2400, Tour Support
 Sexually Attracted To Fire: \$1674, Mastering/Tour Support
 The Sheepdogs: \$1614, Tour Support
 Straker, Jeff: \$3400, Marketing and Promotion
 Sylvie: \$3400, Recording
 Turtle Island Music: \$2000, Mentorship
 The Wheatmonkeys: \$910, Marketing and Promotion
Total Awarded – SaskMusic Grant Program: \$66,991.60

A new jury is compiled for each deadline. Submission materials are provided to the jurists in advance of the jury meeting, to allow more time for discussion and adjudication. Jurists are individuals actively working in the music industry, who have the knowledge to speak to a wide variety of genres, and who represent different areas of the province. (Our process is modeled after that used by the Saskatchewan Arts Board.)

We will announce our new grant program(s) in early 2009, following a review of this initiative with the Saskatchewan Arts Board. If you have any questions regarding our grant program or the jury process, please contact our office: 1-800-347-0676; derek@saskmusic.org.

IMMINENT OPPORTUNITIES AND MARKET ACCESS

The **Imminent Opportunities** and **Market Access** initiatives ran from late 2007 to April 2008 and assisted artists and industry professionals with critical career opportunities arising between grant deadlines.

The Imminent Opportunity program was launched in late 2007. The definition of "Imminent Opportunity" was one where the applicant has no control over the event/project date, and must have been of demonstrable benefit to the artist's/company's development. Eligible submissions could include support for a

nominated artist to attend a nationally recognized awards event (such as the Canadian Aboriginal Music Awards, Canadian Folk Music Awards or Aboriginal Peoples' Choice Music Awards); participation in major showcases (such as SXSW, the Canadian Aboriginal Music Festival and CMW); or time-limited opportunities to work with mentors or receive training. Each submission was reviewed by committee on a case-by-case basis.

In February 2008, we moved support for official showcase opportunities out of Imminent Opportunities and into its own separate program called the Market Access program. A number of major showcase events such as NXNE, Contact, New Music West, etc. were "recognized" by SaskMusic, providing a more direct route for applicants who had received showcase invitations.

Due to funding cuts announced in the March provincial budget, these programs were put on hold as of April 3, 2008. SaskMusic was pleased to fund the following applicants between January 1 and April 3, 2008:

Imminent Opportunities

Butel, Sandra: \$2010, Professional Development
Hall, Grant: \$1290.34, Grammy Nomination
Minevich, Pauline: \$3000, Professional Development
Sklar, Brian: \$3000, Grammy Nomination
Smokekiller, \$2106.25, Recording

Total Awarded – Imminent Opportunities: \$11,406.59

Market Access

The Blood Lines: \$3000, SXSW
The Deep Dark Woods: \$2000, Canadian Music Week
Fontaine, Kim: \$3000, SXSW
Geronimo: \$2340, SXSW
Jansen, Shuyler: \$2000, CMW
Lane, Jen: \$1851.52, SXSW
Les Cireux d'Semelles: \$2000, Contact Ovest
Little Miss Higgins Music: \$1800, Folk Alliance
Little Miss Higgins: \$1600, CMW
Maybe Smith: \$2000, CMW
Mobadass: \$1938.13, CMW
O'Reilly, Louis: \$1500, SXSW
The Rebellion, \$2000, CMW
Sylvie: \$1500, SXSW
Ultimate Power Duo: \$2621.11, SXSW

Vaughn, Tim: \$1919, CMW

Volcanoless in Canada: \$2000, CMW

Total Awarded – Market Access: \$35,069.76

We will announce our new grant program(s) in early 2009, following a program review of this initiative with the Saskatchewan Arts Board. If you have any questions regarding our grant program or the jury process, please contact our office: 1-800-347-0676; derek@saskmusic.org.

CONFLICT OF INTEREST

SaskMusic has a written Conflict of Interest policy, a copy of which is available to members. In part, this policy states that SaskMusic Board, committee and staff members shall declare any real or apparent conflicts of interest formally, and remove themselves from any decision processes where there is either a real or a perceived conflict between their private interests and public duties.

This policy also extends to our jurists, who are asked to declare conflicts of interest before participating in the jury process.

Staff members do not evaluate submissions to the SaskMusic Grant program and must not influence jurists while supervising juries.

SASKMUSIC SMALL BUSINESS LOANS PROGRAM

The SaskMusic SBLP, funded by the Department of Rural Development, encourages entrepreneurship in all areas of the Saskatchewan music industry, assisting with start-up costs, business plan development, major equipment purchases, etc. Low-interest loans of up to \$10,000 can be applied for.

Applicants must apply under a registered business name. Sole proprietorships, partnerships, limited companies or co-ops must be registered under the Business Names Act. Corporations must be registered with Saskatchewan Justice, Corporations Branch or under the Canada Business Corporations Act. For more information, contact SaskMusic. ●

Export Strategy

In 2007, SaskMusic began development of its Export Strategy, offering both Market Access (grants to assist with export opportunities) support and Market Development (promotions and SaskMusic attendance at events designed to build markets for Saskatchewan exports). We have been meeting with industry colleagues as we develop a comprehensive strategy to get our artists into national and international markets.

MIDEM

JANUARY 26-29, CANNES FRANCE

As part of the research and development underway for the Export Strategy, our Executive Director, Noreen Neu, attended the MIDEM international tradeshow to see first hand what happens when the world of recorded music comes together to buy and sell. MIDEM is a large and well-attended annual event where labels, publishers and distributors come together for several days to sign international deals on their copyrights and product. Canada is well represented through CIRPA's prominent and busy "Canada Stand", where Canadian companies have access to meeting space, reception services, storage and computer stations. We hope to see Saskatchewan companies doing business at MIDEM in the future.

FOLK ALLIANCE

FEBRUARY 20-24, MEMPHIS TN

A pan-Canadian alliance was formed by music associations across the country to present a unified force at this Folk Alliance event. SaskMusic participated in this alliance, which including group co-marketing in a Canadian directory created specifically for the event, and a joint VIP reception. Our Executive Director attended this event as part of our export strategy research; to see what the business potential is for artists attending, and to observe how other music industry associations support their showcasing acts. Throughout the weekend, Noreen met with various industry colleagues to discuss this topic.



TIM VAUGHN SHOWCASES AT CMW.

Little Miss Higgins – Nokomis - received a Market Access grant for this event.

CANADIAN MUSIC WEEK

MARCH 5-8, TORONTO ON

SaskMusic sent two staff members to CMW to promote our province's music. We were pleased to have nine Saskatchewan artists showcasing this year.

We hosted an official showcase for the first time in years - March 7 at Cameron House (Queen St. West, Toronto). Four of the above artists had their official showcase at our event. We also did marketing and promotion for all of the acts at CMW.

Earl Pereira & the Mobadass All Stars (Saskatoon), The Deep Dark Woods (Saskatoon), Maybe Smith (Saskatoon), Little Miss Higgins (Nokomis), Tim Vaughn (Saskatoon), The Rebellion (Saskatoon), Shuyler Jansen (Saskatoon), and Volcanoless In Canada (Saskatoon) received Market Access grants for this event.

SXSW

MARCH 12-16, AUSTIN TX

With a record six Saskatchewan artists officially showcasing at SXSW 2008, SaskMusic determined it was a priority to attend and provide support to those acts. We hired U.S.-based publicity firm The MuseBox to work on behalf of SaskMusic and the showcasing acts.

Congrats to Jen Lane (Saskatoon), Kim Fontaine (Saskatoon), The Blood Lines (Saskatoon), Geronimo (Regina), and Sylvie (Regina) and Ultimate Power Duo (Saskatoon) on their showcase acceptance. They received Market Access grants for this event.

"We all appreciate the work and time you put into making the Saskatchewan artists' SXSW experiences a success. Also...the importance of cash in order to get Saskatchewan music to this sort of event cannot be overestimated!"

- The Blood Lines

SIDE NOTE

Also receiving Market Access support was Les Cireux d'Semelles, for a showcase at Contact Ouest. ●

Programs and Activities

IN THE LOOP

In March, we launched a new website (intheloop.saskrecording.ca) especially as a source for you to obtain news on changes at SaskMusic. It is designed to provide information on important issues, and how they will affect our members and colleagues. Under the In The Loop logo, you'll find the latest news, FAQs, member success stories and a bulletin board.

SASKATOON OFFICE

In 2008 we opened our Saskatoon branch, located in the Canada Disc & Tape building at 404 33rd Street West, to make it convenient for members in the region to take advantage of our services, including personal consultations and assistance with grant applications. It also provides a home base for our meetings and juries. (Our membership at the time of opening was approximately 32.5% Saskatoon; 35% Regina, and 32.5% from other areas).

An Official Opening was held on June 5. The Minister of Tourism, Parks, Culture and Sport, the **Honourable Christine Tell**, brought greetings. Staff, as well as many of our board members, were on hand to meet and visit with our Saskatoon-area members and colleagues.

CAREER TRACKS

In these eight months, over 70 member meetings were booked with staff to discuss tour planning and management, self-booking shows and venues, new technologies, industry trends, radio and distribution strategies, marketing, funding, export strategies, career path development, songwriting, copyright, publishing and music placement, publicity, business development and merchandising, branding, image development, and promotional packages. These members came from all over the province, including Moose Jaw, Prince Albert, Dalmeny, Fort Qu'Appelle and Bengough. Career Tracks is part of SaskMusic's larger professional development strategy.

"I thank you so much for taking the time for such a detailed response. I loved it and appreciate your comments. You definitely are in the right job to help people with their music. You have a way of clearly saying things that I "get" and I appreciate it." - Glenna Switzer

"IN TUNE" SASKATCHEWAN 2008

SaskMusic produced another compilation CD in 2008, following the success of the "In Tune" Saskatchewan 2007 CD. This project was created for the purposes of promoting Saskatchewan artists on a broader level (national and international), and was distributed to media, government, and industry professionals. Copies have been distributed at many major events, with a very favourable response.

In a SaskMusic first, the compilation was distributed and tracked to the Canadian college radio market by radio promotions company Music Media Network. Artists on the compilation benefitted from this additional marketing and the resulting airplay; as well, it served to strengthen the recognition of Saskatchewan music with college DJs across the country. The campaign resulted in ten Top 30 chart showings with airplay overall at fifty college stations, plus support from CBC Radio.

The 19 tracks on the comp were pulled from 90-plus submissions. Those chosen closely represent the dominant genres that were submitted: pop, pop/rock, rock, roots, roots/pop, hip-hop, worldbeat, post punk, classical, classical/electronic, blues, and alt rock, and represent Saskatoon, Regina, Little Pine First nation, Zenon Park/Gravelbourg, Nokomis and La Ronge.

Comments from some of the participating artists:

"When you package all this great music together on one CD, it shows people across North America how many and which great bands come from Saskatchewan, whereas I don't think people necessarily make the connection until they receive a compilation like this."
- Shuyler Jansen

"This project has been very helpful to me personally - it is the first time one of my tracks has been included on a compilation, and saying that my track was included on a SaskMusic CD promoting some of the best Saskatchewan talent has become part of my initial pitch to producers and directors...I found that many of the people I met wanted me to elaborate on what inclusion on the album meant, providing a good opportunity to discuss the Saskatchewan music scene and segue to areas where I have been successful professionally."
- Jason Cullimore

Programs and Activities

SASKMUSIC WORKS FOR ME!

We created a new promotional video this year, featuring members and colleagues talking about the importance of having a provincial music association and how SaskMusic has supported them. These clips will have various applications and will help to spread the word about SaskMusic and what we do. Visit YouTube or follow links from our web portals to view the video. Thanks to Twisted Pair Sound for their assistance with this project.

AMP CAMP BURSARIES

SaskMusic provided bursaries to cover the cost of registrations for those accepted into the 2008 Aboriginal Music Program Camp, March 9-14 in Manitoba. AMP Camp is a one-week professional and artistic development project that gives up to 30 emerging to mid-career Aboriginal recording artists (age 18 and up) from all parts of Canada a chance to develop their understanding of the music industry, along with their ability to succeed in it. The project is made possible by a partnership between MARIA and the Canada Council for the Arts.

We provided four bursaries of \$250 each to Barry Morin Jr. (Blu), John J. Cook, Lindsay Knight (Eekwol) and Terri-Anne Strongarm.

THE SESSION

Our newsletter continues to be a well-respected, content-driven publication created for our members and key industry contacts across Canada. It informs on legal issues, local artist and studio news, and professional development opportunities. For many of our members - especially those in rural areas - **The Session** is a crucial link to the broader music industry.

The Session promotes Saskatchewan talent to people outside of our province. Items from our newsletter have been reprinted in various publications across Canada and picked up for redistribution on several websites. It is considered one of the best music association newsletters and is widely read by professionals across Canada.

We publish quarterly, and members are strongly encouraged to submit news and releases for inclusion.

SASKATCHEWAN MUSIC DIRECTORY

The definitive listing of everyone in the Saskatchewan music industry - think of it as our "yellow pages". Through our online portal (www.saskmusic.org/smd), you create your own listings, which can be updated any time. Additionally, a hard copy version is produced every two years, with one scheduled for distribution in spring 2009.

The public uses the directory to find bands for their cabarets, weddings, and other events. Bands use it to find new players or source studios and suppliers. The media uses it to look up contacts for artists and it is used by parents looking for a music teacher for their child. It goes out to our national contacts across Canada, it goes to our members, it is picked up by non-members and the general public through schools, music stores and other retail locations, and people can phone to get it mailed right to them. SaskMusic refers everyone who contacts our office looking for artists, suppliers, studios, etc. to the directory, and since it's online as well, your entry shows up in web searches.

JUNO AWARD BURSARIES

To encourage Saskatchewan submissions for the 2008 JUNO Awards, SaskMusic offered bursaries to cover the associated submission costs. Ten artists took advantage of this offer.

SASKMUSIC E-RELEASE

Our e-release is distributed every two weeks to more than 1700 musicians, music fans and industry supporters. Its goal is to provide timely news and announcements between issues of **The Session**, and it also ties in to the Live Music listings on our website. We're proud that we were one of the first associations or companies in Canada to send out digital releases. On rare occasions when something urgent comes up between e-releases and/or needs special promotion, and we'll send what we call an "e-bullet".

A "national version" of the e-release goes to 500+ industry VIPs, and includes major news from the Saskatchewan scene and Canadian gig listings for our artists.

Advertising space is available in the e-release, on our website and in **The Session**.

ONLINE PERSONALITIES

Our website, www.saskmusic.org, continues to be a popular destination for members, non-members and music fans, averaging over 31,500 visitors per month over the past year (and over 939,000 page views annually). It's an excellent resource for Saskatchewan music, with the bulletin board and Saskatchewan Music Directory being particular favourites. There is tons of industry information, resources, and interesting tidbits - and of course, you can find out about things like upcoming workshops and grant deadlines. We are planning a major refresh of the website in 2009.

We also have a MySpace page at www.myspace.com/saskmusic, a Facebook group called SaskMusic and Facebook personality called "SaskMusic Ziggy". Additionally, SaskMusic provides content for MySask.com, enabling more exposure for your music. MySask has also launched a special Max Local on Demand series called "In Tune", which features local artists and local-artist music videos to their offerings. If you have Max service at home, you can watch the shows through your On Demand portal.

AFFILIATIONS

SaskMusic believes in developing relationships with provincial and national organizations, including:

- Saskatchewan rep for the Foundation Assisting Canadian Talent on Recordings, with Derek Bachman acting as Saskatchewan Regional Evaluation Coordinator, and Noreen Neu sitting on its National Advisory Board.
- Saskatchewan rep for the Canadian Academy of Recording Arts & Sciences (JUNO Awards).
- Provide staff jurists for the CKRM Big Country Talent Search, Cathedral Village Arts Festival, and other events.
- Member of the Saskatchewan Cultural Industries Development Council.
- Participating member/founder of the Western Canadian Music Alliance, which presents the Western Canadian Music Awards. We appoint two people to the WCMA Board to speak on behalf of our association and our province. This is always the Executive Director or designate (Noreen Neu is currently the Secretary of the WCMA Board); the second person appointed for 2008 was Jason Kovitch.

MEMBER KAL HOURD.
PHOTO COURTESY THE ARTIST.



- Represent the Western Canadian music industry associations on the National Training Advisory Council - Cultural Human Resources Council.
- Member of the Canadian Council of Music Industry Associations.
- Member of the Canadian Independent Record Production Association.
- Member of many other associations, including the Music Manager's Forum, Canadian Music Publisher's Association, Urban Music Association of Canada, the Canadian Country Music Association, the Saskatchewan Arts Alliance, and SaskCulture.

SKLIVE PARTNERSHIP PROGRAM

SaskMusic recognizes the importance of live performance opportunities and educational programming in our province. For the past few years, we have been working with festivals and venues who feature Saskatchewan talent in their programmes, providing various kinds of support including funding, assistance with programming lineups, presenting workshops and/or having a SaskMusic presence at the event.

At the beginning of 2008 the SKLive Partnership program was tripled in size and staff started to work on the development of the program, its criteria and processes. However, prior to it being formally announced, our funding was cut and the program was put on indefinite hold.

Before its cancellation, however, we had already made a few commitments which we were able to follow through on. We were pleased to be able to support:

- Music In the House (Billy Ward Drum Clinic)
- CKRM Big Country Talent Review
- Saskatchewan Country Music Awards 2008
- Saskatoon International Children's Festival
- SaskTel Saskatchewan Jazz Festival
- Cathedral Village Arts Festival

A Year of SaskMusic

Our **Career Tracks** program runs throughout the year. As need arises, we jury Imminent Opportunity and Market Access applications (January-April).

JANUARY

We conduct juries for the 2008 **In Tune** Compilation CD (our first time trying Sonicbids for submission processing).

Our Executive Director attends **MIDEM** (one of the world's most important international music conferences) in Cannes France.

The **SaskMusic Grant** program and deadlines for 2008 are announced. A first deadline falls this month.

FEBRUARY

Our ED attends **Cultural Human Resources Council** meetings in Ottawa ON.

We conduct regional juries for **FACTOR**.

Wanda Fraser joins our staff as Executive Assistant.

Our ED attends the **Folk Alliance** international conference in Memphis TN, where Little Miss Higgins performs an official showcase.

The 50th Annual **Grammy Awards** are held in Los Angeles. Representing Saskatchewan are nominees Brian Sklar and the Western Senators (Best Polka Album Vocal or Instrumental for "Dueling Polkas" - Walter Ostanek And His Band & Brian Sklar And The Western Senators). Also notable, Ozzy Osbourne's "I Don't Wanna Stop", nominated for Best Hard Rock Performance (Kevin Churko produced and co-wrote the track.)

Juries are held for the first **SaskMusic grant** deadline of '08.

MARCH

We host a SaskMusic showcase at **Canadian Music Week** in Toronto ON. Saskatchewan artists Little Miss Higgins, Mobadass, Shuyler Jansen, The Deep Dark Woods, The Rebellion, Tim Vaughn and Volcanoless in Canada receive official CMW showcase invitations. Jennifer Jade Kerr (Regina) and Mark Ceaser (Sexually Attracted to Fire - Saskatoon) represent our province in the Canadian Radio Star National Songwriting Competition.

The Spring issue of **The Session** goes out.

We host our first SaskMusic event at **SXSW** in Austin TX. Officially showcasing artists are Geronimo, Sylvie, Jen Lane, Kim Fontaine, The Blood Lines and Ultimate Power Duo.

We release the second "**In Tune**" Saskatchewan compilation CD in time for SXSW. The CDs will spend the year travelling to events including CMW, SXSW, CCMA, OCFE and WCMA. It also charts in the top 30 at ten Canadian college stations.

A significant portion of our funding is moved away from the Saskatchewan Arts Board and into the discretionary fund of the Minister of Tourism, Parks, Culture and Sport.

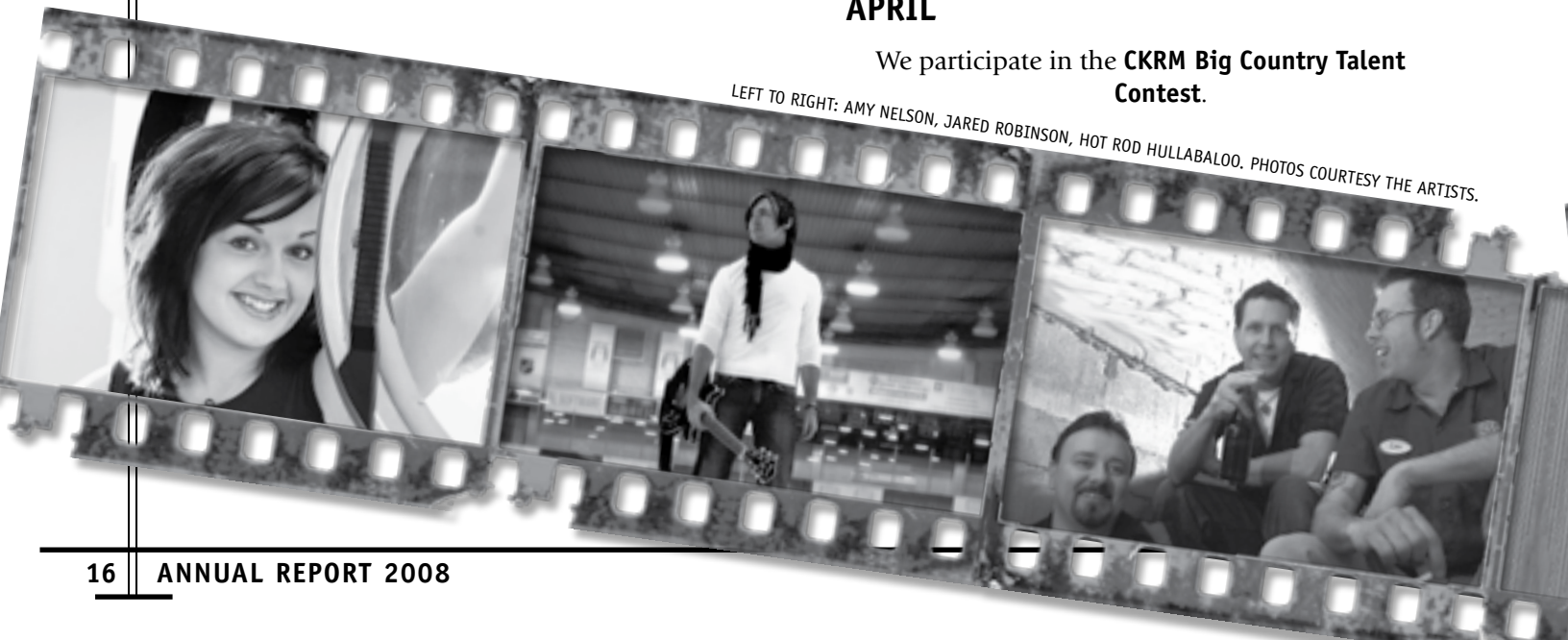
Our **Annual General Meeting** is held in Saskatoon, followed by a wine and cheese reception.

We host an **Export Workshop** for export-ready artists in Saskatoon.

APRIL

We participate in the **CKRM Big Country Talent Contest**.

LEFT TO RIGHT: AMY NELSON, JARED ROBINSON, HOT ROD HULLABALOO. PHOTOS COURTESY THE ARTISTS.



In light of funding withdrawals, the Imminent Opportunity and Market Access programs are cancelled, and funding to the SaskMusic Grant program is reduced. Sponsorships under our "SKLive" program are halted.

Our ED attends the **JUNO Awards** in Calgary AB. Saskatchewan nominees include Donny Parenteau (Aboriginal Recording of the Year), Little Miss Higgins (Blues Album of the Year) and Moose Jaw native Kevin Churko for Producer of the Year and Engineer of the Year. Artists performing in JunoFest include Donny Parenteau, Little Miss Higgins, The Wheatmonkeys, Jason Plumb and the Willing, Skavenjah, Ultimate Power Duo and Mobadass.

We support the **Flatland Scratch** workshop, presented by the University of Regina.

We attend and support the **Saskatchewan Country Music Awards** in Prince Albert.

We work at getting our **Saskatoon office** setup and ready for a grand opening.

Derek Bachman joins our staff as Saskatoon Program Co-ordinator.

We support the **Billy Ward Drum Clinic** presented by Music in the House, Regina.

With the assistance of SOCAN we present "**How Songwriters Get Paid: Rights Management and Royalties**" in Saskatoon for new to intermediate songwriters.

The third annual **Songwriting Master Class** takes place in Dundurn, with the fabulous Jason Blume and Gavin Brown leading us to songwriting bliss.

MAY

NewMusicWest is held in Vancouver. Saskatchewan showcasers include ArmsUp and Tim Vaughn.

We conduct regional juries for **FACTOR**.

We support the **Cathedral Village Arts Festival**, Regina.

Julie Desjarlais leaves our staff.

There's a **SaskMusic Grant** deadline.

JUNE

NXNE (Toronto) features a record number of Saskatchewan artist showcases: Whiteboy Slim, The Deep Dark Woods, Jason Plumb & The Willing, Ultimate Power Duo, Junior Pantherz, Rah Rah, The Blood Lines, Jen Lane, and Smokekiller.

We start conducting our **Economic Impact Study**.

We partner with the **Saskatoon International Children's Festival** on their music stage programming.

We partner with the **SaskTel Saskatchewan Jazz Festival** in presenting several educational events.

JULY

Juries are held for the second **SaskMusic grant** deadline.

The Summer issue of **The Session** goes out.

AUGUST

The annual board and staff **planning retreat** is held in Riverhurst.

Tourism, Parks, Culture and Sport announces the launch of a consultation process for the cultural policy framework to be developed by late 2008.

SaskMusic responds to Federal Government cuts to two significant programs that support cultural exports: the **ProMart** (Arts Promotion) program administered by DFAIT and the **Trade Routes** program run by the Department of Canadian Heritage. ●

LEFT TO RIGHT: CODIE PREVOST, WE WERE LOVERS, KELSEY FITCH. PHOTOS COURTESY THE ARTISTS.



Volunteers

SaskMusic would like to acknowledge the following heroes who volunteered their time and expertise to serve on our Board, be FACTOR or SaskMusic Grant jurists, compilation album jurists, and/or help out in our office. We appreciate the hard work and time you have donated to our association.

Aaron Adair
Ryan Andersen
John Antoniuk
Mike Ash
Rick August
Paul Benjamin
Neil Bergen
Matthew Blackwell
Brian Boechler
Diane Boyko
James Brotheridge
Todd Bryanton
Carol Cairns
Mark Ceaser
Jared Cechanowicz
Ben Checkowy
Aaron Coons
Helen Coons
Sheldon Corbett
Kurt Dahl
Mark DeJong
Brian Dojack
Brett Dolter
Greg Dyck
Kim Fontaine
Daniel Fortier
Christina Gasparic
Elsa Gebremichael
Jennifer Gibson
Jim Ginther
Matt Griffith
Richard Groulx
Ryan Gullen
Chad Guy
Logan Hancock
Michael Hepp
Eoin Hickey-Cameron
Adam Hicks
Kal Hourd
Peter Jelinski
Kevin Joseph
S.J. Kardash
Sandra Kaszas
Brian Kelly
Ellen Kolenick

Marlin Korczak
Eric La France
Jen Lane
Kyle Leadbeater
Chris Lindgren
Shelly Loeffler
Dayna Lozowchuk
Mike MacNaughton
Charity Marsh
Karla Miller
Brenda Milligan-Davis
Fabian Minnema
Laura Johnston Monchuk
Lois Mullin
Scott Nicholls
Brent Nielsen
Jenelle Orcheron
Brant Palko
Steve Palmer
Patricia Pavey
Efren Pereira Jr.
Scott Pilling
Todd Player
Jim Pravda
Dave Pura
George Radutu
Alex Runions
Mike Shannon
Lorri Solomon
Kathalene Stearns
Jeff Straker
Skip Taylor
Scott Tipple
Paddy Tutty
Tim Vaughn
Andreas Weiss
Ila Wenaus
Stephen Whitworth
Megan Wilson

We apologize if we have inadvertently missed anyone from this list.

If you would like to volunteer in any capacity, please contact our office. ☎

Treasurer's Report



**BY BRIAN DOJACK,
TREASURER**

How does a person describe the last financial year for SaskMusic? Challenging, a roller coaster ride, difficult, or all of the above? Personally, I feel that all of the descriptions apply. Starting out with the excitement and promise of the "new" level of funding announced by the former

government, and ending with the reduction of that funding in the next budget, it has been a study in contrasting scenarios.

It was especially disappointing because the association had a plan for growth and development all ready to go pending a funding increase, and so we were able to start kicking that plan into gear immediately after the new funding was announced. However, with the funding change it was necessary to throw on the brakes and adjust to a new reality. Some plans and programs had to be adjusted radically, and things such as staffing had to be worked on as well.

No decisions were taken lightly and the Board and staff agonized over each and every thing that was done. Did we accomplish everything that everyone wanted us to? NO! Was everything possible done to maximize the results that we could achieve with the

funds available? I feel the answer is a resounding YES!

All things considered, I feel that SaskMusic moves into this new fiscal year positioned as well as could be expected. There were difficult decisions made - decisions that were hard on everyone - but which had to be made for the organization to survive and to complete its mission. Personally, I commend the board and staff for having the fortitude to make those calls.

By the time you read this I will no longer hold the position of Treasurer, and I cannot finish without taking the opportunity to thank my fellow board members for their many hours of hard work and dedication to SaskMusic. I have spent many years dealing with volunteer boards and I honestly can say this is the finest one I have had the pleasure of being a part of.

To the SaskMusic staff, my most sincere thanks for your efforts and also for the support and friendship that you have extended during my time on the board. To borrow an expression - all of you ROCK!

Respectfully submitted,
Brian Dojack

LEFT TO RIGHT: SONIC ORCHID, STEPHEN MAGUIRE, THE RABID WHOLE. PHOTOS COURTESY THE ARTISTS.



