

SASKOMUSIC

ANNUAL REPORT 09/10



CONTENTS

SASKMUSIC

The Saskatchewan Recording Industry Association Inc.

210 - 2300 Dewdney Ave
Regina SK S4R 1H5 Canada

404 33rd Street West
Saskatoon SK S7L 0V6 Canada
(all mail should be directed to the Regina office)

P: 306-347-0676 (main switchboard) or
TF: 1-800-347-0676 (toll free within Sask.)
F: 306-347-7735

www.saskmusic.org
info@saskmusic.org

MySpace: www.myspace.com/saskmusic
Facebook group: SaskMusic
Facebook personality: SaskMusic Ziggy

President's Report	2
Chief Operating Officer Report	3
Profile	4
Staff	5
Board of Directors	6
Community Partnerships	9
Workshops	10
Export Strategy	14
Programs and Activities	16
A Year of SaskMusic	20
FACTOR Funding	22
Artist Showcases	23
Award Nominees and Winners	24
Artist Releases	26
Volunteers	27
Treasurer Report	28
Audited Financial Statements	29

WE THANK OUR SPONSORS:



Slow Down Molasses, Louis Pub March 2010, Photo Sean Gallop

PRESIDENT'S REPORT



PRESIDENT'S REPORT BY MIKE MACNAUGHTON

Hello everyone, its been a busy year at SaskMusic! From the move to a new office to a brand new website, things are progressing and we are moving the organization forward. The new office provides us more space for workshops and juries as well as providing a better work place environment for our staff.

Our new website will keep us at the forefront of our members for many years. It looks great and the functionality built-in in the background will allow for much better and more efficient communications with our members.

I want to thank members of the Board of Directors who have worked hard over the past year on your behalf. Skip Taylor, Vice President and chair of the recruitment committee, Neil Bergan, Treasurer and chair of the finance committee as well as Efren Pereira, Corporate Secretary and chair of the policy committee. These chairs and their committee members have worked diligently on a number of fronts to build our organization.

I would also like to thank our strong Cheif Operating Officer, Mr. JP Ellson for his continued hard work and vision both locally and nationally. JP is a well respected professional and a leader on the national stage. He represents Saskatchewan and our organization well. We've had a few staff changes over the past year and we wish Megan Nash and Jen Eisler all the best in their new endeavours. We welcome two new staff members Carly Gowan and Brandy Exner. We also look forward to the return of Lorena Kelly from maternity leave in early 2011.

As a member of SaskMusic, I can truly say our organization is staffed by dedicated and hard-working people who really care about the well being of members.

I want to take a moment to encourage members to run for the board and get involved with the organization. The music industry in Saskatchewan is a key contributor to the economic and cultural well-being of our province and we need strong leaders to continue the work. As I said last year, decisions are made by people who show up at the table. If you are unhappy about the state of the industry, get involved and let's change it together.

As we continue to work to build the music industry in Saskatchewan I look forward to working with our new and existing board members. We can make a difference and we can make an impact on the lives of musicians across the province. There is much work to be done ... so, let's get at it!

CHIEF OPERATING OFFICER'S REPORT



BY JP ELLSON
CHIEF OPERATING OFFICER

The past year has been a year of development, advocacy and exciting challenges. During the spring we completed the relocation of our head office to the Warehouse District of Regina. The move created a tremendous amount of additional duties for our staff, which they met with hard work and professionalism. With the completion of the move, the completion of our new website odyssey, and the provision of new computer systems for our staff we are now in a position to again provide complete, timely, current, and professional in-depth services to our members.

With respect to advocacy, during the year we met on numerous occasions with representatives of the Saskatchewan Arts Board, The Government of Saskatchewan, and our private radio funders. We were very pleased to obtain additional support from the Arts Board both for our Music Export Program and some of our other marketing initiatives.

We believe that one of, if not the largest challenge, faced by our recording artists is not with respect to the production of product, rather with respect to the marketing of Saskatchewan musical product.

Most of our artists can compete with any artist in the country with respect to the quality of their songwriting, recording production, and dedication. What is problematic is that many provinces offer marketing support for musical products that is not available in Saskatchewan at the levels required to truly make a difference. As SaskMusic is an industry organization, we firmly believe that there is no use in producing quality cultural products if nobody knows about those products. The creation of art for the sake of art is crucial to the maintenance of a diverse society, but the sale of those products is vital to a vibrant economy. Without large scale, legitimate, accessible marketing support those sales will not occur. This theme we have echoed throughout the past year to all potential funders that will listen and we intend to continue that approach throughout the coming year and beyond.

On the staff level, we have sorely missed Lorena Kelly and all of the great work she has done for us in the past. We look forward to her return from maternity leave in early 2011 at which time we will finally be fully staffed for the first time in almost 14 months. With respect to other staff we said good-bye to both Megan Nash and Jen Eisler who left to pursue career opportunities in Toronto and the exciting world of live radio in Moose Jaw. We welcome newcomers Carly Gowan and Brandy Exner who had large shoes to fill but have already shown that they are great additions to our SaskMusic team.

The upcoming year will be one of continued advocacy with the goal of obtaining increased financial support so that the music industry of Saskatchewan and the industry professionals that work within it are recognized for what we are: a vital component of a vibrant, thriving, inclusive economy that will be the envy of the rest of the country.

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

Universal benefits for all membership categories include;

- Information including our newsletter, The Session, and Saskatchewan Music Directory;
- Enhanced access and listings on our website;
- One-on-one consultations;
- Discounts on events and free admission to SaskMusic workshop series;
- Discounts or fee waivers for SaskMusic performance opportunities.

MEMBERSHIP CATEGORIES:

Youth: (For those 19 years of age or younger)

- All Universal Benefits.

Individual:

- All universal benefits;
- Nomination and voting eligibility for Breakout West;
- Nomination and voting eligibility for the SaskMusic Board of Directors.

Band: (Equal to two individual memberships)

- Two people receive all individual benefits including universal benefits;
- Dedicated band members will receive access to workshops and consultations.

Corporate: (For companies who have an office in Saskatchewan)

- Two individuals of the corporation receive all universal and individual benefits;
- Special recognition on our website.

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.

SASKMUSIC STAFF



JOHN-PAUL (J.P.) ELLSON, CHIEF OPERATING OFFICER & GENERAL LEGAL COUNSEL

J.P. brings a great deal of history and experience to this position. He was a member of the SaskMusic Board of Directors for many years, and was President 1995-2001. He is the current Chair of the FACTOR National Advisory Board, is a past chair of the WCMA's, and was a local producer for the JUNO Awards, WCMA's and the CCMA's in 2007. He has been an integral part of the music industry in Saskatchewan for many years and is a lawyer with extensive experience in entertainment law.



LORENA KELLY, PROGRAM MANAGER (Maternity Leave February 2010)

Lorena has been with SaskMusic since '97, most of that time serving as a Program Manager. She oversees communications, research and marketing for various programs; oversees the website; membership services; advertising; The Session; outreach and partnerships; The Next Big Thing; and more. Lorena is a singer/songwriter and professional keyboard player predominantly in country and pop, with appearances at major festivals and awards. She currently backs up five artists in addition to freelancing and session work as the schedule allows. Lorena was nominated for Keyboard Player of the Year at the Sask. Country Music Awards for the past eight years and won in 2009. She was also on the second ballot (top ten) for Keyboard Player of the Year at the Canadian Country Music Awards in 2007.



DEREK BACHMAN, PROGRAM MANAGER SASKATOON OFFICE

Joining our staff in 2008, Derek has been involved in the Canadian music industry for the past 13 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 SaskMusic's 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, is available for consultations with members, and is our Regional Evaluation Coordinator for FACTOR.



JENNIFER EISLER, PROGRAM COORDINATOR (Resigned September 2010)

Jennifer joined us in January 2007 and in 2008 moved into a new role assisting with communications and public relations at SaskMusic, overseeing our e-release and live gig listings. Her current title is Program Coordinator. Jennifer manages our Career Consults program and assists with additional programming. She holds a BFA in Media Production from the University of Regina and a New Media Communications certificate from SIAST Wascana Campus. She is a huge music enthusiast, working part-time at a local music store, and frequenting live music venues. She hosted a program on Regina's CJTR, community radio for seven years and since retiring from the show in winter 2008, continues to volunteer as a "fill-in" show host.



MEGAN NASH, ADMINISTRATIVE ASSISTANT (Resigned September 2010)

Megan Nash began interning with us in Saskatoon and then Regina offices since May 2009, and joined our Regina staff as Administrative Assistant at the end of this fiscal. Megan will help out greatly while Lorena is on leave in the next fiscal. Megan has been involved in the industry as an artist manager, promoter and stage manager. She earned her Music Business Certificate with Honours from the Nova Scotia Community College, and also attended USCAD Songwriting 1 and 2 in Saskatoon. She has volunteered at numerous industry events such as the Halifax Pop Explosion, In The Dead of Winter Festival and Music Nova Scotia Week. Megan is a performing artist and currently resides in Moose Jaw.



CARLY GOWAN, PROGRAM COORDINATOR (Hired September 2010)

After graduating from Grant MacEwan University in 2007 in Arts and Cultural Management, Carly went to work as the Booking Manager for the EPCOR CENTRE for the Performing Arts in Calgary, Alberta. She is also a dedicated volunteer at the Long Days Night Music Festival and Windscape Kite Festival. She is an avid music fan and is excited to join the SaskMusic team.



BRANDY EXNER, ADMINISTRATIVE ASSISTANT (Hired September 2010)

Brandy interned at SaskMusic in March 2009 and has since returned to the University of Regina studying Business Administration. She really enjoyed her internship and is glad to be back. Brandy is also very active in the local music scene as a concert promoter.

HELEN OUTERBRIDGE / BOOKKEEPER

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

BOARD OF DIRECTORS

**SERVING FOR THE FISCAL YEAR
NOVEMBER 21/09 NOVEMBER 27/10**

MIKE MACNAUGHTON / PRESIDENT

Mike is a mainstay in the Western Canadian audio industry. He has been a member of SaskMusic since its inception and is partner/owner of Twisted Pair Sound. While serving on the SaskMusic Board, Mike has chaired the lobby and personnel committees. He is also on Enterprise Saskatchewan's Arts & Culture Sector Team. 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 was the Summer Fair Chairman for Buffalo Days 2005 and 2006. 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.

SKIP TAYLOR / VICE PRESIDENT

Skip has been involved in the music industry for over 20 years. For the last thirteen years he has been the Universal Music Sales and Promotion Representative for Saskatchewan, responsible for promoting, marketing and securing pub-

licity 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.

NEIL BERGEN / TREASURER

Neil has been the General Manager of CFR Community Radio in Saskatoon for the past several 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.

MARK CEASER

Mark is a touring singer/songwriter performing regularly throughout Western Canada. His strengths are in communications, marketing and promotions. Mark is originally from Yorkton and has lived in Saskatoon for ten years, during which time he convocated from the University of Saskatchewan with three degrees

(B.Sc., B.A., M.A.), majoring in Computer Science and Economics. In 2004, Mark co-founded the folk rock group Sexually Attracted to Fire (SATF). SATF performed at the Regina Folk Festival, Ness Creek, JunoFest, and was a finalist in the Canadian Radio Star National Songwriting Competition. He has been the organizer/host of Lydia's Open Stage, and booker/promoter for Lydia's Pub and Flint Saloon. Mark has been serving on the SaskMusic Board for 2008-09, chairing the 2009 Board Recruitment Committee. When not involved with music, Mark is employed by Saskatchewan Alternative Initiatives, where he supports people with intellectual disabilities.

EFREN JR. PEREIRA / SECRETARY

Manager/owner/operator, Stablab Recording Studio Ltd. (2008-present). Diploma in Audio Engineering from Trebas Institute, Montreal (2000). Finalist at the Venture Forward 100K Business Plan Competition. His project: a solar-powered recording studio, Starlab (2008). Produced Jen Lane's self-titled album, which was nominated in the category of Outstanding Independent Album, Western Canadian Music Awards (2004). Certificate of Completion, Praxis International Inc. in Entrepreneur Training (2008). Co-founder of the Solstice



FROM L TO R: MIKE MACNAUGHTON / SKIP TAYLOR / NEIL BERGEN / MARK CEASER

Festival, Yellowknife NWT (1999). Grand Prize Winner of the National Airwaves Competition for The Band Ef's album "Bob and the Starship Salvation Pt. II (2002, self-produced album). Performed at the inaugural Prairie Music Awards in Winnipeg (now the Western Canadian Music Awards); broadcast nationally on CBC television (1999).

RICHARD GROULX

Richard received his Bachelor of Music with Honours from St. Francis Xavier University in Antigonish NS in April 2006. Since this time he has been hard at work in the Saskatchewan music industry. He has been a sideman for hire, singing backup vocals, and playing lead and rhythm guitar for numerous Saskatchewan acts. Most notably, Richard is a singer/songwriter performing both solo and with his group, The Co-accused. Richard is a self-managed artist; over the past year, he has booked and promoted over 50 shows, produced and released his debut EP, designed and launched his own website, and secured five newsprint articles, three radio interviews and one television appearance. Recently, he concluded two successful tours of Saskatchewan with a focus on performing in small towns. Richard has also taken on the duties of booking agent for one other Saskatchewan artist. In addition to this,

he has operated a private guitar lesson studio with over 35 clients. This winter, Richard will again focus on songwriting, developing his musical act, and producing a new full-length record set to be released in spring/summer 2010.

TERA MAGUIRE

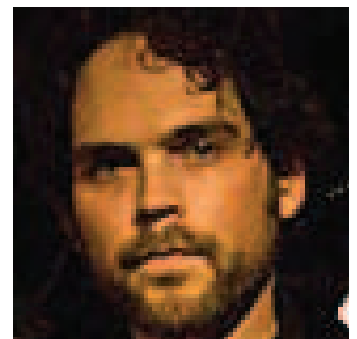
Tera is manager and publicist for the Canadian end of artist Stephen Maguire's music. She is also an associate producer at Hulo Films and a freelance publicist doing work for the Gemini award-winning "Wapos Bay" and the National Film Board of Canada. Tera joined the music/film industries from the sporting world, where she was Director of Communications and Public Relations for the University of Saskatchewan Huskies, and spent time overseas working for professional hockey team The Belfast Giants. Tera is on the Board of the Saskatchewan Arts Alliance. A University of Saskatchewan grad, Tera has a B.Comm. in Marketing. She is originally from Yorkton.

FARIDEH OLSEN

Farideh is a singer/songwriter who has been writing and performing for over ten years. She has recorded two albums, and toured regionally, nationally and internationally. She also works full time in advertising, and knows a great deal about branding, marketing and publicity.

PAUL ROSS

Paul has been playing guitar, songwriting, and recording his own music since age 13. After high school in Moose Jaw, he obtained a Master's of Arts degree from the U of S and for the past six years has been teaching business communication tutorials to students at the Edwards School of Business (Saskatoon). In early 2006, he co-founded The Blood Lines and launched into touring. Their debut charted on college radio, with heavy rotation on XM Radio, CBC Radio 3, Hit FM Beijing, and garnered a 2007 Western Canadian Music Award for "Outstanding Rock Recording". Recently Paul joined shoe-gaze/alt country band Slow Down, Molasses. As a member of these bands, he's played across Canada, the U.S. and China including the Beijing Pop Festival (alongside NIN, Public Enemy, The New York Dolls, and Marky Ramone), CMJ New York, NXNE Toronto, JunoFest Saskatoon, WCMA Moose Jaw, SXSW Austin and many more. Paul brings to the board a breadth of knowledge of both the artistic and business sides of the industry. He's very interested in SaskMusic's mandate and looks forward to being part of the team helping artists help themselves.



FROM L TO R: RICHARD GROULX / TERA MAGUIRE / FARIDEH OLSEN / PAUL ROSS

BOARD OF DIRECTORS

DAWN WORONIUK

Dawn has been in radio for 20 years. She has been Music Director, Program Director, and currently is Promotions/Client Services Manager for Saskatoon Media Group. Dawn won the Canadian Country Music Award for Music Director of the Year – Major Market for 2005, 2006 and 2007. She is currently starting her second term on the CCMA Board of Directors.

KURT DAHL

(Resigned August 2010) 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.

RICK KRIEGER

(Appointed to fill a vacancy on the board mid-term)
Rick Krieger is currently managing partner of McNally's Tavern a popular live music venue in Regina, as well as partners in Broken Rack Billiards, Midnight Media, and two commercial properties on the Dewdney Ave. entertainment strip . Rick attended Medicine Hat College, and received a diploma in business administration. With over twenty years in the hospitality industry, Rick began his career with the Regina Inn, holding management positions in the nightclub, restaurant, lounge, banquets, front desk, and sales associate over an eight year period. Rick has served as Chair of the Tourism Regina board and served on the Mayor's Taskforce for Regina's Future. Rick currently serves as a board member of R.R.O.C. (Regina Regional Opportunities Commission).

MIKE SHANNON

(Resigned March 2010) Mike works for Astral Media as the General Manager of Big Dog 92.7 FM, with 24 years in broadcasting as an announcer, Music Director, Program Director, Director of Programming, General Manager, and Vice President of Programming in Moncton,

Halifax, Edmonton, Calgary and Regina, and in a multitude of formats. He was named National Program Director of the Year (markets <300,000) at the Canadian Music Week Industry Awards 1999, and has been an adjudicator for the Prairie Regional Panel - Canadian Broadcast Standards Council; a board member of the Saskatchewan Country Music Association and Crossroads for Women Emergency Shelter (Moncton); Chair of Program Advisory Committee - Community College Radio Program (Woodstock); on the National Editorial Committee, Broadcast News/Canadian Press; a jurist for various JUNO categories and FACTOR; and Atlantic Regional Coordinator for the Canadian Country Music Association's "Project Discovery" talent search.



FROM L TO R: DAWN WORONIUK / KURT DAHL / RICK KRIEGER / MIKE SHANNON

COMMUNITY PARTNERSHIPS

For the past few years, SaskMusic has actively been seeking out partnerships with other cultural organizations in our province, working to share resources and knowledge, educational programming, and to provide SaskMusic with advertising for low cost.

We have been working with festivals and other cultural organizations that feature Saskatchewan talent in their programming, and providing various kinds of support including assistance with coordinating lineups, promotion, presenting workshops, small sponsorships, volunteering, and/or having a SaskMusic presence at the event.

As a cultural leader in our province we seek ways to maximize our impact for little expense. We have found partnerships to be an excellent way to reach new audiences, whether musicians or music lovers. Through partnerships we have been able to present or co-present workshops with greatly reduced costs, and have received significant signage/logo exposure at a wide range of events. We are far more visible and participatory in our community as a result.

We are approached by a number of community organizations throughout the year and strategically choose partnerships to increase knowledge of SaskMusic with a certain demographic, in an under-served genre, or to allow us to work with a worthy event that is in the developmental stages. A trade of manpower, resources and knowledge is preferred, whenever possible, over sponsorships.

We feel this program achieves great results for very little cash outlay. It does however require a small budget for such expenses as staff travel to attend the workshops/events and run information booths; to create signage; to pay our shares of co-presented workshop costs; etc.

IN 2009-2010 SOME EXAMPLES OF THESE INCLUDED:

- Presentation of a workshop during the Saskatchewan Country Music Awards;
- Presence at the Aboriginal Music Festival (information booth);
- Presentation of four workshops during the SaskTel Saskatchewan Jazz Festival (one as part of our workshops series "Creating a Buzz";
- Presentation of a workshop during the Regina Folk Festival (as part of our workshop series "Creating a Buzz";
- Presentation of a live concert in Saskatoon's The Basement in conjunction with CBC Radio, featuring three Saskatoon artists;
- Presentation of a beginner songwriting workshop during the Cathedral Village Arts Festival;
- Promotions and performer call-outs for the Saskatoon International Children's Festival;
- Support for two fundraisers including: Flood Relief Concerts in Saskatoon and Yorkton (offered promotion though our various outlets);
- Support for the Saskatoon Reggae Festival (offered promotion though our various outlets).

In the above cases, we are generally trading in-kind promotional services and/or a small cash commitment in exchange for recognition as a co-presenter or sponsor. In cases of cash commitments in presentation of workshops (speaker fees) the funds came from Derek Bachman's workshop budget.



FROM L TO R: SHEEPDOGS, ON A COLD COLD ROAD, LOUIS PUB / FLOOD RELIEF CONCERT PERFORMERS AND EMCEES, SASKATOON - EILEEN LAVERTY, VERONICA JUBINVILLE (CTV), JEFFERY STRAKER, CARRIE CATHERINE, ANDREA MENARD, JAY SEMKO, KAVERI BITTIRA (CBC), STEPHEN MAGUIRE, CODIE PREVOST

WORKSHOPS

SASKMUSIC WORKSHOP SERIES: CREATING A BUZZ



SaskMusic's goal with this series was to offer a workshop program to address the current trends and knowledge requirements of the Saskatchewan music community. SaskMusic's focus was to present topics geared to the business of marketing music, to give artists and industry professionals the tools to develop their careers further.

SaskMusic developed a partnership with the University of Saskatchewan Centre for Continuing & Distance Education (CCDE) in a pilot program to offer many of our sessions as a Web-based seminar (Webinar) delivery system. The delivery methods entail video/web-conferencing, with other distance delivery tools implemented, based on the requirements of workshop speakers with a sending site from Saskatoon and a receiving site at the University of Regina. This delivery method allowed us to offer the same workshop simultaneously in both Saskatoon and Regina as well as some sessions being offered with an additional virtual option that allowed people to login from

anywhere with a high-speed Internet connection. This method was a considerable cost savings in travel and accommodations for speakers and staff and allowed us to offer more programming throughout the year as opposed to the traditional model of offering sessions in both cities at different times.

As the series progresses and demand increases, we intend to invite Saskatchewan-based Regional Colleges to participate—with the intent to make this content accessible to those living in remote areas and on reserves.

Partnerships were also developed with other Saskatchewan based events to present programming during existing festivals. Partners included the Saskatchewan Jazz Festival (Saskatoon), The Cathedral Arts Festival (Regina), the Regina Folk Festival (Regina) and the Saskatchewan Country Music Association (Regina). The benefit of these partnerships helped increase awareness of SaskMusic and our programming by being included in the printed festival/event guides for each event. There was also a cost saving with the festivals covering some of the venue expenses for several of the workshops.

DIY PUBLICITY - WITH KEN BEATTIE, KILLBEAT MUSIC, VANCOUVER

Wednesday May 26, 2010, 7pm – Saskatoon and Regina

Delivery: Interactive Video Conference

Saskatoon: Sending Site - University of Saskatchewan
Room 225, Williams Building, 221 Cumberland Ave. N.

Regina: Receiving Site - University of Regina,
Education Room 137, 3737 Wascana Parkway

Workshop Description:

Working with the media is essential in raising your profile. If you can't afford a publicist—you can DO IT YOURSELF! This workshop will provide you with tools to help you hook the media in, whether it be locally launching a new release or taking on a national publicity campaign. Ken Beattie of Killbeat Music will guide you through the steps of setting up a publicity campaign, building relationships with the media and working the ever-expanding frontier of digital and online media.

MUSIC BUSINESS WEB 2.0 - WITH ARIEL HYATT, ARIEL PUBLICITY, NEW YORK

Tuesday June 1, 2010 – Web-Based Seminar (Webinar)

Delivery: Elluminate Live Web Conferencing

Archive Recording Link: <https://sas.illuminate.com/site/external/jwsdetect/playback.jnlp?sid=2009456&psid=2010-06-01.0911.M.5EF4ABDAF333CDEEC080A2EAA4A7469.vcr>

Workshop Description:

This session will teach you how to combine social networking with internet marketing to help grow your fan-base and increase your income. Learn how and where to best allocate your resources for online marketing and provide you with strategies you can use in creating a buzz. Ariel Hyatt the founder of Ariel Publicity & Cyber PR (New York) will lead this session right from her office in New York direct to your computer in this Web-based seminar.

CREATE AND MARKET YOUR IMAGE - WITH ANDRES MENDOZA, CUTO, TORONTO

Saturday July 3, 2010, 2pm - Saskatoon and Regina

Delivery: Interactive Video Conference

Saskatoon: Sending Site - University of Saskatchewan
Room 225, Williams Building, 221 Cumberland Ave. N.

Regina: Receiving Site - University of Regina, Education Building,
Education Room 137, 3737 Wascana Parkway

Workshop Description:

Branding begins with the image of a band and transcends into everything you do to promote yourself and this image. This workshop, lead by marketing guru Andres Mendoza, will be an interactive and unique experience. Andres will review some in-depth methods in building an artist's image as well as crucial steps to take in marketing a brand. Selected artists will have the opportunity to have their current brand and image critiqued by Andres. All those interested in this amazing opportunity will be required to submit a press kit and marketing materials in advance of the workshop. Presented in partnership with the Sasktel Saskatchewan Jazz.

MAKING FRIENDS WITH THE MEDIA - WITH GRANT LAWRENCE, CBC RADIO 3, VANCOUVER

Saturday March 27, 2010, 12:30pm - Saskatoon, The Bassment

Thursday August 5, 2010, 7pm - Regina, United Way of Regina

Delivery: Face to Face in Saskatoon and Regina part of the Regina Folk Festival

Workshop Description:

In 2010, the media surrounds us at every turn. All of those mediums are at your disposal to publicize and promote your music should you use the media to the correct advantage. In this very informative and positive seminar, Grant Lawrence, a long time musician and CBC Radio 3 music journalist, will share the secrets of making friends with the media, writing a great press release, giving the best interview, and how to use all the latest social networking tools that maximize publicity possibilities. Remember that a great relationship with the media is just as important as a great relationship with the fans.



WORKSHOP SPEAKERS L TO R: KIM FONTAINE / KEN BEATTIE / BRENDA BAKER / ANDRES MENDOZA / WAYNE SAUNDERS / GRANT LAWRENCE

WORKSHOPS

OTHER WORKSHOPS

URBAN X-POSURE: PLAN YOUR WORK SO YOU CAN WORK YOUR PLAN

With Will Strickland, Urban Music Association of Canada
Saturday April 9, 2010, 9pm – Regina, SaskMusic Office

Delivery: Face to Face

Workshop Description:

This workshop, lead by longtime international music industry veteran & the President of UMAC, The Urban Music Association of Canada, Will Strickland, will prep independent artists, regardless of genre, with the basic tools they need in Canada to launch a solid career, utilizing their music and talents along with resources and necessary armaments required to navigate the new music landscape in this country. We will explore everything from on stage banter to moving & highlighting your musical expression in the Digital Age, effective grant writing and public relations. The workshop will then include demo listening sessions for those registrants that wish to participate.

MICRO MARKETING – WITH DEREK BACHMAN, SASKMUSIC

Saturday April 17, 2010, 12pm – Regina, Regina Inn

Delivery: Face to Face – Part of the Saskatchewan Country Music Awards Weekend

Workshop Description:

Promotion is a collection of different activities that turns you, your music and your show into something that everyone is talking about. This workshop will take a look at marketing from street teams, bio's websites and everything in between.

SOCAN 101 – WITH WAYNE SAUNDERS, SOCAN

Sunday April 18, 2010, 7pm - Saskatoon and Regina

Delivery: Interactive Video Conference

Saskatoon: Sending Site - University of Saskatchewan
Room 225, Williams Building 221 Cumberland Ave. N.

Regina: Receiving Site - University of Regina, Education Building,
Education Room 137, 3737 Wascana Parkway

Workshop Description:

The Society of Composers, Authors and Music Publishers of Canada (SOCAN) will be presenting an information seminar entitled "SOCAN 101" for those who would benefit in learning about performance rights in Canada. As Canada's Performance Rights Society, SOCAN administrates the performance rights of copyright music on behalf of the creators of music.

Topics that will be covered during the seminar will include a brief history of SOCAN and performance rights in Canada, and how SOCAN collects and distributes fees to its members. As well you will learn when and how to become a SOCAN member, how to register and protect your original copyright songs, and how your original songs earn royalties.

SONGWRITING FOR BEGINNERS - WITH KATHY STOCHMAL

Wednesday May 26, 2010, 7pm - Regina, Unitarian Centre

Delivery: Face to Face - Part of The Cathedral Village Arts Festival

Workshop Description:

Dig a little deeper and find the songwriter in you...Learn the basics of songwriting and become more confident in your skills with this fun, practical workshop. We'll break down the structure of a song (verse, chorus, bridge); explain the important of hooks; describe typical methods used to write strong songs; and, discuss how to get your emotions across and really connect with your listeners. We'll also touch on some basic issues that you will need to know, like when and why you should copyright and what is SOCAN. Why are some songs great, and some...not so good? Come find out!"

Presented in partnership with The Cathedral Village Arts Festival

IT STARTS WITH A SONG - WITH KIM FONTAINE AND JAY SEMKO

Saturday June 26, 2010, 1pm - Saskatoon, The Bassment

Delivery: Face to Face - Part of The SaskTel Saskatchewan Jazz Festival

Workshop Description:

The first half of this interactive workshop will discuss foundations of songwriting, including structure, form, lyrics and setting up a “hook”. Questions will be welcomed and encouraged. The second half will give emerging songwriters an opportunity to perform an original song - either one that has been completed or one that is still a work in progress. Please bring lyric sheets. Critiques will be constructive and will be based on the quality of the song—not the performance. Presented in partnership with the Sasktel Saskatchewan Jazz Festival

OWN THE STAGE PERFORMANCE WORKSHOP - WITH BRENDA BAKER

Sunday June 27, 2010, 10am - 4pm - Saskatoon, The Bassment

Delivery: Face to Face - Part of The SaskTel Saskatchewan Jazz Festival

Workshop Description:

A great live performance can help launch an artist’s career and create a buzz that will fill the room night after night. Consistently connecting with your audience takes a high level of self-awareness and good planning. This interactive workshop will give you the tools you need to put on a great show in a variety of venues. Brenda is an experienced performer, speaker, writer and performance coach, specializing in the area of singer/songwriters. Bands can get lots out of this workshop too, as all musicians who play on stage (especially the front-man/woman) need to perform in a way that captures the audience’s attention.

DECONSTRUCTING HENDRIX - WITH CHRISTY DORAN AND FREDY STUDER

Friday July 2, 2010, 5:30pm - Saskatoon, The Bassment

Delivery: Face to Face - Part of The SaskTel Saskatchewan Jazz Festival

Workshop Description:

Together with his life-long musician friend and drummer Fredy Studer, Swiss-American singer Erika Stucky and bass-giant Jamaaladen Tacuma, guitarist Christy Doran transforms the original songs of Jimi Hendrix with new arrangements and daring interpretations without losing the energy and spirit of the legendary guitarist.

CONCLUSION

SaskMusic’s goal was to offer a workshop program to address the current trends and knowledge requirements of the Saskatchewan Music community. Our focus was to create a workshop series that works in tandem with the SaskMusic community, its artists and industry professionals and the opportunities presented to them to develop their careers further

Our total number of registered delegates for this workshop season was just over 300 registrants up from last year. The workshops were offered to current SaskMusic members free of charge, and this encouraged a number of previous members to renew their memberships. We also offered non-members a free membership if they registered for all sessions at a rate of \$50, and this also resulted in many new memberships. Attendees also had the option to register for individual sessions, again, free for members or \$20 per session for non-members.

Based on the results of the survey we feel we met our goals of very good or excellent ratings from attendees surveyed. The survey also gave attendees an opportunity to suggest workshop topics, and thus, the information will be used in planning future workshops to ensure we are meeting the needs of the music community in Saskatchewan.

EXPORT STRATEGY

SASKMUSIC @ THE CANADIAN COUNTRY MUSIC AWARDS SEPTEMBER 10-13/09, VANCOUVER BC

Saskatchewan was well represented at the Canadian Country Music Awards this year. Kal Hourd and Codie Prevost performed in the SOCAN Songwriter's Cafe. The 2009 Astral Media "Next Big Thing" winners WYATT were in attendance and presented a private show case, as did Sheila Deck, both promoting their upcoming albums. This year's awards show was broadcast live on CBC Television and drew a record increase in viewership, with a 60% jump from last year's ratings. The show was somewhat different in that it featured two very successful American artists probably in an attempt to increase television ratings. Although the event was successful it was obviously overshadowed in the City of Vancouver by the then upcoming Winter Olympics. Given the prevalence of the country genre within our province this is an event that is very important to Saskatchewan artists.

SASKMUSIC @ THE WESTERN CANADIAN MUSIC AWARDS SEPTEMBER 17-20/09, BRANDON MB

Showcasing artists from Saskatchewan were The Sheepdogs, Library Voices, Jeff Straker, J.J. Voss, Jason Plumb and The Willing, We Were Lovers, Tripmeter, One Bad Son, Codie Prevost, Francois Tremblay, and Volcanoless in Canada.

SaskMusic was represented at the event by J.P. Ellson, Derek Bachman, Jen Eisler, Megan Nash as well as Board Members Mike MacNaughton, Skip Taylor, Mark Ceaser, and Kim Fontaine. This year's event once again hosted international delegates from Europe and the U.S. who represented many areas of the industry including music placement, festivals, management and bookings. The conference started with a career day for students and delegates at the Brandon University, where panelists included David J. Taylor, Chad Guy, Kim Fontaine, Derek Bachman, and JP Ellson.

The Industry Awards took place on the Saturday, and featured a keynote interview with Loreena McKennitt, interviewed by Richard Flohil, on Sunday afternoon, the annual favourite SOCAN "Songs and Stories" was hosted by Gordie Tentrees, and included Saskatchewan's Codie Prevost. The Artistic Awards, held on Sunday evening and hosted by Tim Tamashiro and Andrea Menard, saw the continuation of the WCMA tradition of pairing two unique acts together for performances, making for a truly special evening; these included The Sheepdogs with Romi Mayes, and Library Voices with Tri Accord. The show opened with a special Hall of Fame Performance by inductee Loreena McKennitt.



SXSW 2010 DEEP DARK WOODS: WCMA KIM FONTAINE AND DAVID J TAYLOR, CMW VAL HALLA SHOWCASE, SXSW 2010 SASKMUSIC TRADESHOW BOOTH, CCMA 2009 BART MCKAY, AND KAL HOURD

SASKMUSIC @ SXSW

MARCH 12-21/10, AUSTIN TX

This year we hosted a booth in the trade show, where we distributed our 2010 InTune compilation and featured an acoustic performance space for Saskatchewan and other Western Canadian artists. This show was very significant as only delegates to SXSW were granted access thus ensuring that the attendees at the booth were artists and industry professionals rather than the general public. We met with in excess of 750 delegates at the booth over the course of three (3) days with several of those contacts leading directly to the Saskatchewan Music Trade Export Project that was recently completed in California. In many ways this initiative was the largest opportunity we have ever had in highlighting Saskatchewan talent to the decision makers within the North American industry.

J.P. Ellson and Derek Bachman represented SaskMusic at the event and the Saskatchewan performers at our trade show booth included The Deep Dark Woods and Val Halla both of which also played official festival showcases. Given the success of this initiative we will again host a trade show booth at SXSW 2011.

SASK MUSIC @ CANADIAN MUSIC WEEK

MARCH 10-14/10, TORONTO ON

SaskMusic was represented this year by J.P. Ellson and Derek Bachman, who attended both the conference and Saskatchewan artists' showcases. This year The Sheepdogs, Val Halla, The Rebellion, Black Book Value, Violent Kin, and Hurricane Cletis were selected for official showcases. We also held a draw for a CMW pass, which included access to three days of CMW Executive Music, Radio Active and TuneUp Seminars, exhibits, festival showcases, and a delegate bag. Amy Nelson was the lucky winner!

This event is the largest conference and industry gathering in the country which this year focused on the market possibilities within the country of India. The conference aspect is quite extensive and in itself is a valid reason for intermediate career Saskatchewan artists to attend. Unfortunately the showcase aspect of this event can at times be unproductive given the large number of acts that attend and the numerous other related events that are produced as part of CMW.

SASKMUSIC @ NXNE

JUNE 16-20, TORONTO ON

SaskMusic was present at this year's event through J.P. Ellson and Jennifer Eisler. Saskatchewan was well represented during the festival by Volcanoless in Canada, The Sheepdogs, Violent Kin, We Were Lovers, Smokekiller, Rah Rah, Whiteboy Slim, and Library Voices, who all received official showcases. This event has increasingly become focused on the festival aspect as opposed to a conference or Award initiative. In that sense it is an event that should be targeted by Saskatchewan acts which are export ready and/or are planning extensive tours. Similarly, Saskatchewan artists that do receive an official showcase at this event should try to arrange a tour of other venues within the Ontario market to justify the costs of attending NXNE. Artists should remember that you must have at least 8 shows and sales of 2000 units to qualify for the Domestic Tour support available from FACTOR.

SASKMUSIC @ THE JUNO AWARDS

APRIL 15-18 SAINT JOHN'S NFLD.

Saskatchewan was represented at this years Juno Awards by J.P. Ellson and the SaskMusic President Mike MacNaughton who is also the Chair of the Bid Committee for our 2013 Saskatchewan Juno Award bid. Although there were several weather related challenges with this event, including Mike MacNaughton being stuck at the Halifax airport for two days due to volcanic ash the event was very successful. We were able to gather strategic information respecting the production of this major cultural event in a city that has similar venue challenges as Regina. The JUNO Awards have become the "Grey Cup" of culture and as such SaskMusic is actively pursuing a return of this event to Saskatchewan in 2013.

PROGRAMS AND ACTIVITIES

ABORIGINAL MUSIC PROGRAM (ASTRAL RADIO)

We are very pleased to be partnering with Astral Media in the development of an Aboriginal Program. Astral has committed to providing \$10,000.00 per year for up to seven years to assist Aboriginal sound recording artists within Saskatchewan. To date the support has consisted of travel assistance grants to events such as the Canadian Aboriginal Music Awards and AMP Camp in Manitoba.

CANADIAN ABORIGINAL MUSIC AWARDS TRAVEL BURSARY

NOVEMBER 27, HAMILTON ON

We were able to award travel bursaries to Garrison Parker (individual \$500) and Feedback (group \$750), who were both nominated for a 2009 CAMA.

AMP CAMP 2010

MARCH 21-26, MISTY LAKE LODGE, GIMLI MB

AMP Camp is a five-day artist development project open to Aboriginal recording artists from all parts of Canada. The camp offers workshops on music industry topics including tour planning, marketing campaigns, business development, funding, juries, and submitting music to radio. Sessions focusing on artistic development, including songwriting, musicianship, vocal skills, and performance are also provided. The workshops are lead by a faculty of top industry professionals and acclaimed artists from across Canada. Once again, SaskMusic covered the registration costs of any Saskatchewan artists accepted into the camp. Congratulations to Becky Thomas, John J Cook, Tyler Bear, Cathleen Lesperance, and Teresa Bear-Linklater! Most of the costs of the all-inclusive weekend - including flights to the event - are covered by event sponsors Manitoba Music; the Canada Council for the Arts; Manitoba Culture, Heritage, Tourism and Sport; Manitoba Film & Music; the Manitoba Arts Council; and NCI-FM.



ABORIGINAL MUSIC FESTIVAL CAREER FAIR, WORKSHOP

SEPTEMBER 10, 2010 TCU PLACE, SASKATOON SK

SaskMusic had a trade show booth at the career fair with handouts on post-secondary education and SaskMusic. Derek Bachman also moderated a music industry workshop as part of the event with SaskMusic board members Kim Fontaine and Roger Ross.

THE SESSION

The Session regularly features industry news, articles on important industry issues, the promotion of various educational and funding opportunities, performance opportunities, and information on local, national, and international organizations and events. For our membership, the newsletter is a crucial link to the broader music industry and a main source of promotion in terms of artist/industry interviews, artist news and updates, as well as new album releases.

Our January/February 2010 edition was the first to feature our new layout and design as well distributed (primarily) as a digital issue. The switch to a digital format has been a more cost-effective (and environmental) way for us to move forward with the publication. We received a fair amount of positive feedback from members supporting the new design and adequate response from our Session survey (conducted summer 2009) supporting the switch to go digital. That said there are 100 copies printed per issue for our members without email addresses, for handouts at SaskMusic workshops/events, and archival purposes.

Circulation of this publication also extends beyond our membership with more than 1000 key industry contacts receiving The Session across Canada. Our goal with this publication is to provide in-depth and high quality information on industry news, issues and funding and provide a valuable resource for members and others in our industry.

Feedback from our membership:

"Congrats! It looks awesome! So good that this is digital! So easy to take on the road (when I always have reading time). I also love how I can copy/paste bits of info I want from this so easily (and not using pen/paper like with the old paper-session). Nice!" Jeffery Straker, musician.

"Thanks for including me in this April/May 2010 issue of The Session. Everything you contributed to the issue was perfectly executed, I am proud to get press from SaskMusic!" These Hands (Mike Hanson), musician.

"Your Session Magazine looks great. Thank you." Donna Murphy, Vice-President Operations, Canadian Independent Music Association (CIMA)

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) you create your own listings, which can be updated any time.

The public uses the directory to find bands for their events. Bands use it to find new players or source studios, suppliers and Saskatchewan media. The media uses it to look up contacts for artists and by parents looking for a music teacher for their child. 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.

SASKMUSIC E-RELEASE

Our e-release is distributed every two weeks to more than 1800 musicians, music fans and industry supporters. Its goal is to provide timely news and announcements between issues of The Session, and it also ties into the Live Music listings on our website. On rare occasions when something urgent comes up between e-releases and/or needs special promotion, we'll send what we call an "e-bullet". It's surprising how many people comment upon meeting someone from our office, "Hey! I get your e-release."

A "national version" of the e-release goes to over 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.

SASKMUSIC ONLINE



SASKMUSIC.ORG:

After some very hard work by our staff and web development company Squareflo, we are happy and relieved to say that the NEW saskmusic.org is online and was even nominated for a Saskatchewan Interactive 2010 SIMA Award.

This very large project combines our previous administrative databases, payment systems, and Directory into a new online content management system (CMS) that does a whole lot of cool things.

MEMBERS CAN:

- update their contact info (for example, which email you receive the e-release at), and renew your membership;
- build a great profile page, complete with audio, video, bio, photos, etc. that becomes your listing in the Saskatchewan Music Directory (and replaces the separate Artists and Directory sections on our old website);
- add content to our SaskMusic audio and video players;
- submit gig listings with photos, links, etc;
- submit press releases and news items;
- search an extensive archive of articles and how-to's on songwriting, copyright, touring, marketing, showcasing, past feature artists and much more;
- download sample contracts, budget templates, issues of The Session and other handy materials;
- register for workshops;
- check what kind of funding is available;
- chat about hot topics and post ads on the Bulletin board;
- access expanded Opportunities listings;

EVERYONE CAN:

- read the latest headline news from SaskMusic, our artists, and the national scene;
- find out about Saskatchewan artists in the Directory;
- search our extensive Event Listings (gigs) calendar;
- check out the latest singles, new album releases and music videos from Saskatchewan artists;
- and more!

Even non-members can update their contact info, build a basic profile page for the Saskatchewan Music Directory, and submit basic gig listings and news.

We also have a MySpace page at www.myspace.com/saskmusic, a Facebook group called SaskMusic and Facebook personality called "SaskMusic Ziggy", and provides updates on Twitter via www.twitter.com/saskmusic. 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.

PROGRAMS AND ACTIVITIES

AFFILIATIONS

During the past year SaskMusic has participated directly with numerous provincial, regional and national organizations including:

- Saskatchewan representative for the Foundation Assisting Canadian Talent on Recordings (FACTOR), with Derek Bachman acting as Regional Evaluation Coordinator, and J.P. Ellson serving as Chair of the National Advisory Board;
- Saskatchewan representative for the Canadian Academy of Recording Arts & Sciences (JUNO Awards);
- Provide jurists for numerous regional, provincial and national organizations/events;
- Participation in Canadian Country Music Awards 2011 Bid Committee;
- Member of the Saskatchewan Cultural Industries Development Council;
- Participating member/founder of the Western Canadian Music Alliance, which presents the Western Canadian Music Awards now known as Break Out West;
- Represent Western Canadian music industry associations on the National Training Advisory Council - Cultural Human Resources Council;
- Member of the Canadian Council of Music Industry Associations (CCMIA) with J.P. Ellson serving as the current national chair of that organization. SaskMusic also currently hosts the head office of the this organization;
- Members/affiliates of many other associations, including the Canadian Independent Record Production Association, Music Manager's Forum Canada, Canadian Music Publisher's Association, Canada's National Arts Centre (Prairie Scene), Society

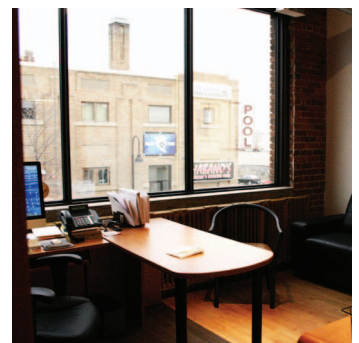
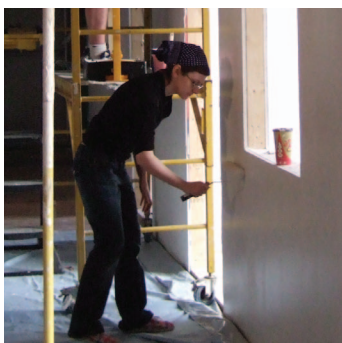
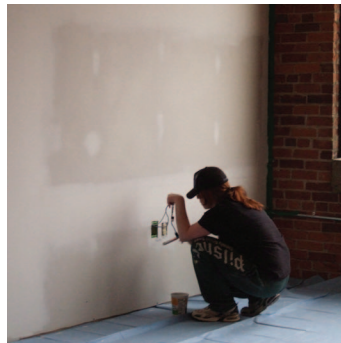
of Composers, Authors and Music Publishers of Canada, Canadian Recording Industry Association, Urban Music Association of Canada, Songwriters' Association of Canada, Canadian Country Music Association, Saskatchewan Arts Alliance, Saskatchewan Cultural Exchange Society, Saskatchewan Orchestral Association, Saskatchewan Country Music Association, SaskTel Saskatchewan Jazz Festival, Saskatchewan Ministry of Education, Regina Jazz Society, Ness Creek Festival, SaskCulture and more.

TWO OFFICES

Our Regina office moved to 210 - 2300 Dewdney Avenue in April. We hosted an office opening reception on April 8, which was well attended and a great success as we celebrated our new location. Following the office opening was our inaugural SaskMusic Night at McNally's Tavern, which featured: James Irving, Jefferey Straker, and Rah Rah. The new location is much easier to access for our members as well as provides us with much needed space to conduct FACTOR juries, workshops, and meetings.

Our Saskatoon office has been open for over two years now, and is well-accessed by our members in that region for consultations. Additionally, it has been very beneficial to have Derek on the ground in that city to participate in meetings and partner with other associations, and bonus, we have a location to conduct our FACTOR juries. The Saskatoon office also offers access to the our Saskatoon Board Room for Member meetings, as well as use of the office laptop (MAC) with software Microsoft office, Apple IWork and office photocopier as a member benefit.

Our Saskatoon membership is up just slightly, with our member representation now almost perfectly split between Regina (35%) Saskatoon (32%), and other areas of Saskatchewan (33%).



FROM L TO R: SASKMUSIC STAFF PAINTING THE NEW OFFICE, OLD OFFICE PACKING / SASKMUSIC NEW LOACTION GRAND OPENING,

CAREER TRACKS

There is an undeniable demand for career consultations from the membership of SaskMusic. Since we opened our doors, the professional staff of SaskMusic has met personally with members to provide support and guidance. In 2008, we began to further develop this offering by recruiting music industry professionals from our community who would be able to offer even more targeted consultations on specific topics.

Aside from SaskMusic staff, mentors make themselves available (dependent on their schedules) for up to eight hours (eight consults) per month, based on demands of the membership. They are compensated at a rate of \$25.00 per consulting hour scheduled. These meetings take place in Regina and Saskatoon SaskMusic offices.

In the past year both staff and mentors conducted over seventy face-to-face consultations as part of the Career Tracks program. Consultations are up from previous years due in part to the new office now located in Saskatoon and the wide expertise from both staff and mentors.

SASKMUSIC LEGAL PROGRAM

This service provides free, personalized legal services to SaskMusic members in good standing. These services must be related to your music career development (although referrals to other lawyers in Saskatchewan can be provided for other types of legal services). This service is available by telephone and/or videoconference for those outside the Regina area.

Over the past year this program has provided assistance to 17 different members with respect to 30 different issues. The majority of services consisted of contract design, statutory interpretation, and American immigration.

The program requires only that members execute an acknowledgement of the terms of the program and thereafter all legal program services will be provided free of charge to the respective members. This program is unique in Canada and can be one of the most valuable services available from SaskMusic.

CAREERS IN MUSIC:

In the past year, SaskMusic has worked with schools and other organizations, presenting lectures, performances and hosting space at career fairs in the province. These partnerships have given us an opportunity to promote careers in the music industry to a wide array of youth from all over the province.

December 3, 2010
Vanier Collegiate – Holy Trinity Music Festival
Moose Jaw, SK

December 4, 2010
Campbell Collegiate – Career Fair
Regina, SK

April 22, 2010
The Roads to Success Career Fair
Rosetown Central High School, Rosetown SK

ROCK N TALK

The Rock n Talk program was a pilot project that was based on the idea to bring a performing artist into a high school classroom, perform and speak about their experiences in the industry. A SaskMusic staff member would then speak about the music industry, career choices, post-secondary options, etc.

In total, three out of four high schools in Moose Jaw were involved in the “Rock n Talks” and were well received at all schools.

May 13, 2010
Rock n’Talk Presentation
Vanier Collegiate, Moose Jaw SK

June 8, 2010
Rock n’Talk Presentation
Peacock Collegiate, Moose Jaw SK

June 8, 2010
Rock n’Talk Presentation
Central Collegiate, Moose Jaw SK

SASKMUSIC INTUNE

SASKATCHEWAN 2010 COMPILATION

The response from the “In Tune Saskatchewan 2010” compilation has been tremendous. The compilation was the anchor for our 2010 SXSW trade show booth in Austin, TX in March of this year. Over 700 compilation CD’s and drop cards were distributed to delegates in attendance. CDs were also distributed at other industry events like CMW, NXNE, CCMA, and WCMA. Key individuals and organizations in the industry including tourism were also sent copies.

The compilation is intended as a promotion tool for Saskatchewan artists and distributed to media and industry professionals, including some international markets. The compilation is not for sale and used only as a promotional tool.

The following artists who were chosen for 2010 compilation: Volcanoless in Canada, The Deep Dark Woods, Library Voices, Carbon Dating Service, Rah Rah, Violent Kin, Shuyler Jansen, Codie Prevost, WYATT, The Sheepdogs, Jordan Cook, Ultimate Power Duo, Karrnel, Def 3, Alexis Normand, Jen Lane, Jeffery Straker, Jason Plumb and the Willing, and Semko, Fontaine, Taylor.



A YEAR OF SASKMUSIC

Our Career Track program runs throughout the year.

E-releases go out every two weeks, supplemented by national e-bullets.

We attended numerous committee meetings, government consultations, and helped out with peer association juries throughout the year.

SEPTEMBER:

Megan Nash joins the SaskMusic staff as Administrative Assistant.

The new www.saskmusic.org website is up and running!

Lorena and J.P. attended the Canadian Country Music Awards in Vancouver.

We conducted FACTOR regional juries in Regina and Saskatoon.

We attended the Western Canadian Music Awards in Brandon.

OCTOBER:

We published an issue of the Session.

J.P. attended Ontario Council of Folk Festivals Conference in Ottawa.

NOVEMBER:

Our AGM is held in Saskatoon on November 21 at The Refinery.

DECEMBER:

The office closes for some holidays between Christmas and New Years!

We attended the Campbell Collegiate career fair.

JANUARY:

We published an issue of the Session and it is the first issue to be switched to a digital format.

2010 Intune compilation juries were held.

The board held Strategic planning meetings.

J.P. attended a WCMA site visit in Kelowna.

Many Career Track and Legal Program consults were conducted.

FEBRUARY:

We conducted FACTOR regional juries in Regina and Saskatoon.

Many Career Track and Legal Program consults were conducted.

J.P. attended FACTOR meetings in Toronto.

MARCH:

Lorena gives birth to a beautiful baby girl, Trinity Fienne.

2010 Intune compilation is produced.

J.P. and Derek attended Canadian Music Week in Toronto.

J.P. and Derek attended SXSW in Austin, TX.

We sponsored artists selected to attend AMP Camp (Aboriginal Music Program Camp).

We partnered with CBC Radio Saskatchewan to present "On a Cold Road" at Louis Pub in Saskatoon.

We presented "A Publicity-Savvy Seminar with Grant Lawrence" in Saskatoon.

We hosted a FACTOR super jury.

Derek attended Saskatchewan Arts Board touring advisory panel meetings in Regina.



APRIL:

We celebrated the new office with an opening reception on April 8.

J.P. and Mike attended the Juno Awards in St. John's.

We presented "Urban Music Association of Canada" workshop in Regina.

We presented "SOCAN 101 – Interactive Video Conference" in partnership with the University of Saskatoon and Regina.

We presented the workshop "Micro Marketing" as part of the Saskatchewan Country Music Awards

We attended the Saskatchewan Country Music Awards.

Derek attended the Central High School career fair in Rosetown.

MAY:

The Next Big Thing contest kicks off.

We hosted "Songwriting for Beginners" workshop in Regina in partnership with the Cathedral Village Arts Festival.

We hosted "DIY Publicity" workshop in Regina and Saskatoon.

The Next Big Thing semi finals are hosted at The Pump Roadhouse in Regina.

We launched our Rock n Talk program and presented our first talk at Vanier Collegiate in Moose Jaw.

JUNE:

We hosted "Music Business Web 2.0" webinar.

Chris Henderson is proclaimed The Next Big Thing 2010 winner.

J.P. and Jen attended NXNE in Toronto.

We hosted the second SaskMusic Night at McNally's Tavern in Regina.

Two more Rock n Talk sessions were presented in Moose Jaw.

We programmed the Saskatchewan Children's Festival Open Air Encounter stage in Saskatoon.

JULY:

We published an issue of the Session.

We supported Flood Relief Concert: a benefit concert for the communities across the province that were devastated by flooding.

We partnered with the Sasktel Saskatchewan Jazz Festival to present two workshops at The Bassment during the festival.

AUGUST:

We hosted "Marking Friends with the Media" workshop in Regina in partnership with the Regina Folk Festival.

We hosted FACTOR juries in Regina and Saskatoon.

We supported the Saskatoon Reggae Festival.



THE NEXT BIG THING MAY-JUNE/10, REGINA SK

The Next Big Thing's goal was to prospect a serious new country artist, and provide them with key career-development resources and a solid introduction to the greater Canadian music industry. Applications were solicited from Saskatchewan performers in country/country-related genres. Jurists selected nine emerging country acts to perform for a panel of local music industry professionals, with the winner of each date moving on to the finals.

The nine semi-finalists were Jen Lane, Amanda Jane Duncan, FOXX Worthee, Steve Gibson, Conrad Bigknife, Chris Henderson, Jasmine Paige, Stephanie Thomson, and Tim Toutant. Semi-final winners FOXX Worthee, Chris Henderson, and Tim Toutant performed in the finals for a panel of national and provincial music industry professionals. The overall winner, Chris Henderson, received a custom prize package valued at approximately \$20,000, including \$5000 cash, to be used to further his career. SaskMusic met with Chris to discuss his needs and plan a prize package tailored to his next career steps. These steps could be such things as recording a professional single, release and tracking to national radio (or finishing an album-in-progress); developing a new website and/or brand marketing.

We thank all of our show judges, who were faced with a very tough task. Special thanks to our finals judges, Ryan Zimmerman, General Manager of Astral Media's Big Dog 92-7 FM; Steve Coady, Vice President of Radio Promotion for Warner Music Canada, and Marketing Chair for the JUNO Awards; and Ken Taylor, General Manager of the Craven Country Jamboree. A big thanks to Astral Media/Big Dog 92-7 FM for their financial support, and thanks also to our venue sponsor, The Pump Roadhouse. 50% of the door proceeds went to the Big Dog Kids' Fund.

PHOTO BY: SHAWNA GOODMAN/APERTURE PHOTOGRAPHICS.

FACTOR FUNDING



The Foundation Assisting Canadian Talent on Recordings
With Support From Canada's Private Radio Broadcasters

THE EMERGING ARTISTS PROGRAM

Codie Prevost: \$50,000.00
Little Miss Higgins: \$24,227.00

THE INDEPENDENT RECORDING LOAN PROGRAM

Carrie Catherine: \$15,000.00

THE PROFESSIONAL DEMO GRANT PROGRAM

Kamila Martel: \$2,000.00
Melanie Hankewich: \$1,656.00

VIDEO GRANTS

Jeff Straker: \$10,000.00

MARKETING & PROMOTION SOUND RECORDINGS

Les Productions Castafiore : \$14,577.00
Codie Prevost: \$25,000.00
Jeff Straker: \$5,000.00

TOURING & SHOWCASING

Codie Prevost: \$3,000.00
The Deek Dark Woods: \$2,000.00
Eli Barsi: \$1,238.00

Jeff Straker: \$3,998.00
Library Voices : \$1,000.00
One Bad Son: \$3,000.00
Slow down, Molasses: \$1,000.00
Tripmeter: \$1,273.00

DOMESTIC TOURING

Codie Prevost: \$15,000.00
Jeff Straker: \$6,000.00
Library Voices : \$7,196.00
The Deep Dark Woods : \$6,000.00

INTERNATIONAL SHOWCASING

The Deep Dark Woods: \$3,755.00
Eli Barsi: \$1,100.00
Little Miss Higgins: \$2,575.44
Ultimate Power Duo: \$3,989.00
Violent Kin: \$2,000.00

COLLECTIVE INITIATIVES

Codie Prevost: \$10,000.00
Saskatchewan Recording Industry Association: \$7,500.00

ARTIST SHOWCASES

CANADIAN COUNTRY MUSIC AWARDS:

Codie Prevost
Kal Hourd

WESTERN CANADIAN MUSIC AWARDS:

Codie Prevost
Francois Tremblay
J.J. Voss
Jason Plumb and the Willing
Jeff Straker
Library Voices
One Bad Son
Tripmeter
Volcanoless in Canada
We Were lovers

CANADIAN MUSIC WEEK:

Black Book Value
Hurricane Celtis
Rebellion (The)
Sheepdogs (The)
Val Halla
Violent Kin

SXSW:

Deep Dark Woods (The)
Val Halla

NXNE:

Library Voices
Rah Rah
Smokekiller
Sheepdogs (The)
Violent Kin
Volcanoless in Canada
We Were Lovers
Whiteboy Slim

SASKATCHEWAN COUNTRY MUSIC AWARDS:

Amanda Jane Duncan
Catherine Lewans
Codie Prevost
Darlene Tuleta
Hayley Meyer
Jasmine Paige
Kelsey Fitch
Lexie Tytlandsvik
Stephen Maguire
Tim Toutant
Wyatt

SASKATCHEWAN PAVILION 2010 VANCOUVER OLYMPICS:

Andrea Menard
Brad Johner
Deep Dark Woods (The)
Def 3
Donny Parenteau
Jack Semple and the Free Style Boogie Band
Jason Plumb
Jordan Cook
Kyle Riabko
La Raquette a Claquettes
Library Voices
Megan Lane
Mobadass
Regina Riot
Skavenjah
True Jive Pluckers
Ultimate Power Duo
Whitefish Jr.



THE DEEP DARK WOODS, SXSW SHOWCASE, CANADA HOUSE, AUSTIN TX

AWARD NOMINEES & WINNERS

ABORIGINAL PEOPLES' CHOICE MUSIC AWARDS: NOVEMBER 6, WINNIPEG

Mykal Gambull - "Volume 1" for Best Blues CD,
Andrea Menard - Best International Artist
Red Bull - "Gold" for Best Pow Wow CD Traditional.
Yvonne St. Germaine - "Turning my Day Around" for Best Gospel CD
Meewasin Oma - "Great Spirit Hear Our Prayers" for Best Peyote CD
Joey Stylez - "Sugar Cane" For Best Music Video

CANADIAN ABORIGINAL MUSIC AWARDS: NOVEMBER 27, HAMILTON

**Northern Cree - "True Blue" for Best Pow Wow
Contemporary and Best Group or Duo**
Andrea Menard - "Evergreen" for Best Music Video
Red Bull - "Gold Best" for Pow Wow Contemporary
Feedback - "Feedback" for Best Rock Album
**Garrison Parker - Best Album Cover Design for Out of The Blue "Out
of the Blue"**

CANADIAN COUNTRY MUSIC AWARDS: SEPTEMBER 10 TO 13, VANCOUVER

Bart McKay - All-Star Band: Keyboards
Bart McKay Productions - Saskatoon for Recording Studio of the Year
Donny Parenteau - All-Star Band: Fiddle
The Pump Roadhouse - Regina for Country Club of the Year
O'Reilly Int'l Entertainment Management -
Management Company of the Year
306 Records - Record Company of the Year
Louis O'Reilly (306 Records and On Ramp Records) -
Record Company Person of the Year
Canadian Coast to Coast (CJVR-FM) Melfort -
Country Music Program or Special of the Year
David Baker (CJVR-FM) - Music Director of the Year/Secondary Market
Jay Richards (CJWW), Saskatoon - Music Director of
the Year/Major Market

CANADIAN FOLK MUSIC AWARDS: NOVEMBER 21, GATINEAU

Karrnel - Instrumental Solo Artist Of The Year
Violet Naytowhow - "Wind of the North" for
Aboriginal Songwriter of the Year
The Deep Dark Woods - for Ensemble Of The Year

COVENT AWARDS: OCTOBER 23, CALGARY

Jeffrey Allan Sawatzky (Craig Salkeld) - "I Think (Someday)" for Choir
Song of the Year and "All of the Love In My Heart" for
Classical/Traditional Song of the Year
**Jeffrey Allan Sawatzky - "Fields Of Gold" for
Classical/Traditional Album of the Year**

Daryl Amundrud - "Pure Piano" for Instrumental Album of the Year
Tripmeter - "The End Of Everything We Are" for Modern
Rock/Alternative Album of the Year
Canada's Double Portion (Kelvin Funkner) - "Amazing Love" for Coun-
try/Bluegrass Song of the Year and "25 Years, Volume 2" for Special
Events/Compilation Album of the Year and "Live From The Shell The-
atre" for Music DVD of the Year

INDIAN SUMMER MUSIC AWARDS: SEPTEMBER 12, MILWAUKEE

**Out of the Blue - "Out of the Blue" for Best Country Album
Northern Cree - "Red Rock" for Traditional Drum**

LIEUTENANT GOVERNOR'S ARTS AWARDS: SEPTEMBER 9, SASKATOON

Jayson Brinkworth
Karrnel
**Charity Marsh
Chris Beingessner**

MAPLE BLUES AWARD: JANUARY 21, TORONTO

Little Miss Higgins - Entertainer of the Year and Female
Vocalist of the Year

MAYOR'S ARTS AND BUSINESS AWARDS: APRIL 15, REGINA

**Elizabeth Raum - Outstanding Contribution to the Arts:
"Living the Arts"**
Long & McQuade Music - Corporate Support of the Arts Award
Chris Hamilton - Innovation in the Arts Award
**Gerry Folk Conservatory of Performing Arts - Excellence in
Arts Management Award**
Tracy Frank - Emerging Artist Award
Erika Mueller - Emerging Artist Award
Amy Nelson - Emerging Artist Award
Kaitlyn Semple - Emerging Artist Award
Library Voices - Emerging Artist Award

NATIVE AMERICAN MUSIC AWARDS: OCTOBER 3. NIAGARA FALLS

Kelly Parker - "Out of the Blue's" for Best Producer
Yvonne St. Germaine - "Hand of Jesus"
Darrell "Boots" McCallum - "Old Country Church" for
Best Gospel Inspirational Recording
Northern Cree - "Red Rock" for Best Pow Wow Recording
Donna Kay - "I Am" for Best Short or Long Form Video

AWARD NOMINEES & WINNERS

WESTERN CANADIAN MUSIC AWARDS: SEPTEMBER 17 TO 20, BRANDON

Tripmeter - "The End Of Everything We Are" for Christian Recording of the Year
 Sandon - "Freedom's Last Lost Mile" for Christian Recording of the Year
 Alain Perron - "Northern Highlights I: Soir D'hiver" for Classical Composition of the Year
 Gareth L. Coo - "A Miner's Song" for Classical Composition of the Year
 Francois Tremblay - "Prophete De Malheur" for Francophone Recording of the Year
 Library Voices - "Hunting Ghosts (And Other Collected Shorts)" for Independent Album of the Year
 The Sheepdogs - "The Sheepdogs' Big Stand" for Independent Album of the Year
 Mark DeJong - "The Unknown" for Jazz Recording of the Year
The Deep Dark Woods - "Winter Hours" for Roots Duo/Group Recording of the Year
 Skavenjah - "One More Night With You" for Urban Recording of the Year
Derek Bachman - Skavenjah's "One More Night With You Live",
 Jared Robinson - Sandon's "Freedom's Last Lost Mile", and Laura Prpich - The Lazy MKs "A Field Guide To..." for Best Album Design
 Amigos Cantina - Live Music Venue of the Year
 Casino Regina Show Lounge - Live Music Venue of the Year
 Jolene Higgins - "In The Middle Of Nowhere" (Video) for Multi-Media of the Year
 J.J. Voss - Producer of the Year

SASKATCHEWAN COUNTRY MUSIC AWARDS: APRIL 16 TO 18, REGINA

WINNERS

Codie Prevost - Fan's choice Entertainer of the Year, Male Vocalist of the Year
 Samara Yung - Female Vocalist of the Year, Rising Star
 Wyatt - Group of the Year
 Kal Hourd and Deanna Harper - "Beautiful Sound" for Song of the Year
 Kal Hourd - "Haven't Event Met Yet" for Album of the Year
 The Trudel Family - "Believe" for Country Gospel Album
 Donny Parenteau - Aboriginal Artist
 Al Leblanc - All Star Band Bass, Manager of the Year
 Rich McFarlane - All Star Band Guitar, Recording Studio (Mosaic Music)
 Dean Kushneryk - All Star Band Drums
 Bart McKay - All Star Band Keys, Record Producer
 Allison Tyrniak - All Star Band Fiddle
 Anthony Kelly - All Star Band Specialty
 Brenda Chute-Olde - Country Music Person of the Year, Legends and Legacy Award
 Codie Prevost Band - Back up Band
 Cristy Beggs - On Air Personality (Major Market)
 Dave Barker - On Air Personality (Secondary Market), Music Director (Secondary Market)

Ken Landers - Music Director (Major Market)
 92.9 Bull, Saskatoon - Fans Choice Radio Station (Major Market)
 CJVR FM Country, Melfort - Fans Choice Radio Station (Secondary Market). SCMA Achievement Award
 Canada Coast to Coast, CJVR FM - TV or Radio Show of the Year

620 CKRM Big Country Talent Show: April to May, Regina
 Jessica Moskaluke - Winner and recipient of the Sheila Ann Memorial Trophy
 Steve Gibson - Second place
 Rayanne Ottenbreit - Third Place
 Dallas Elder - The Fred King Memorial Most Promising Entertainer Award



FROM L TO R: BART MCKAY - CCMA, GARRISON PARKER - CMAA, DEREK BACHMAN - WCMA, LUCAS GOETZ, DEEP DARK WOODS - WCMA.

ARTIST RELEASES 09.01.09/08.31.10

Across The Ocean: Angel
Alexis Normand: Self-titled
Architects and Builders : Crater
Aven Grace: Planted
B.D. Willoughby: Sunrise
Bev Zizzy : Woman in Black
Black Rain : Under The Gun
Blake Berglund and Kennedy Rodeo: Ends of the Earth
Brain Sauce : Individuality is an Old Commodity
Catherine Lewans: Kickin Up Dust
Conrad Bigknife : Full Circle
Dan Besuijen: No Depression
Denise Gerein: Child of God
Eekwol: Niso
Eli Barsi: Little Mountain Church House
Ellen Kolenick: dear John
Erik Paquette: Sidetracked
Glen Royer: Diary
Glen Sutter and Brett Dolter: Seeds
Jay Semko: Self-titled
Jimmy Wright Jr.: Lets Move On
Joey Stylez : The Black Star
Jordan Cook: Seven Deadly Sins
Jump Me Martha: Go Fat Daddy
Kleins96: Modern Fortune
Larry Krause: Northern Range
Lee Striemer: The Songwriter Cometh
Library Voices: Denim On Denim
Little Miss Higgins: Across The Plains
Lorraine Hartsook: Sings Patsy Cline
Penny Reign: Teaser
Philly 5 : Hard Pressed
Quinton Tootoosis : Round Dance Love
RagTime Don and the Word Junkie: Steamboats on the Saskatchewan
Rah Rah: Breaking Hearts
Rational: Hard Labour: The Birthwrite Prequel
Red Bull : Fans' Favorite Round Dance
Royal Red Brigade: Out Of The Trenches
Sandon: Sonic Synthesis
Sarahtonen : Baked Goods
Scott Benson: Self-titled
Sexy Mathematics: Integration EP
Shawn Jobin : Le premier pas (The First Step).
Stephen Maguire: Irish Soul
The League of One: Orange
The Rusty Howards: Rock Hard
The Sheepdogs: Learn & Burn
These Estates : I Can't Wait
These Hands : Home Is Everywhere
Tommy John Ehman: Turn on Radio
Tyler Gilbert: The Re-Session
Val Halla: No Place
Wanita Bird-Charles: For Our Children Volume 2
Whiteboy Slim: I'm Still Here
Winsoski & Horn: Field Meets Sky
WYATT: If I Had a Dollar...
Yvonne St. Germaine : My Jesus I Love Thee
Zachary Lucky: Come & Gone

VOLUNTEERS

SaskMusic acknowledges the following volunteers who shared their time and expertise to serve on our Board, be FACTOR or SaskMusic jurists, The Next Big Thing helpers/jurists, and/or to help our in our offices. We appreciate the hard work and time you have given to our association!

Antoinette Prokosch
Bart Mckay
Ben Beveridge
Ben Valiaho
Brad Prosko
Brent Blazieko
Carla Mcewen
Carol Cairns
Chad Guy
Chad MacDonald
Chris Daviduik
Chris Henderson
Daryl Pierce
David J Taylor
Dawn Gambull
Dayna Lozowchuk
Derek Rope
DJ Quartz
Don List
Don Warkentin
Dustin Webb
Dustin Wiebe

Eric La France
Gabe Penna
George Radutu
Gerald Reilly
Holly Schaeffer
Jason Kovitch
Jay Hails
Jen Lane
John Antoniuk
John Cameron
John G. Quinn
Jordan smith
Judd Stachoski
Kate Matthews
Kelly Parker
Kevin Tobin
Kirby Criddle
Kyle Leadbeater
Lea Arngrimson
Mark Ceaser
Matt Deschambeault
Maurice Libby

Megan Nash
Melanie Hankewich
Micheal Dawson
Michelle Hourd
Mike Burns
Mike Hepp
Mykal Gambull
Neil Bergen
Oral Fuentes
Owen Walker
Paul Ross
Peter MacLaggan
Ray Whitton
Ryan Anderson
Mark Schmidt
Scott Pilling
Skip Taylor
Skyler Cafferata
Stace Hoskins
Steve Huber
Steve Reed
Susan Bond

Tara Dawn
Taron Cochrane
Terri Bear
Terry Hoknes
Thomas Kennedy
Timothy Vaughn
Troy Ellson
Trystan Meyers

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



BRENDA BAKER, OWN THE STAGE WORKSHOP AT THE BASSMENT , PHOTO BY DEREK BACHMAN

TREASURER'S REPORT



TREASURER'S REPORT **By Neil Bergen**

This past year has seen more changes for SaskMusic. Funding from The Saskatchewan Arts Board was reduced by approximately \$60,000.00 which necessitated further cuts to programs. On the positive side sponsorship money was up over \$18,000.00. Revenue for the year was down, as was expenses, with the bottom line coming out at a \$12,000.00 plus surplus. Considering the extra expense of moving and lease hold improvements for the new location, which I believe were not in the original budget, I think SaskMusic has done well this year to show a surplus. As well, the reserve fund has been maintained and SaskMusic continues to move forward in it's mandate to represent the music industry of this province.

**SASKATCHEWAN RECORDING INDUSTRY
ASSOCIATION INC.**

(Operating as SaskMusic)

Financial Statements

Year Ended August 31, 2010

AUDITORS' REPORT

To the Members of the Saskatchewan Recording Industry Association Inc.

We have audited the statement of financial position of Saskatchewan Recording Industry Association Inc. as at August 31, 2010 and the statements of operations and net assets and cash flow for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many not-for-profit organizations the Association derives a portion of its revenue from self-generated activities the completeness of which is not susceptible of satisfactory audit verification. Accordingly our verification of these revenues was limited to the amounts recorded in the records of the company and we were not able to determine if adjustments would be necessary to self-generated revenues, excess of revenues over expenses and deficit.

In our opinion, except for the effect of adjustments, if any, which we may have considered necessary had we been able to satisfy ourselves concerning the completeness of the self-generated revenues, these financial statements present fairly, in all material respects, the financial position of the Association as at August 31, 2010 and the results of its operations and the changes in its cash flow for the year then ended in accordance with Canadian generally accepted accounting principles.

REGINA, Saskatchewan
November 2, 2010



Mintz & Wallace
Chartered Accountants LLP

Management's Responsibility for Financial Reporting

The financial statements of Saskatchewan Recording Industry Association Inc. have been prepared in accordance with generally accepted accounting principles. When alternative accounting methods exist, management has chosen those it deems most appropriate in the circumstances. These statements include certain amounts based on management's estimates and judgments. Management has determined such amounts based on a reasonable basis in order to ensure that the financial statements are presented fairly in all material respects.

The integrity and reliability of Saskatchewan Recording Industry Association Inc.'s reporting systems are achieved through the use of formal policies and procedures, the careful selection of employees and an appropriate division of responsibilities. These systems are designed to provide reasonable assurance that the financial information is reliable and accurate.

The Board of Directors is responsible for ensuring that management fulfills its responsibility for financial reporting and is ultimately responsible for reviewing and approving the financial statements. The Board carries out this responsibility principally through its Audit Committee. The Audit Committee is appointed by the Board and meets periodically with management and the members' auditors to review significant accounting, reporting and internal control matters. Following its review of the financial statements and discussions with the auditors, the Audit Committee reports to the Board of Directors prior to its approval of the financial statements. The Committee also considers, for review by the Board and approval by the members, the engagement or re-appointment of the external auditors.

The financial statements have been audited on behalf of the Association by Mintz & Wallace Chartered Accountants, in accordance with generally accepted auditing standards.

Director

Director

Regina, Saskatchewan
November 2, 2010

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Statement of Financial Position
As at August 31, 2010

	<u>2010</u>	<u>2009</u>
<u>ASSETS</u>		
CURRENT		
Cash	\$ 86,613	\$ 93,680
Accounts receivable	13,965	19,911
Prepaid expenses	<u>7,432</u>	<u>4,868</u>
	108,010	118,459
RESTRICTED CASH		
Reserve fund (Note 4)	57,132	59,220
CAPITAL ASSETS (Note 3)	<u>14,739</u>	<u>10,245</u>
	\$ <u>179,881</u>	\$ <u>187,924</u>
<u>LIABILITIES AND NET ASSETS</u>		
CURRENT		
Accounts payable and accrued liabilities	\$ 11,637	\$ 6,681
Deferred revenue (Note 5)	<u>26,343</u>	<u>52,261</u>
	37,980	58,942
NET ASSETS		
Restricted - Reserve fund	57,132	59,220
Unrestricted	<u>84,769</u>	<u>69,762</u>
	<u>141,901</u>	<u>128,982</u>
	\$ <u>179,881</u>	\$ <u>187,924</u>

See accompanying notes

Approved on behalf of the board

_____ Director

_____ Director

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Statement of Operations Year Ended August 31, 2010

	<u>2010</u>	<u>2009</u>
<u>REVENUE</u>		
Grants		
- Saskatchewan Lotteries	\$ -	\$ 45,716
- FACTOR	37,500	30,000
- Sask. Arts Board	321,622	340,761
- SOCAN Foundation	<u>1,500</u>	<u>4,000</u>
	<u>360,622</u>	<u>420,477</u>
Self-generated		
Membership fees	13,761	17,924
Advertising	350	2,772
Sponsorships	99,482	81,763
Festival and events	4,604	268
Music/book commissions	237	2,361
Earnings on investments	<u>1,731</u>	<u>2,243</u>
	<u>120,165</u>	<u>107,331</u>
	<u>480,787</u>	<u>527,808</u>
<u>EXPENSES</u>		
Administration (<i>Schedule 1</i>)	318,425	288,443
Program expenses (<i>Schedule 2</i>)	<u>149,443</u>	<u>210,439</u>
	<u>467,868</u>	<u>498,882</u>
EXCESS REVENUE OVER EXPENSES	\$ <u>12,919</u>	\$ <u>28,926</u>

See accompanying notes

**SASKATCHEWAN RECORDING INDUSTRY
ASSOCIATION INC.**
(Operating as SaskMusic)

Statement of Net Assets
Year Ended August 31, 2010

	<u>Reserve Fund</u>	<u>Unrestricted</u>	<u>Total 2010</u>	<u>Total 2009</u>
Balance - beginning of year	\$ 59,220	\$ 69,762	\$ 128,982	\$ 100,056
Excess revenue over expenses	1,731	11,188	12,919	28,926
Transfer (Note 4)	<u>(3,819)</u>	<u>3,819</u>	<u>-</u>	<u>-</u>
Balance - end of year	\$ <u>57,132</u>	\$ <u>84,769</u>	\$ <u>141,901</u>	\$ <u>128,982</u>

See accompanying notes

**SASKATCHEWAN RECORDING INDUSTRY
ASSOCIATION INC.**
(Operating as SaskMusic)

**Statement of Cash Flow
Year Ended August 31, 2010**

	<u>2010</u>	<u>2009</u>
OPERATING ACTIVITIES		
Excess of expenses over revenue	\$ 12,919	\$ 28,926
Item not requiring cash outlay:		
- Amortization	<u>3,825</u>	<u>3,813</u>
	16,744	32,739
Net change in non-cash current assets and liabilities		
- Accounts receivable	5,945	104,611
- Prepays	(2,564)	(2,857)
- Accounts payable and accrued liabilities	4,956	(5,999)
- Deferred income	<u>(25,918)</u>	<u>(10,955)</u>
Net cash from operating activities	<u>(837)</u>	<u>117,539</u>
INVESTING ACTIVITIES		
Purchase of capital assets	<u>(8,318)</u>	<u>(601)</u>
Net cash from investing activities	<u>(8,318)</u>	<u>(601)</u>
(DECREASE) INCREASE IN CASH RESOURCES	(9,155)	116,938
CASH - beginning of year	<u>152,900</u>	<u>35,962</u>
CASH - end of year	\$ <u>143,745</u>	\$ <u>152,900</u>
Cash consists of the following:		
Unrestricted	\$ 86,613	\$ 93,680
Restricted - Reserve Fund	<u>57,132</u>	<u>59,220</u>
	\$ <u>143,745</u>	\$ <u>152,900</u>

See accompanying notes

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

**Notes to the Financial Statements
August 31, 2010**

1. NATURE OF OPERATIONS

The Saskatchewan Recording Industry Association Inc. (SRIA) operating as SaskMusic develops and promotes the music and sound recording industries of Saskatchewan through partnering, education, effective communication, community involvement and encouraging fair and equitable compensation. SRIA is incorporated under the Non-Profit Corporations Act of Saskatchewan and is exempt from income taxes.

2. SIGNIFICANT ACCOUNTING POLICIES

These financial statements are prepared in accordance with Canadian generally accepted accounting principles and include the following policies:

Financial instruments

Cash and investments are classified as held-for-trade and are measured at fair market value. Receivables are classified as loans receivable and are measured at amortized cost. Accounts payable and accrued liabilities are classified as other financial liabilities and are measured at amortized cost.

As at August 31, 2010 and August 31, 2009, SRIA does not have any outstanding contracts or financial instruments with embedded derivatives.

Revenue recognition

SRIA follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Membership revenue is recorded in the year they are received.

Measurement uncertainty

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amount of revenues and expenses during the reported period. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in earnings in the period in which they become known.

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Notes to the Financial Statements
August 31, 2010

2. SIGNIFICANT ACCOUNTING POLICIES - cont'd

Fund accounting

Unrestricted Fund

The Unrestricted Fund reports the day-to-day activities of the Association.

Reserve Fund

The Board of Directors has internally restricted funds to sustain the Association in the event of unplanned decreases in funding. Use of the Reserve Fund requires board approval.

Capital assets

Capital assets are stated at cost. Amortization is recorded in the accounts using the declining balance method at the following rates:

Furniture & equipment	20%
Leasehold improvements	5 yr straight line
Computer equipment & software	30%

One-half of the normal rate is recorded in the year of acquisition.

3. CAPITAL ASSETS

	-----2010-----			---2009---
	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Net Book Value</u>	<u>Net Book Value</u>
Furniture & equipment	\$ 23,396	\$ 18,081	\$ 5,315	\$ 2,516
Leasehold improvements	1,236	124	1,112	-
Computer equipment & software	<u>50,737</u>	<u>42,425</u>	<u>8,312</u>	<u>7,729</u>
	<u>\$ 75,369</u>	<u>\$ 60,630</u>	<u>\$ 14,739</u>	<u>\$ 10,245</u>

4. RESERVE FUND

The Association has internally restricted investments in the Reserve Fund. The investment is a Guaranteed Investment Certificate which bears interest at 1.6% and matures on July 9, 2012. During the year \$3,819 was transferred from the Reserve Fund.

5. DEFERRED REVENUE

	<u>2010</u>	<u>2009</u>
Saskatchewan Arts Board	\$ -	\$ 29,547
Astral Media Radio Inc.	18,843	15,214
FACTOR	<u>7,500</u>	<u>7,500</u>
	<u>\$ 26,343</u>	<u>\$ 52,261</u>

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

**Notes to the Financial Statements
August 31, 2010**

6. ECONOMIC DEPENDENCE

The Association receives significant funding from the Saskatchewan Arts Board. It is management's opinion that the Association could not continue in its normal operations in the absence of this funding.

7. LINE OF CREDIT

The Association has a \$20,000 operating line of credit of which no amount has been drawn upon at year end. The line of credit is secured by a general security agreement and bears interest at prime plus 3%.

8. FINANCIAL INSTRUMENTS

The Association's financial instruments consist of cash, investments, accounts receivable, accounts payable and accrued liabilities. Unless otherwise noted, it is management's opinion that the Association is not exposed to significant interest, currency or credit risk arising from these financial instruments. The fair value of these financial instruments approximates their carrying values, unless otherwise noted.

**SASKATCHEWAN RECORDING INDUSTRY
ASSOCIATION INC.**
(Operating as SaskMusic)

Schedule of Administration Expenses
Year Ended August 31, 2010

Schedule 1

	<u>2010</u>	<u>2009</u>
Amortization	\$ 3,825	\$ 3,813
Audit and accounting	4,556	4,343
Bad debts	-	3,500
Bank charges and interest	2,506	2,346
Board expenses	29	3,230
Employee benefits	30,773	26,016
Equipment rental	709	433
Insurance	3,348	1,447
Merchandise	9,759	1,517
Miscellaneous	4,332	1,725
Office supplies	3,122	1,636
Rent	41,124	33,666
Repairs and maintenance	2,460	758
Salaries	199,514	194,048
Telephone, internet and fax machine	<u>12,368</u>	<u>9,965</u>
	<u>\$ 318,425</u>	<u>\$ 288,443</u>

**SASKATCHEWAN RECORDING INDUSTRY
ASSOCIATION INC.**
(Operating as SaskMusic)

Schedule of Program Expenses
Year Ended August 31, 2010

Schedule 2

	<u>2010</u>	<u>2009</u>
Accommodation	\$ 15,572	\$ 4,096
Advertising and marketing	2,267	6,692
Artist performance fees	1,000	550
Catering	5,859	2,026
Computer programming	4,046	632
Consulting fees	33,680	45,869
Event registration fees	2,525	3,917
Festival, events and conferences	21,834	12,908
Grants - CIDF Grants	23,821	79,647
Meeting room charges	344	53
Resource library	1,482	153
Panellist fees	6,879	4,810
Photocopying	2,316	1,085
Postage and delivery	2,709	6,373
Printing	5,707	16,792
Travel	<u>19,402</u>	<u>24,836</u>
	<u>\$ 149,443</u>	<u>\$ 210,439</u>

SASKOMUSIC
www.saskmusic.org

