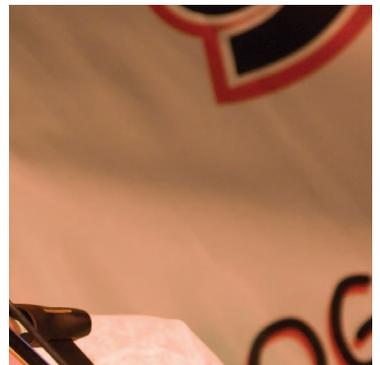
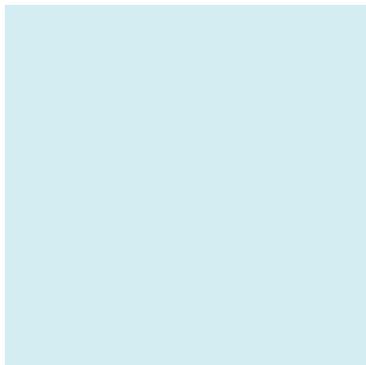


# SASKOMUSIC

ANNUAL REPORT 08/09



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## SASKMUSIC

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MySpace: [www.myspace.com/saskmusic](http://www.myspace.com/saskmusic)  
Facebook group: SaskMusic  
Facebook personality: SaskMusic Ziggy

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# PRESIDENT'S REPORT



## **PRESIDENT'S REPORT BY MIKE MACNAUGHTON**

Hello everyone! It's hard to believe it's already been a year that I have been serving as your President. Time sure moves fast!

I think it's fair to say this has been another year of transition for SaskMusic. We have a new Chief Operating Officer in J.P. Ellson, who has replaced Executive Director Noreen Neu. JP has taken on the job with a great deal of energy and enthusiasm. He also has the experience and background to do a great job for us. We certainly miss Noreen and we wish her all the best in her new position at the Arts Board!

This past year has seen us come to the end of our allocation of funds received from the 2007 Music Industry Review. It's difficult to be in the position of tight funding after having a taste of "what might have been". We will continue to lobby, and to work closely with the Saskatchewan

Arts Board to ensure the Saskatchewan music industry is front and centre should new funding become available. In the meantime, the Saskatchewan Arts Board is now the sole funding agency in the province for grants to the music industry. We advise all our members to be aware of available programs and their relevant deadlines. SaskMusic is here to guide members and help with advice on application preparation for national grants as well.

All this being said, SaskMusic will continue to operate and provide professional development services using existing staff, including business workshops, Career Tracks and personal consultations. We're also pleased to announce our new Legal Services program, which fills a big professional need within the industry.

The funding we received previously went a long way in preparing SaskMusic for the new realities we now face. We have a solid economic impact study, we have a well-thought-out and researched sector development plan, we have an excellent communications strategy and a dynamic new website which should be launched by the time you read this! All of these elements put us in a position to really kick-start the music industry in Saskatchewan.

I look forward to working with our new incoming Board of Directors as we sadly say goodbye to some hard-working board members and friends. The new board will have a number of challenges to face in the next year as we reposition the organization in this new funding structure and regime. There is much work to be done as we move from a member-driven organization to a sector development organization.

I also highly encourage members and all industry people to become involved in our organization. Decisions are made by people who show up and are "at the table". SaskMusic is a strong voice for our industry, taken very seriously by funders and government. If you'd like things to change, get involved and MAKE things change. Run for a board position or volunteer for a committee - it can be very fulfilling and exciting.

In closing, all the best to everyone as we get ready for the Christmas season and the end of 2009. There's lots to do in our industry and I'm looking forward to getting some things done!

# CHIEF OPERATING OFFICER'S REPORT



**BY JP ELLSON  
CHIEF OPERATING OFFICER**

Following on the theme of last year's report by Noreen Neu, it is fair to say that the transitional changes at SaskMusic have continued since I've joined SaskMusic, which was for the last four months of our '08-'09 fiscal year. The last of the additional funding designated by the Province in 2007 was received, and allocated to some of our existing programs. As those funds were depleted and we did not receive any additional funding from the Province, we were forced to terminate all of our grant programs. Although we continue to lobby the Province on your behalf we are not optimistic, given the current economic climate, that any of that funding will be reinstated (at least during the current year).

This is very unfortunate as our Economic Impact study clearly indicated that our industry is a strong, viable component of Saskatchewan's economy - at the same or higher level than the film industry, but with a much lower government investment. This information, combined with our Sector Development and long-term Strategic Plan, constitute a solid base from which we can take the industry in this province to the next level once sufficient resources are obtained.

We had hoped that the new Culture on the Go (CoGo) program operated by the Saskatchewan Arts Board would provide some additional support for our members. Unfortunately, at least in the first round of that program, SAB determined that applications submitted by SaskMusic, and individual applications from many of our members, did not meet the stated parameters of the program of increasing provincial and national touring opportunities. We are awaiting the decisions of the Arts Board on the recent second round of applications to determine what role, if any, that program can have in the professional development of our members.

We are very fortunate to have existing and ever-developing partnerships with private radio in the province. In a drive to diversify our funding sources, we hope to obtain close to 20% of our annual budget from the Canadian Content Development (CCD) obligations of Saskatchewan broadcasters. Much more significant than the support mandated by the CCD are the partnerships we are starting to build with the various broadcasters. This is one aspect that I hope to concentrate on over the next year.

With respect to staff, we are very happy to announce that Lorena Kelly will be soon leaving us on maternity leave. It is not that we are happy to lose her, but rather an indication of how happy she is with this development. She will be sorely missed and we look forward to her return. In the meantime, we were fortunate to have Megan Nash join our office. Megan graduated in 2009 with a Music Business Certificate with Honours from the Waterfront Campus of the Nova Scotia Community College. Megan brings a fresh set of young eyes to our office tempered with a solid educational background.

With Megan's assistance, and that of long-time staff members Jen and Derek, we will continue to provide a high level of service to our members using the resources that we do have. From professional development workshops, to hands-on practical advice, to current relevant information, to our new legal service (the first of its kind in the country), we look forward to working for you over the next year.

# PROFILE

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

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

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

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

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

## VISION

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

## MISSION

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

## BELIEFS

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

## MEMBERSHIP STRUCTURES

All members benefit from programs including

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

## MEMBER CATEGORIES:

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

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

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

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

# 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**

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 works on our grant and workshop programs, is available for consultations with members, and is our Regional Evaluation Coordinator for FACTOR.



## **JENNIFER EISLER, PROGRAM COORDINATOR**

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**

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.



## **HELEN OUTERBRIDGE / BOOKKEEPER**

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

# BOARD OF DIRECTORS

**SERVING FOR THE FISCAL YEAR  
NOVEMBER 30, 2008-NOVEMBER 21, 2009**

## **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 publicity for the entire Universal Music roster in our province, including artists

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

## **BEN CHECKOWY / TREASURER**

Previously the Operations & Logistics Manager for DirectWest Internet Business Solutions, Ben has also held management positions in the areas of information technology, operations, and marketing. This experience and knowledge has greatly benefited SaskMusic over the last few years as Ben chaired committees, and has been a dedicated volunteer and advocate at various events. Ben is a long time supporter and proponent of Saskatchewan music, and during his more than eight years of volunteering, assisted in securing grants for the Flatland Music Store and The Songwriting Centre. Ben has also volunteered as an event photographer for various music and public events. Since retiring in 2001, Ben has built his photography portfolio to include artists from SK, MB, AB, BC and ON.

## **NEIL BERGEN / SECRETARY**

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.



FROM L TO R: MIKE MACNAUGHTON / SKIP TAYLOR / BEN CHECKOWY / NEIL BERGEN

### **KURT DAHL**

Kurt has played drums in Saskatchewan for the past ten years in bands like The Mother Culture, Mark Kleiner Power Trio, and most recently, One Bad Son. Since first elected to the SaskMusic board (2007), Kurt has been working on his Masters of Law thesis on artist rights in the recording industry, and how the internet is empowering artists and changing the traditional system. While writing his thesis, Kurt has been performing across the country, and attending various conferences dealing with his topic. He has used his legal knowledge to assist the Board on various issues and is helping with the creation of a SaskMusic Foundation. If pressed to pick his favourite album of all time, he would likely choose "Live at Leeds" by The Who or "Blonde on Blonde" by Dylan, depending on the time of day.

### **J.P. ELLSON**

(Resigned to accept position of Interim Executive Director. See bio under Staff section.)

### **SHANN GOWAN**

(Appointed to fill a vacancy on the board mid-term) Shann's background includes fundraising, marketing, public relations and programming. As Cultural Festivals Coordinator, she has produced the "Blenders: art + music @ art gallery of swift current" concert series since 2001, and has been the gallery's Promotions and Marketing Coordinator since

1998. She successfully produced the Stir-Crazy Blues Music Festival (2004-2009), Lazy Dayz Children's Festival (2003-2006), Long Day's Night Music Festival (2003-2009) and Windscape Kite Festival (2005-2009). Shann also produced the entertainment component of the Swift Current Fringe Festival 2004-2005 and Swift Current Multicultural Celebration 2006-2008. A successful business owner since 1990 (Adinfinitem: Shann Gowan Designs), with extensive work in communications and graphic design. Her awards include the Lieutenant Governor's Centennial Medal for Contribution to the Arts; three Tourism Saskatchewan Awards of Excellence; and is one of Southwest TV News/Prairie Post's 2008 Top Five "Swift Current's Most Interesting People".

### **KIM FONTAINE**

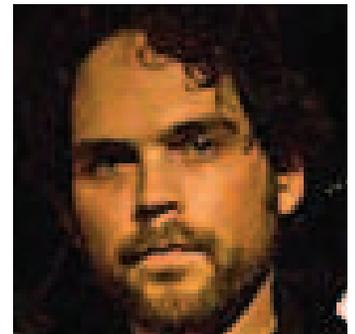
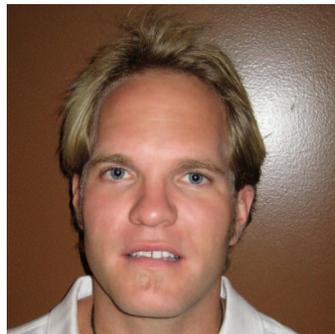
(Resigned November, 2009)

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

coordinated media for the 2000 Prairie Music Awards, and has worked in radio, multimedia, film and television.

### **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: MARK CEASER/ KURT DAHL / KIM FONTAINE / PAUL ROSS

# BOARD OF DIRECTORS

## **RODGER W. ROSS**

(Appointed to fill a vacancy on the board mid-term) Rodger is a member of the George Gordon Cree First Nation. He is an independent film and video producer with more than 25 years experience in the industry and owner/operator of CREERUNNER Communications Ltd., a multi-media production company specializing in developing communication strategies, desktop publishing and producing broadcast standard film, video and multi-media productions. His formal training includes instruction in sound engineering, broadcast media, journalism, graphic arts and design, still photography, and the martial arts. While operating CREERUNNER, Rodger was able to obtain Facilitator Certification for the Aboriginal Cultural Awareness Program (ACAP) administered by the First Nations University of Canada. This program is designed to educate all nations about the diverse and rich cultures of the First Peoples within the province of Saskatchewan and Canada. He is President of Indigenous Culture and Media Innovations; a former board member of Circle Vision Arts organization; and received a Women of the Dawn First Nation Award in Arts and Entertainment (1998).

## **MIKE SHANNON**

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.

## **KEVIN TOBIN**

(Resigned May, 2009) Kevin currently serves as the Festival Manager of the Saskatchewan Jazz Festival. He has extensive knowledge in marketing, promotions/communication, artistic presentation, financial management, strategic planning, human resources and project management and development. Originally from Oshawa ON, Kevin has lived in Saskatoon and worked for the Festival for the past eight years. Educated at Durham College in Ontario, Kevin graduated with a diploma in Entertainment Administration. After leaving college, he started Nomad Entertainment, an indie-concert promotion company which he ran successfully for two years before moving to Jasper AB. Kevin has extensive knowledge of provincial, national and international music trends.



FROM L TO R: RODGER W. ROSS / MIKE SHANNON

# COMMUNITY PARTNERSHIPS

SaskMusic recognizes the importance of live performance opportunities and educational events in our province. For the past few years, we have been actively seeking out partnerships with other cultural organizations, festivals, and presenters that feature Saskatchewan talent in their programming, working to share resources and knowledge, educational programming and to introduce SaskMusic to new audiences.

We provide various kinds of support including assistance with programming lineups, marketing/promotion, co-presenting workshops, having a SaskMusic presence at the event, and in limited cases, financial contributions.

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 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 more common than a cash sponsorship.

Here are a few of the events we included under Community Partnerships in this fiscal:

## **FLATLAND SCRATCH SERIES**

### **NOVEMBER 6 AND 27/08, REGINA SK**

SaskMusic partnered with the University of Regina/Interactive Media Performance to present a free workshop series which included two events in this fiscal:

Roots to Routes: Music As Storytelling Practice, November 6 at the MacKenzie Art Gallery. A hip-hop/break dance workshop, an emcee workshop, as well as performances by Regina's Oye!; and

Dancing in Silence: The New Global Rave Culture, November 27 at the U of R. A night of global rave culture with talks by Dr. Graham St. John, post-doctoral fellow in IMP (global psy-trance), and Dr. Charity Marsh (silent raves), a VJ demonstration by Saskatoon media artist Carrie Gates, with a silent rave which concluded this series.

## **"ON A COLD ROAD" CONCERT**

### **FEBRUARY 13/09, SASKATOON SK**

A partnership between SaskMusic, CBC Radio, and The Broadway Theatre resulted in this concert featuring "four of Saskatoon's best and brightest acts"; The Deep Dark Woods, Farideh, soso (with Maybe Smith) and Carbon Dating Service. We had a great turnout, with over 350 people in attendance! The four artists were recorded by the CBC and are available for your listening pleasure at CBC Concerts on Demand. (Visit [www.cbc.ca/radio2/cod](http://www.cbc.ca/radio2/cod) and in the Concert Finder, search for On a Cold Road.) All four segments aired on CBC Radio One's SoundXChange, and on Canada Live and The Signal (CBC Radio Two). Special thanks to Jen Gibson, the MC/host for the evening.

## **KENNY ARONOFF DRUM CLINIC**

### **JUNE 4/09, REGINA SK**

We co-sponsored this drum clinic presented by Regina's Music In the House music school and sponsor St. John's Music, featuring world-renowned drummer Kenny Aronoff. It was extremely well attended by a full age demo-

graphic of players from across the province and even from outside Saskatchewan.

"Just wanted to write to thank you for hosting the Kenny Aronoff drum workshop at the exchange on June 4th. It was a nice surprise and really appreciated! Thanks again,"  
Chris Jensen

## **SASKATOON REGGAE FESTIVAL**

### **AUGUST 20-22/09, SASKATOON SK**

We supported this fourth annual family event aimed at showcasing local, national and international artists. The Festival aims to celebrate the diversity of Caribbean music, with a preference to reggae.

## **FOODSTOCK**

### **APRIL 16/09, REGINA SK**

We supported this event, a fundraiser for the Regina and District Food Bank, which was sponsored in part by CBC. Performers included Dean Kush, Amy Nelson, Francois Trembley, Kory Istace, Sheila Deck, Jeffery Straker, Thomas Roussin, and Bev Zizzy. Around \$3000, plus food donations, was raised.

We also provided

- Sponsorship (in kind) of the CKRM Big Country Talent Show, which provides opportunities for emerging country artists;
- Sponsorship and participation in the Saskatchewan Country Music Awards;
- Lineup coordination for the Saskatoon International Children's Festival;
- Presented workshops during the SaskTel Saskatchewan Jazz Festival and the Cathedral Village Arts Festival (see Workshops page for details).
- Presentation of a specialized fiddle workshop in Regina;
- Judges/jurists for various events of regional, provincial and national scope.

# WORKSHOPS

## **U.S. MARKET INFO SESSION SEPTEMBER 11/08, REGINA SK**

As an initiative under our Export Strategy, we hosted a free information session on "Everything You Need To Know About How To Access the U.S. Market".

Our speaker for this session was Andrew Lipkind, who provides U.S. immigration law advice and representation to businesses and individuals across North America and around the world. This session was presented to more than 20 attendees at the United Way offices, and was presented by SaskMusic and Canadian Heritage - Trade Routes. Andrew reviewed U.S. visa requirements and challenges facing Canadian cultural workers. Topics covered were visas commonly applied for, such as the P-1 athlete or entertainer, P-2 exchange artist, P-3 culturally-unique artist and B-1 business visitor, as well as many more. Andrew went over each category in detail. The information session was followed by a question period that gave attendees an opportunity to ask specific questions about accessing the U.S.

## **EFFICIENT EXPOSURE (AS PART OF CAREER TRACKS) NOVEMBER 18/08, REGINA SK**

Skip Taylor presented this workshop to kick off his involvement in Career Tracks. We looked at the challenges facing the independent musician or music industry professional in exposing their music or client, and developing strategies to effectively expose your music or clients in the areas of marketing, promotion and publicity. Attendees discussed strategies on how to create and self-execute marketing plans in step with their career and project goals, and make efficient use of time and money. Skip led a discussion about strategies he has found effective and repeatable over the years, focusing on approaching media and creating win-win partnerships and took questions.

## **EVERYTHING FOLLOWS THE SONG (AS PART OF CAREER TRACKS) JANUARY 27/09, SASKATOON SK**

Jay Semko presented this workshop to kick off his involvement in Career Tracks. It included a discussion of songwriting from the first idea onward. Whether you're just starting to write songs, or whether you're a veteran songwriter, you can never stop learning when it comes to the craft and business of songwriting. No matter what genre of music you may be involved in the song is the most important thing - everything follows the song. Jay discussed his experiences with songwriting - how to get the ball rolling, and how to keep it rolling.

## **THE ROLE OF THE RECORD PRODUCER IN THE MODERN MUSIC INDUSTRY (AS PART OF CAREER TRACKS) FEBRUARY 24/09, REGINA SK**

This workshop focused on the role of the producer within the confines of the new music industry. David spoke to his experiences as a record producer having worked in many different capacities and with different budgets. Additional topics of discussion were: co-production; differing production styles: organic production vs. staged production; recording tracks in a large professional studio vs. home studio recording and/or finding a good mix of both techniques; and Picking the right producer/studio: personality vs. credentials

## **POWERFUL PARTNERSHIPS (AS PART OF CAREER TRACKS) APRIL 14/09, SASKATOON SK**

Carrie discussed how to pitch your music to the people and partners that can bring more meaning and money to your music business. She worked with attendee's in identifying ideal private investors, sponsors and grants that would work for them. Carrie referenced success stories that inspired attendees, giving them tips about how to approach these potential partners and create prosperous relationships.

## **SONGWRITING FOR BEGINNERS MAY 20/09, REGINA (AS PART OF THE CATHEDRAL VILLAGE ARTS FESTIVAL)**

This free workshop offering as part of the CVAF schedule of events was very well-attended, and drew a large number of non-members from the arts community. It was a great way to connect with potential new members and build goodwill. Workshop leader, artist and songwriter Kathy Stochmal led the group through writing exercises, discussions of song structure, hooks, finding inspiration and more, in a fun and interactive evening.

## SASKMUSIC WORKSHOP SERIES: YOUR MUSIC AS A BUSINESS

As the music industry continues to change, so must the approach people take with their careers. Record deals no longer secure success or longevity for an artist, today's artists are small businesses and entrepreneurs. This workshop series helped artists and industry professionals to develop the business skills needed for long-term sustainability in the music industry.

**Session 1, Setting Up Your Music as a Business**, was extremely well-attended with over 100 in attendance between both Saskatoon (May 5/09) and Regina (May 6/09). Sponsored in part by Meyers Norris Penny, this session was filled with practical information for transforming your music into a business. Our panelists included Lorne Sprackman, a Chartered Accountant who has been focusing his practice on the music industry for over 20 years, with Trevor Frieson (Saskatoon) and Bill Waynert (Regina) from Meyers Norris Penny, and artists Carrie Catherine (Saskatoon) and Chad Guy of Skavenjah (Regina).

**Session 2, Loopholes, Litigation, Legal Stuff** (May 23/09 in Saskatoon, May 24/09 in Regina). From gigs to CD licensing to Artist/Producer agreements... a lot of stuff in your music career requires paperwork. Navigating it all can be a messy business. So what can you handle yourself, and when do you need to call in a lawyer? This Q&A session with Pat Leyland from Taylor Mitsopoulos Klein Oballa entertainment law and SaskMusic COO J.P. Ellson de-mystified various management, agency, recording, distribution and producer agreements. It was also well-received with strong attendance and with lots of Q&A.

**Session 3, How to Write a Marketing Plan** (June 27/09 in Saskatoon, June 28/09 in Regina) was presented in partnership with the SaskTel Saskatchewan Jazz Festival. A marketing plan details the actions you need to take to achieve your career goals. Much like Google map directions, it's a flexible road map that can adapt as you go along. This session's star was Andres Mendoza of "Cuto", a firm specializing in digital music marketing, artist management, content management, connecting artists with their fans/audiences/consumers, and developing careers through integrated marketing plans and strong, cross-platform strategies to take your career to the next level(s). We went through the steps of creating a plan that adapts to specific project needs. The outline of the presentation and sample marketing plans were made available to attendees after the session.

The total number of registered delegates for the three sessions in two cities was 242. Based on these numbers we proclaim it a huge success. Sessions were free to members, with a nominal fee charged to non-members. We want to thank our sponsors for helping make this series possible: SOCAN Foundation, FACTOR, and the Saskatchewan Arts Board; as well as Meyers Norris Penny and Sharp's Audio Visual.



WORKSHOP SPEAKERS L TO R: TREVOR FRIESEN / CARRIE CATHERINE / DEREK BACHMAN / CHAD GUY / BILL WAYNERT / LORNE SPRACKMAN / JP ELLSON / PAT LEYLAND / ANDRE MENDOZA .

# FUNDING

## SASKMUSIC GRANT PROGRAM

In the 2008/2009 fiscal year we received 87 grant applications, with funding requests totaling \$257,193. The jury approved ten applicants based on funds available, with nearly \$25,000 awarded. SaskMusic was pleased to fund the following applicants:

Amy Nelson: \$3140, Marketing/Recording  
Annette Campagne: \$4000, Recording  
Bev Zizzy: \$4000, Recording  
Ghosts of Modern Man: \$4000, Recording (Declined)  
Carrie Catherine: \$2125, Demo  
Chiba: \$1687, Demo  
Deep Dark Woods (The): \$2125, Tour Support  
Little Miss Higgins: \$4250, Marketing  
Scott Pilling: \$1142, Travel/Networking  
Volcanoless in Canada: \$2531, Marketing

**Total Awarded – SaskMusic Grant Program: \$25,000**

## SASKMUSIC EXPORT STRATEGY

### TRAVEL/SHOWCASE SUPPORT PROGRAM

The Showcase Travel Support Program supports Saskatchewan artists invited to perform at professionally-organized music industry showcases, designed to enhance their presence in the marketplace. Funds were also awarded for one-time travel bursaries for OCF and WCMA to assist with travel costs to these events. This program was funded through the SaskMusic Export Strategy Funds.

Carrie Catherine: \$1500, Folk Alliance  
Deep Dark Woods (The): \$1207, SXSW  
Def 3: \$1500, SXSW  
Jay Semko: \$1500, SXSW  
Jay Semko: \$1500, Folk Alliance  
Jen Lane: \$765, SXSW  
Jen Lane: \$640, CMW  
J.J. Voss: \$1500, Nashville Express  
Library Voices: \$1000, CMW  
Little Miss Higgins Music: \$1500, SXSW  
Sheep Dogs (The): \$1500, Red Gorilla Music Festival  
Shuyler Jansen: \$1500, Canada House Pre-MIDEM  
Skavenjah: \$1500, SXSW  
Smokekiller: \$1408, SXSW  
We Were Lovers: \$1500, SXSW

**Total Awarded – Travel/Showcase Program: \$20,020.65**

## SASKMUSIC TRAVEL BURSARY

Ariel Mura: \$650, WCMA  
Danton Moorhead: \$650, WCMA  
Deep Dark Woods (The): \$1500, OCF  
Helen Coons: \$650, WCMA  
Jason Plumb: \$1500, OCF  
Jen Lane: \$1500, OCF  
John Antoniuk: \$650, WCMA  
Kate Matthews: \$650, WCMA  
Lyn Besse McGinnis: \$650, WCMA  
Shuyler Jansen: \$1500, OCF  
Tim Vaughn: \$650, WCMA

**Total Awarded – Export Strategy Travel Bursary: \$10,550.00**

## CONFLICT OF INTEREST

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

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

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

*"Showcase/travel support is a critical piece in helping Saskatchewan export its talent onto stages across the country and throughout the world."  
Little Miss Higgins, Travel/Showcase support recipient*

*"Direct market expansion, increased album sales and new fans on the west coast of the U.S. are all directly related to the support of SaskMusic."  
Skavenjah, Travel/Showcase support recipient*

*"We both learned a lot from the numerous speakers that talked about everything from international touring and marketing techniques. Thank you, our future career in music has been influenced drastically from your support!"*

*Ariel Mura and Danton Moorhead, Travel Bursary recipient*

A close-up, low-angle photograph of a musician wearing a dark hat and a dark jacket, playing an acoustic guitar. The lighting is dramatic, with strong highlights on the musician's face and the guitar, set against a dark background. The musician is looking down at the instrument.

*"With the help and funding provided by SaskMusic, The Deep Dark Woods were able to successfully tour Western Canada playing shows between Victoria and Winnipeg. The new contacts we made throughout Western Canada will give us new opportunities for networking."*

*The Deep Dark Woods, SaskMusic Grant recipient*

# EXPORT STRATEGY

## **SASKMUSIC @ THE CANADIAN COUNTRY MUSIC AWARDS SEPTEMBER 5-8/08, WINNIPEG MB**

Saskatchewan was present to play at the 2008 CCMA's. Rising stars Codie Prevost (Saskatoon) and Mitch Daigneault (Battleford) were featured in New Artist Showcases on Friday night; the room was packed and response from the audience was fabulous. At the Songwriter's Cafés, Donny Parenteau and Darlene Tuleta represented our songwriters and shared some of the stories behind their songs, and during the conference, Louis O'Reilly of 306 Records moderated a panel on the pluses and pitfalls of technology. As always, there were plenty of delegates from our province in attendance, and it was great to re-connect with the larger country music community. SaskMusic produced a digital download card containing 18 Saskatchewan country tracks that was distributed to delegates.

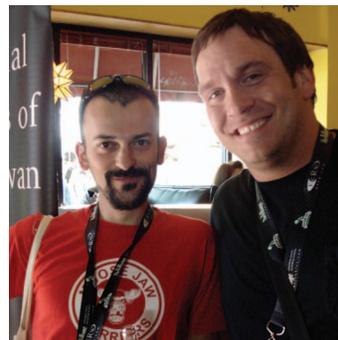
## **SASKMUSIC @ THE WESTERN CANADIAN MUSIC AWARDS October 16-19/08, Edmonton AB**

SaskMusic was represented at the event by Executive Director Noreen Neu, Program Manager Derek Bachman and President Kim Fontaine. Ten international delegates came from Europe and the U.S., representing many areas of the industry including music placement, festivals, management and bookings. They were kept very busy rushing from venue to venue catching as many showcases as possible during the three-night festival. The conference started with career day for students aged 16-21, and featured a keynote interview with Jerry Heller (best known for managing rap group N.W.A.). Panelists included David j. Taylor and Scott Pilling. The Industry Awards took place on the Saturday, and featured a great interview with Paul Haagenon of Live Nation; on Sunday afternoon the annual favourite SOCAN "Songs and Stories" was hosted by John Mann (Spirit of the West) and featured a performance by Little Miss Higgins.

The Artistic Awards, held Sunday evening and hosted by Jian Ghomeshi, saw the continuation of the "new" WCMA tradition of pairing two unique acts together for performances, making for a truly evening; including Little Miss Higgins with The Perpetrators, Moka Only/Def 3 with GreenTaRA and Fresh I.E., The Deep Dark Woods with Ariane Mahryke Lemire, and Bob Evans with Steve Dawson. The show opened with a performance by Hall of Fame inductee Tommy Banks (Edmonton), and closed with Hall of Fame inductees Spirit of the West (Vancouver) bringing down the house. All in all, Saskatchewan was well represented.

SaskMusic provided a travel bursary as part of our Export Strategy to seven individuals to attend the conference.

Lyn Besse McGinnis, Kate Matthews, John Antoniuk, Tim Vaughn, Danton Moorhead, Ariel Mura and Helen Coons were each awarded \$650 bursaries.



WCMA 2008: KEYNOTE PAUL HAGEENSON (LIVE NATION) TERRY DAVID MULLIGAN, SXSW: BEN GARCIA (SPAIN) & SMOKEKILLER, CCMA: MITCH DAIGNEAULT, SXSW: SKAVANJAH, JAY SEMKO, ELSA GEBREMICHAEL (WE WERE LOVERS) PHIL GREER (VIVE), CCMA: LOUIS O'REILLY,

## **SASKMUSIC @ THE ONTARIO COUNCIL OF FOLK FESTIVALS CONFERENCE**

**October 23-26/08, Ottawa ON**

SaskMusic sponsored our second annual Saskatchewan Showcase at this event, featuring performers Jen Lane, Shuyler Jansen, The Deep Dark Woods and Jason Plumb and the Willing. Attending and showcasing at OCFE provides opportunities to build relationships with Canadian and international festival producers, artistic directors, and fellow artists. Our artists reported meeting with Artistic Directors from the Ottawa Folk Music, City Roots, Mariposa, and Folk on the Rocks festivals to mention just a few. Artists and their management also maximized networking opportunities by taking part in various events/programs throughout the weekend such as the International Buyers Program, where agents, presenters, etc. from the U.S., Europe and the U.K. take in the showcases and meet with delegates. These buyers provide artists with a better understanding of how to successfully approach and apply to international festivals. SaskMusic was pleased to provide this opportunity to some of our export-ready performers as part of our Market Access initiative.

## **SASKMUSIC @ SXSW**

**March 18-22/09, Austin TX**

As part of our Export Strategy, we sent representation to SXSW, billed as "the world's largest music festival". We had our largest contingent of showcasing artists ever, between the official SXSW Festival itself, Red Gorilla festival, and private events, including The Deep Dark Woods, Little Miss Higgins, Smokekiller, Jay Semko, We Were Lovers, Def 3, Jen Lane, Codie Prevost, Skavenjah and The Sheepdogs. This increase is a testament to the ground we're gaining in export markets, and the benefits obtained through FACTOR and the SaskMusic Travel/Showcase Support Program. We had a presence in the tradeshow through the Canada Stand, and at the Canada Blast BBQ. Canada also set up its own venue all week at El Sol y La Luna. The Western Canadian Music Alliance presented showcases in that venue, including The Deep Dark Woods and Little Miss Higgins. SaskMusic took over the room one day to present four showcases (The Deep Dark Woods, Little Miss Higgins, Jay Semko and Skavenjah). We were very pleased with the level of industry in attendance, and were fortunate to have several internationals there plus some organizers of SXSW itself. Among the internationals was a group of folks who had attended the WCMAs in Moose Jaw (2007) and were so impressed with that event that they formed a special group, based in Europe, members of which are called "The Moose Jaw 8". The fact that we had people like this come out was a great example of the growing international presence Saskatchewan music is starting to cultivate. As always, the challenge of SXSW is how to get noticed in the middle of more than 1900 acts performing over four days. Slowly but surely we are achieving recognition.

## **SASKMUSIC @ THE JUNO AWARDS**

**MARCH 26-30/09, VANCOUVER BC**

Our major purpose at this year's event was to continue building relationships with the Canadian Academy of Recording Arts and Sciences to further our bid for the 2013 JUNO Awards to be held in Saskatchewan. CARAS' experience with our province (hosting the 2007 awards) was very positive and they appear willing to entertain a bid from SaskMusic. At fiscal year end we are currently working with tourism and economic development officials to obtain the license fee necessary to move forward with this project.

One aspect that must be stressed, since SaskMusic is the provincial representative of CARAS, is that CARAS membership in Saskatchewan is very low. We would encourage all of our members to also consider becoming members of CARAS. Not only are you entitled to vote on the awards (and providing you with the right to complain), but you are entitled to certain discounts and/or availability to events during the JUNO weekend. As it appears the other televised awards shows are dying off in Canada, we expect that CARAS will solidify its position as the premier broadcast for the Canadian music industry. The more Saskatchewan members we have, the more influence we will have on the development of this Canadian event.

## **SASKMUSIC @ NXNE**

**JUNE 18-20/09, TORONTO ON**

Saskatchewan had five acts showcasing this year. Although the workshops were perhaps not at the level of Canadian Music Week or SXSW, the festival aspect of this event is extremely well-run and well-attended. It was clear that for a showcasing act, NXNE would potentially be a better opportunity than many other events throughout North America. We also observed some of the marketing opportunities and events that some of our sister organizations from other provinces operate at NXNE. Some of these were very imaginative and well received, and if we are able to obtain some additional resources there are several ideas we would try to implement for future years of NXNE.

# PROGRAMS AND ACTIVITIES

## **ABORIGINAL MUSIC PROGRAM (ASTRAL RADIO)**

We are very pleased to be partnering with Astral Media in the development of an Aboriginal Music Program. Astral has committed to providing \$10,000 per year for up to 7 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, marketing support, and to AMP Camp in Manitoba. In the next year, however, we hope to engage additional partners in this initiative, which will hopefully allow SaskMusic to move forward with the complete Aboriginal Music Program which has been developed in principle.

Donny Parenteau: \$5000, Marketing

(This applicant applied under the SaskMusic Grant program, funding for this project was provided through the Astral Aboriginal Music Program)

Loretta Desjarlais: \$250, AMP Camp

## **THE SESSION**

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

The Session promotes Saskatchewan talent to people outside of our province. Items from our newsletter have been reprinted in various publications across Canada and picked up for redistribution on several websites. It is considered one of the best music association newsletters and is widely read by professionals across Canada. We publish every 3-4 months, and members are strongly encouraged to submit news and releases for inclusion.

We thank the SOCAN Foundation for their support of this program.

## **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](http://www.saskmusic.org)) you create your own listings, which can be updated any time. Additionally, a hard copy version has been produced every two years; the most recent issue was distributed in spring/summer 2009 featuring more than 1200 entries.

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

## **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.

## **ONLINE PRESENCE**

Our website, [www.saskmusic.org](http://www.saskmusic.org), remains a popular destination for members, non-members and music fans, averaging nearly 27,000 visitors per month over the past year (and over 2.38 million page views annually!). It's an excellent resource for Saskatchewan music, with Saskatchewan Music Directory being a particular favourite. There is tons of industry information, resources, and interesting tidbits - and of course, you can find out about things like upcoming workshops and grant deadlines.

In 2008, we sent out a Request for Proposals for web programmers to create a new website and administrative backend/database for our association, and awarded the contract to Squareflo New Media Inc. By the end of August 2009, we still don't have a working website...but it should be forthcoming VERY shortly.

Our new site will make us more of a destination for the general public (to build audiences for Saskatchewan music), as well as will be more interactive for our members. This very large project combines our previous administrative databases, payment systems, and Directory into one new online content management system (CMS) that should do a whole lot of cool things and cut down on administrative time required.

We also have a MySpace page at [www.myspace.com/saskmusic](http://www.myspace.com/saskmusic), a Facebook group called SaskMusic and Facebook personality called "SaskMusic Ziggy", and provide updates on Twitter via [www.twitter.com/saskmusic](http://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.

## **AFFILIATIONS**

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

Saskatchewan representation for the Foundation Assisting Canadian Talent on Recordings, with Derek Bachman acting as Regional Evaluation Coordinator, and J.P. Ellson serving as Chair of the National Advisory Board.

Saskatchewan representation for the Canadian Academy of Recording Arts & Sciences (JUNO Awards).

Provide jurists for numerous regional, provincial and national organizations/events.

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. We appoint two people to the WCMA Board to speak on behalf of our association and our province. This is always the Executive Director/Chief Operating Officer or designate; the second person serving in 2008/2009 was Jason Kovitch.

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.

Members/affiliates of many other associations, including the Canadian Independent Record Production Association, Music Manager's Forum Canada, Canadian Music Publisher's Association, 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, Regina Jazz Society, Ness Creek Festival, SaskCulture and more.

#### **SASKATOON OFFICE**

Our Saskatoon office has been open for over a year 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.

Our Saskatoon membership is up just slightly, with our member representation now almost perfectly split between Regina (33.4%), Saskatoon (33.2%), and other areas of Saskatchewan (33.4%).

#### **CAREER TRACKS**

In October 2008, we began to develop this program by recruiting new mentors; music industry professionals from our community who would be able to offer targeted consultations on specific topics. We feel that these additional mentors are an asset to the program and a foremost benefit of investing in a SaskMusic membership.

Each mentor was introduced to the program by presenting a mini-workshop on their area of "expertise". The mentors added in this fiscal were: Skip Taylor (Regina), to consult on the areas of promotion and marketing; Jay Semko (Saskatoon), to consult on the areas of songwriting and critiques; David j Taylor (Regina), to consult on the areas of producing; and Carrie Catherine (Saskatoon), to consult on the areas of grant writing and business plans.

These mentors make themselves available (flexible to their scheduling needs) for up to six hours per month to consult with SaskMusic members. Our staff, including Lorena Kelly and Derek Bachman, are also available for consults. Over 70 consults were held this year between outside mentors and staff, although the majority of these consults are still booked with staff. Consults can be done via phone, video chat or

email as well, for those around the province.

*"Jay (Semko) was a wealth of knowledge and it was great to learn from his experience".*

*Mike Lander*

*"Please pass along to your staff and Skip (Taylor), that it was great workshop - interactive and informative. That's what we need - more industry pros telling us how to get to the next level...Thanks again!"*

*Don Modderman*

#### **SASKMUSIC LEGAL PROGRAM**

In fall 2009 we announced the formal launch of the SaskMusic Legal Service Program, enabled by the hiring this year of J.P. Ellson as our COO; J.P. is also a lawyer (please see his staff bio).

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 video conference for those outside the Regina area. Our board believes this new service will help address, in a small way, the professional infrastructure deficiency that we suffer from in this province.

#### **ECONOMIC IMPACT ASSESSMENT**

On June 23/09, we were pleased to release the Economic Impact Assessment of the Saskatchewan Music Industry. We always knew that our music industry contributes to the economic health of our province; this study quantifies and qualifies this contribution, and illustrates exactly what goes on in the basements, recording studios and venues of our province. A large amount of work went into this project both by staff and the firm hired to conduct the Assessment, kisuared (a company that undertook similar studies for the industries of MB and the Yukon).

When the Assessment was initially commissioned, SaskMusic was anticipating a period of immense growth for our organization (and industry in general) as the result of new investment into our province's industry, and we were seeking to establish a baseline from which we could measure that growth. Although that financial situation changed before the Assessment was released, it still provides a necessary baseline to be used for future comparison, and especially as our peer associations across Canada plan to undertake similar studies.

This study provides economic data that illustrates how the activities of music industry players generate economic growth and employment in our province. It is important for informing future decisions on funding and supports for the Saskatchewan music industry, and provides a powerful, methodologically sound benchmark of the year 2007 to be used to track future growth and change. Summary and full versions of the Economic Impact Assessment are available from SaskMusic.

*"I am very impressed with this email (announcing the EIS). Thank you for all your hard work! Although I currently reside in Vancouver...I still consider myself a prairie girl and am moving back home to Sask. in two years. Keep up the good work."*

*Arlette Alcock*

# A YEAR OF SASKMUSIC

Our Career Tracks program runs throughout the year.

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

We attend numerous committee meetings, government consultations, and help out with peer-association juries throughout the year.

## SEPTEMBER

We attend the Canadian Country Music Awards in Winnipeg MB. We host a free information session on "Everything You Need To Know About How To Access the U.S. Market".

We conduct FACTOR regional juries in Regina and Saskatoon.

## OCTOBER

We attend the Western Canadian Music Awards in Edmonton AB.

We host our second annual Official SaskMusic Showcase at the Ontario Council of Folk Festivals Conference in Ottawa, featuring performers Jen Lane, Shuyler Jansen, The Deep Dark Woods, and Jason Plumb and the Willing. Shuyler Jansen officially showcases.

We publish an issue of The Session.

We conduct juries for the SaskMusic Grant program.

## NOVEMBER

New mentors are added to our Career Tracks Program. The first addition is Skip Taylor; he presents his workshop "Efficient Exposure" in Regina.

We co-presented an Interactive Media Performance free workshop series with the University of Regina.

Derek Bachman and Noreen Neu attend FACTOR National Advisory Board meetings in Toronto ON.

We conduct a jury for our peers, Music Yukon.

Our Annual General Meeting is held in Regina, followed by an open mic and social.

## DECEMBER

The office closes for some holidays between Christmas and New Years'.

## JANUARY

We introduce a second addition to our Career Tracks team, Jay Semko, with his "Everything Follows the Song" workshop in Saskatoon.

We conduct FACTOR regional juries in Regina and Saskatoon.

## FEBRUARY

Executive Director Noreen Neu departs SaskMusic

We team up with The Broadway Theatre and CBC for an evening of music, showcasing Saskatoon acts. Featuring The Deep Dark Woods, Farideh, soso (with Maybe Smith), and Carbon Dating Service, the concert was broadcast nationally on Canada Live - CBC Radio 2.

David J Taylor presents, "The Role of the Record Producer in the Modern Music Industry," a workshop held in Regina to kick off his involvement in Career Tracks.

Noreen attends National Training Advisory Council meetings in Ottawa ON.

We publish an issue of The Session.

## MARCH

Our Board appoints John-Paul Ellson as Interim Executive Director.

Brandy Exner joins our Regina office for a 3-month internship.

We attend SXSW, and host an official SaskMusic showcase with showcasing artists Jay Semko, The Deep Dark Woods, Little Miss Higgins and Skavenjah.

Derek and J.P. attend FACTOR National Advisory Board meetings in Toronto and attend some of Canadian Music Week.

J.P. attends the JUNOs in Vancouver BC.

We ship out the sixth edition of the Saskatchewan Music Directory.

J.P. attends FACTOR meetings in Toronto ON.

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

## APRIL

We have a SaskMusic Grant deadline; juries are held.

Jessie Oberik volunteers as an Administrative Assistant in the Regina office.



Carrie Catherine joins the Career Tracks team and presents her workshop, "Powerful Partnerships" in Saskatoon.

We support Foodstock: a fundraiser for the Regina and District Food Bank.

We support the CKRM Big Country Talent Contest.

## MAY

Megan Nash joins the Saskatoon office for a 1-month internship.

As event producers we start to present dates of The Next Big Thing contest on behalf of Astral Media Radio station, Regina's Big Dog 92-7.

Following an Executive Director search, our Board announces the hiring of John-Paul Ellson, with a title change to Chief Operating Officer and General Counsel of SaskMusic.

We make a presentation to Enterprise Saskatchewan.

We host the first two of a three-part workshop series entitled, "Your Music As A Business". Workshops are held in Regina and Saskatoon.

We present a free workshop, "Intro to Songwriting," as part of the Cathedral Village Arts Festival.

J.P. attends FACTOR meetings in Toronto ON.

## JUNE

We conduct regional juries for FACTOR in Saskatoon and Regina.

We sponsor the Kenny Aronoff Drum Clinic presented by Music In The House.

J.P. attends FACTOR meetings in Toronto ON and takes in some of NXNE while there.

We support JazzFest Regina.

We assist the Saskatoon International Children's Festival on their Open Air stage programming.

Our SaskMusic Grant and Market Access Programs are suspended.

We partner with SaskTel Saskatchewan JazzFest, presenting a workshop during the event.

We produce the finals show of the Big Dog "Next Big Thing" contest.

We publish an issue of The Session.

We release the results of the Economic Impact Assessment of the Saskatchewan Music Industry.

## JULY

Megan Nash joins the Regina office under a casual contract to assist with the website project.

Most of the staff gets some time off this month!

## AUGUST

We sponsor the Music In The House fiddle workshop.

We conduct a member survey regarding The Session.

Megan Nash is hired on as our new Administrative Assistant.

## THE NEXT BIG THING

MAY-JUNE/09, REGINA SK

SaskMusic was enlisted as producers to run this first-time project by Astral Media radio station Big Dog 92-7 in Regina.

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 Samara Yung, Amy Nelson, J.J. Voss, Alex Runions, Kelsey Fitch, Darlene Tuleta, Blake Berglund, Wyatt and Tim Tountant. Semi-final winners Amy Nelson, Alex Runions and Wyatt performed in the finals for a panel of national music industry professionals. The overall winner, Wyatt, received a custom prize package valued at more than \$20,000, including \$5000 cash, to be used to further their career.

We thank all of our show judges, who were faced with a very tough task. Special thanks to our finals judges, Randy Stark (former Vice President of Marketing and Promotion for Warner Music Canada and Past President of the CCMA, artist manager, and radio tracker); Steve Coady (formerly with the A&M/Island/Motown division of PolyGram Records, Sony Music, Zomba Records, and currently Vice President, Radio Promotion for Warner Music Canada); Nick Meinema (The Agency Group, second Vice-Chair of the CCMA); and Mike Shannon (General Manager for Astral Media's Big Dog 92-7 FM Regina). 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.

# ARTIST SHOWCASES

## CANADIAN COUNTRY MUSIC AWARDS SEPTEMBER 5-8/08, WINNIPEG MB

Codie Prevost - New Artist Showcase  
Darlene Tuleta - Songwriting Café  
Donny Parenteau - Songwriting Café  
Mitch Daigneault - New Artist Showcase

## SASKMUSIC SHOWCASE @ OCF OCTOBER 23-26/08, OTTAWA ON

Deep Dark Woods (The)  
Jason Plumb and the Willing  
Jen Lane  
Shuyler Jansen (OCFF official artist showcase)

## WESTERN CANADIAN MUSIC AWARDS OCTOBER 16-19/08, EDMONTON AB

Bob Evans (performed on Awards Show)  
Deep Dark Woods (The) (also performed on Awards Show)  
Geronimo  
Jason Plumb & The Willing  
Junior Pantherz  
Les Cireux d'Semelles  
Library Voices  
Little Miss Higgins (also showcased in SOCAN Songs & Stories and performed on Awards Show)  
Mobadass  
Moka Only & Def 3 (also performed on Awards Show)  
Shuyler Jansen  
Skavenjah  
Ultimate Power Duo  
We Were Lovers

## THE GREAT ESCAPE MAY 15/09, BRIGHTON UK

Ultimate Power Duo

## INT'L FOLK ALLIANCE CONFERENCE FEBRUARY 18-22/09, MEMPHIS TN

Carrie Catherine  
Jay Semko

## CANADIAN MUSIC WEEK MARCH 11-14/09, TORONTO ON

Library Voices  
Holly Springs Disaster (The)  
MARCH 13/09, TORONTO ON  
Jeffery Straker - Canadian Radio Star National Songwriting Competition  
John Antoniuk - Canadian Radio Star National Songwriting Competition

## GO GIRLS CONFERENCE MARCH 20-21/09, MEMPHIS TN

Kim Fontaine

## SOUTH BY SOUTH WEST (SXSW) MARCH 18-22/09, AUSTIN TX

Deep Dark Woods (The)  
Def 3  
Jay Semko  
Jen Lane  
Little Miss Higgins  
Skavenjah  
smokekiller  
We Were Lovers  
Codie Prevost



**RED GORILLA MUSIC FESTIVAL  
MARCH 18-22/09, AUSTIN TX**

Sheepdogs (The)

**CANADIAN ABORIGINAL MUSIC AWARDS  
NOVEMBER 28/08, TORONTO ON**

Northern Cree (performed on Awards Show)

**NORTH BY NORTHEAST (NXNE)  
JUNE 17-21/08, TORONTO ON**

Deep Dark Woods (The)  
Jason Plumb & The Willing  
Jen Lane  
Rah Rah  
Seven Levels

**JUNOFEST  
MARCH 26-29/09, VANCOUVER BC**

Deep Dark Woods (The)  
Jason Plumb

**SASKATCHEWAN COUNTRY MUSIC AWARDS  
APRIL 24-26/09, NIPAWIN SK**

AWARD SHOW  
The Amundruds, Donny Parenteau, Wyatt, and Darlene Tuleta

GOSPEL SHOWCASE  
Claire Schira, Rachel Dancsok, Jennifer Jade Kerr, Randy King and Janice Campbell

SONGWRITERS CAFE  
Alex Runions, Sarah Ostafie, Samara Yung, Chris Henderson, Tim Tountant, J.J. Voss, Jay Semko

ADULT SHOWCASES  
Kevin Arcand, Ray Whitton, Lyn Besse McGinnis and Kobi

YOUTH SHOWCASES  
Megan Patrick, Tenille Arts and Jade Schelle

**PACIFIC CONTACT  
MARCH 27-29/09, BURNABY BC**

Little Miss Higgins

**SECONDAIRE EN SPECTACLE  
MAY 28-31/09, MONTÉRÉGIE PQ**

Joel Cossette and Deryck Blanchard

# AWARD NOMINEES & WINNERS

**CANADIAN ABORIGINAL MUSIC AWARDS  
NOVEMBER 28/08, TORONTO ON**

**NOMINEES**

Mitch Daigneault "Driving All Night" for Best Country Album, Best Male Artist (won) and Best Songwriter (won)  
Jason Chamakese "Midnight At Clearwater, Native America Flute Songs, Vol. 1" for Best Traditional Flute Album  
Red Bull "Forever & Ever" for Best Hand Drum Album  
Northern Cree & Friends "Dancin' Til Sunrise" for Best Hand Drum Album (won)  
Northern Cree "Red Rock" for Best Pow Wow Contemporary Album (won) (members hail from SK and AB)  
Warscout "Scouts" for Best Pow Wow Traditional Album  
Winston Wuttunee "Kitohcikew - One Who Makes Music" for Best Television Program or Special Promoting Aboriginal Music (won) (born and raised in SK, currently residing in AB).

**ABORIGINAL PEOPLES CHOICE MUSIC AWARDS  
NOVEMBER 7/08, WINNIPEG MB**

**NOMINEES**

Donny Parenteau "What It Takes" for Best Album Cover Design and Best Country CD  
Jason Chamakese "Midnight At Clearwater, Native America Flute Songs, Vol. 1" for Best Flute CD  
Wanita Bird-Charles "For Our Children" for Best Gospel CD  
Big River Cree "Going Home" for Best Hand Drum CD  
Cree Society "Don't Get Mad" for Best Hand Drum CD  
Red Bull "Forever & Ever" for Best Hand Drum CD (won)

BLU "Rez Life" for Best New Artist and Best Rap or Hip Hop CD  
Black Rain "Hundred Dollar Hickey" for Best Rock CD  
Yvonne St. Germaine "The Hand of Jesus" for Best Gospel CD  
Wild Horse "Untamed" for Best Pow Wow CD, Contemporary

**CANADIAN COUNTRY MUSIC AWARDS  
SEPTEMBER 5-8/08, WINNIPEG MB**

**NOMINEES**

Donny Parenteau for All-Star Band: Fiddle  
Sean Hogan for Roots Artist of the Year  
Bart McKay for All-Star Band: Keyboards  
Bart McKay Productions for Recording Studio of the Year  
Louis O'Reilly for Record Company Person of the Year  
306 Records for Record Company of the Year (won)  
O'Reilly International Entertainment Management for Management Company of the Year  
The Pump Roadhouse for Country Club of the Year  
Antonio Hrynchuk "That Train" (artist: Doc Walker) for Video Director of the Year  
Craven Country Jamboree for Country Festival, Fair, or Exhibition of the Year  
"Canadian Coast To Coast", CJVR-FM Melfort for Country Music Program or Special of the Year (won)  
Dave Baker (CJVR-FM Melfort) for Music Director of the Year - Secondary Market

# AWARD NOMINEES & WINNERS

## **NATIVE AMERICAN MUSIC AWARDS**

**OCTOBER 4/08, NIAGARA FALLS NY**

### **NOMINEES**

Northern Cree & Friends "Calling All Dancers" for Best Compilation Recording and Record of the Year (group members hail from SK and AB).  
Various (Turtle Island) "Old Style Round Dance Songs" for Best Compilation Recording (the majority are from SK). (won)  
Edmund Bull (Turtle Island) "Follow Your Dreams" for Best Country Recording (nominee) and Best Male Artist (won)  
Kelly Parker for Edmund Bull's "Follow Your Dreams" (Turtle Island) for Best Producer  
BLU "Rez Life" for Debut Artist of the Year and Best Rap Hip Hop Recording  
Violet Naytowhow "Wind Of The North" for Best Folk Recording  
Meewasin Oma "Morning Praise Unto Our Creator" (Turtle Island) for Best Native American Church Recording

## **INDIAN SUMMER MUSIC AWARDS**

**SEPTEMBER 6/08, MILWAUKEE WI**

### **NOMINEES**

Violet Naytowhow "Wind Of The North" for Folk  
Edmund Bull "Follow Your Dreams" for Country  
Meewasin Oma "Morning Praise Unto Our Creator" for Spiritual  
Northern Cree & Friends "Calling All Dancers" for Traditional Drum (won)  
Red Bull "Forever & Ever" for Traditional Drum

## **WESTERN CANADIAN MUSIC AWARDS**

**OCTOBER 16-19/08, EDMONTON AB**

### **NOMINEES**

Little Miss Higgins "Junction City" for Outstanding Blues Recording (won)  
Bob King "It's All About Attitude" for Outstanding Children's Recording  
Tripmeter "Wide World Crashing" for Outstanding Christian/Gospel Recording  
Elizabeth Raum "Dark Thoughts (How Bodies Make Ecstastic Marks)" for Outstanding Classical Composition (won)  
Les Cireux D'semelles "Le bel accent" for Outstanding Francophone Recording  
Bob Evans "4 on 6" for Outstanding Instrumental Recording (won)  
Jason Plumb and the Willing "Beauty In This World" for Outstanding Pop Recording  
Maybe Smith "Animals and Architects" for Outstanding Rock Recording  
The Deep Dark Woods "Hang Me, Oh Hang Me" for Outstanding Roots Recording – Duo/Group  
Moka Only & Def 3 "Dog River" for Outstanding Urban Recording  
Graffiti Music for Agency of the Year  
Dan Canfield for Engineer of the Year  
Bart McKay for Engineer of The Year  
Amigos Cantina for Live Music Venue of the Year  
Louis O'Reilly for Manager of the Year  
David j Taylor for Producer of the Year

## **COVENANT AWARDS**

**OCTOBER 24/08, CALGARY AB**

### **NOMINEES**

Claire Schira for Country/Bluegrass Song of the Year and Country/Bluegrass Album of the Year

## **MAYOR'S ARTS AND BUSINESS AWARDS**

**MAY 27/09, REGINA SK**

### **NOMINEES**

Marshall Burns for Emerging Artist  
Regina Folk Festival for Excellence in Arts Management  
Bionick Bannock Boys and Charity Marsh for Innovation in the Arts  
Best Western/Seven Oaks; CJTR; CTV for Corporate Support of the Arts  
David McIntyre; Robert Ursan; Laura Pettigrew for "Living the Arts"  
Regina Mandolin Orchestra; Regina Multicultural Council for the Mosaic Celebration; Bach & Beyond for Sustained Support of the Arts  
Ralph (Mickey) Wetzstein - Lifetime Achievement Recipient

## **620 CKRM BIG COUNTRY TALENT SHOW**

**APRIL-MAY/09, THE PUMP ROADHOUSE, REGINA SK**

Jody Diederichs – winner and recipient of the Sheila Ann Memorial Trophy  
Tenille Arts received second place, and third place went to Sabrina Laine Demyen  
Rayanne Ottenbreit received The Fred King Most Promising Entertainer award

## **SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE**

**MARCH 23/09, REGINA SK**

Kevin Tobin, artistic director of the SaskTel Saskatchewan Jazz Festival (won)  
Long Day's Night Music Festival (won)

## **SASKATCHEWAN COUNTRY MUSIC AWARDS**

**APRIL 24-26, NIPAWIN SK**

WINNERS (full list of nominees published in spring 2009 issue of The Session)

Codie Prevost for Fans Choice Entertainer, Male Vocalist, Song of the Year – Composer ("Spin", co-written with Willie Mack), Single of the Year ("Spin") and Album of the Year ("Spin")  
Darlene Tuleta for Female Vocalist  
Wyatt for Group of the Year  
Ashley St. Denis for Rising Star Award  
Donny Parenteau for Aboriginal Artist  
Jennifer Jade Kerr "Somehow It Always Does" for Country Gospel Album-  
Codie Prevost Band for Back Up Band  
Kal Hourd "When Pink Is Just A Colour Again" for Video of the Year  
CJVR-FM Melfort for Fan's Choice Radio Station  
Dave Baker, CJVR-FM for On Air Personality and Music Director  
Alain Leblanc for Manager  
John Quinn for Country Music Person  
Rich McFarlane for Record Producer  
Mosaic Recording Studio – Prince Albert and B-Rad Studios – Regina for Recording Studio (tie)  
Canadian Coast to Coast, CJVR-FM for TV or Radio Show of the Year  
Barry Scaife for Legends & Legacy Award  
Starlight Lounge, Northern Lights Casino for Nightclub of the Year  
Brian Kelly for All Star Band Awards: Bass  
Charles Dumont for All Star Band Awards: Drums  
Allison Tymiak for All Star Band Awards: Fiddle  
Lorena Kelly for All Star Band Awards: Keys  
Rich McFarlane for All Star Band Awards: Guitar  
Anthony Kelly for All Star Band Awards: Specialty

# ARTIST RELEASES 09.01.08/08.31.09

## SASKATCHEWAN ARTIST RELEASES SEPTEMBER 1, 2008-AUGUST 31, 2009

### Artist: Title

Allison Bohman: Allie B.  
Amour Fou/Invasion: We Can Never Be Saved  
Amy Nelson: Amy Nelson  
Anderson/Burko: Enjoy The Show  
Andrea Menard: Sparkle  
André Mejía: House of Cards  
Andy Shauf: Darker Days  
Annette Campagne: You Gotta Laugh  
Beauty Faulkner: Mother  
Birds Are Dinosaurs: Birds are Dinosaurs  
Brad Johner: Lookin' At You  
Brittany Kraus: Little Songs  
Chris Henderson: Follow The Signs  
Colleen K: Light In Your Eyes  
Darrel Delaronde: Burlap & Binder Twine  
Daryl Admundrud: Pure Piano  
Deep Dark Woods (The): Winter Hours  
Def 3 and Factor: Drumbo  
Don Modderman: Garden  
Dumb Angel: I Woke Up This Morning  
Eli Barsi: Darn Hard to Tame  
Failed States: Ride Bikes  
Farideh: Symphony of Chemistry  
Feeding Fiction: Roots  
Gabe Penna & The Rising: Brighter Day (The)  
Glenn Sutter: All You Need  
Harvest King Records: Shredded Wheat Volume 1  
Heartstrings: In A Land Far Away That is Fair  
Hot Blood Bombers: Dirty Little Party  
Hurricane Cletis: Awake Today  
InfoRed: Know Buddy  
Jason Plumb and the Willing: Wide Open Music – Songs for Saskatchewan  
Jenn South: For His Glory  
Jennifer Jade Kerr: Somehow It Always Does...  
Jesse David Selkirk: Sad, Happy, Foolish, Wise  
JJ Guy: Fiddler  
John Arcand: Dedications  
Juanita Brandt: Prairie Girl  
Kal Hourd: Haven't Even Met Yet  
Karnell: Karnell  
Karpinka Brothers (The): One Brick at a Time  
Keitel: A Goddamn Boat Full of Ghosts  
Kelsey Fitch: No Regrets  
Ken Jefferson: Piano Favourites  
Kirby Criddle: Vena Cava  
Kleins96: Rehashed  
Kleins96: Kleins96  
Korte Sisters (The): One Family  
Kory Istace vs the Time Pirates: Tie Me to the Tracks  
Kyle Riabko: Parkdale Sessions (The)  
Lazy MKs (The): A Field Guide To  
Leanne Hynd: Undressing The Past  
Library Voices: Hunting Ghosts And Other Short Stories  
Little Miss Higgins: Live – Two Nights in March  
Living In The Boom Times: Living In The Boom Times  
Lone Tree Road: First Mile  
Luke Ryalls: Soty (The)  
Lyn Besse McGinnis: All Over The Map  
Major Flinch: We're Not Aliens  
Mark Ceaser: Burma Road  
Maybe Smith: Another Murder in the Morning  
Megan Lane: bow and drill the spark  
Mobaddass: Island Rock  
Molten Lava: Sevens and Nines  
Nancy Seaman: Be Still  
No Fixed Address: Anything but Nothing  
Out Of The Blue: Out Of The Blue  
Paul Benjamin: Wilbur Sargunraj  
Polymaths: So Long Castle Road  
Rah Rah: Going Steady  
Rapture & Ashes: Creation  
Richard Groulx and The Co-Accused: One Man Solidarity  
Rógairí: Rógairí  
Samara Yung: Show Me the World  
Sandon: Freedom's Last Lost Mile  
Saskatchewan Indian Cultural Centre: Muckleshoot Pow Wow  
Saskatchewan Indian Cultural Centre: Red Bull - Live at Muckleshoot Pow Wow  
Saskatchewan Indian Cultural Centre: 2008 FSIN Pow Wow  
Saskatchewan Indian Cultural Centre: Fly In Eagle - Sitting By The Fire  
Saskatchewan Indian Cultural Centre: Poundmaker - Live  
Scott Benson: Point Aconi  
Seven Levels: The Spring Sessions (The)  
Skavenjah: One More Night With You  
Slow Down, Molasses: I'm An Old Believer  
soso: Choke  
soso & DJ Kutdown: all they found was water at the bottom of the sea  
Sylvie: Trees and Shade Are Our Only Fences  
These Hands: March 1st  
Tim Toutant: Speed of a Sweet Life  
Touched Up Roots: Prairie Songs In B Flat  
Tripmeter: End Of Everything We Are  
True Jive Pluckers: Tango: Three Days in February  
True Jive Pluckers: We Are Here  
Ultimate Power Duo: New Normal  
Ultimate Power Duo: Maximum UPD  
Violent Kin: Bitter Blood  
Volcanoless In Canada: This Way Forward  
Vos: Vos  
Warbrides (The): Lions  
Warbrides (The): Warbrides (The)  
West Port Murders: s/t  
Yvonne St. Germain: Turning My Day Around  
Zeljko Bilandzic: Christmas Music for Classical Guitar

# 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!

Aaron Adair  
Aaron Coons  
Al Leblanc  
Amy Nelson  
Ben Schenstead  
Ben Valiaho  
Bev Hallett  
Bob King  
Brad Johner  
Brandy Exner  
Brenda Baker  
Brian Baker  
Carla Rider  
Chad Guy  
Chris Lindgren  
Christine Gasparic  
Darlene Koenders  
Dave Pura  
Dayna Lozowchuk  
Dean Kush  
DJ Tbone  
Donny Parenteau

Don Warketin  
Farideh Olsen  
Gary Field  
George Radutu  
Graham Murawsky  
Helen Coons  
Jason Baliski  
Jay Hails  
Jeanette Stewart  
Jenelle Orcherton  
Jessie Oberik  
Jim Ginther  
Joanne Crofford  
Johnny Hatch  
Jordan Smith  
Justin Knight  
Justin Ludwig  
Karen Mondor  
Karla Miller  
Kate Mathews  
Kathy Stochmal  
Lissa Robinson

Lyn McGinnis  
Mark Ceaser  
Mark Dejong  
Mark Schmidt  
Matt Kaip  
Matt Voyno  
Matthew Blackwell  
Matthew Palmier  
Maurice Richard Libby  
Megan Nash  
Miguel Dey  
Mike Ash  
Mike Dawson  
Miike MacNaughton  
Mike Shannon  
Neil Bergen  
Nick Meinema  
Paddy Tutty  
Patricia Pavey  
Paul Benjamin  
Randy Stark  
Robin Sernich

Roman Tacik  
Ryan Hill  
Ryan Stinson  
Scott Nicholls  
Shauna Powers  
Sheldon Corbett  
Sheldon Evacheski  
Shelly Loeffler  
Skip Taylor  
Stacey Hoskin  
Stephen Maguire  
Steve Cody  
Steve Palmer  
Susan Bond  
Suzanne Paschall  
Terry Massey  
Tim Bender  
Tony Kuzub  
Tracey Tibble  
Tyson McShane  
Vicki Arcand

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



# TREASURER'S REPORT



## **TREASURER'S REPORT BY BEN CHECKOWY**

The past year was very informative, as it illustrated some of the challenges that the reduction in funding from the Saskatchewan Arts Board (of more than 65%) will have on our organization. The promise of moving to the next level, and the ability to compete on a level playing field with other jurisdictions within Canada has been significantly reduced, if not eliminated.

Our staff, even with the turnover in leadership, has worked diligently to provide services that are relevant and useful to our members within the new funding reality. I would express my gratitude to our staff for their efforts in what has been a disappointing period.

Upon review of the financial statements I have no comments over and above the notes of the auditor. That said, please note that when comparing reporting periods these statements are for a full 12-month period rather than the 8-month period that was represented in our last annual report. The audited statements, in my opinion, are indicative of a well-run, efficient organization that is continuing to operate and provide assistance even when faced with massive funding reductions.

This represents my last report as I have reached the end of my allotted time on the Board of SaskMusic. I have seen good times and challenging times, but throughout I have seen the brilliance and resilience of the music industry in this province. I have greatly enjoyed my time on the Board and I know the industry will continue to move forward.

**SASKATCHEWAN RECORDING INDUSTRY  
ASSOCIATION INC.**

**(Operating as SaskMusic)**

**Financial Statements**

**Year Ended August 31, 2009**

## 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, 2009 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, 2009 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 5, 2009

Mintz & Wallace  
Chartered Accountants LLP

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

Statement of Financial Position  
As at August 31, 2009

|  | <u>2009</u>              | <u>Restated<br/>2008</u> |
|--|--------------------------|--------------------------|
| <b><u>ASSETS</u></b>                         |                          |                          |
| <b>CURRENT</b>                               |                          |                          |
| Cash   | \$ 93,680                | \$ -                     |
| Accounts receivable                          | 19,911                   | 124,522                  |
| Prepaid expenses                             | <u>4,868</u>             | <u>2,011</u>             |
|  | <b>118,459</b>           | <b>126,533</b>           |
| <b>RESTRICTED CASH</b>                       |                          |                          |
| Reserve fund (Note 4)                        | 59,220                   | 57,054                   |
| <b>CAPITAL ASSETS (Note 3)</b>               |                          |                          |
|  | <u>10,245</u>            | <u>13,457</u>            |
|  | <b>\$ <u>187,924</u></b> | <b>\$ <u>197,044</u></b> |
| <br><b><u>LIABILITIES AND NET ASSETS</u></b> |                          |                          |
| <b>CURRENT</b>                               |                          |                          |
| Accounts payable and accrued liabilities     | \$ 6,681                 | \$ 12,680                |
| Bank indebtedness (Note 7)                   | -                        | 21,092                   |
| Deferred revenue (Note 5)                    | <u>52,261</u>            | <u>63,216</u>            |
|  | <b>58,942</b>            | <b>96,988</b>            |
| <b>NET ASSETS</b>                            |                          |                          |
|  | <u>128,982</u>           | <u>100,056</u>           |
|  | <b>\$ <u>187,924</u></b> | <b>\$ <u>197,044</u></b> |

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, 2009

|  | <u>2009</u>             | Restated<br>(8 Months)<br><u>2008</u> |
|--|-------------------------|---------------------------------------|
| <b><u>REVENUE</u></b>                  |                         |                                       |
| Grants                                 |                         |                                       |
| - DCYR                                 | \$ -                    | \$ 25,000                             |
| - Saskatchewan Lotteries               | 45,716                  | 91,334                                |
| - FACTOR                               | 30,000                  | 12,500                                |
| - Sask. Arts Board                     | 340,761                 | 381,000                               |
| - SOCAN Foundation                     | 4,000                   | -                                     |
| - Federal grants                       | -                       | 8,500                                 |
|  | <u>420,477</u>          | <u>518,334</u>                        |
| Self-generated                         |                         |                                       |
| Membership fees                        | 17,924                  | 15,750                                |
| Advertising                            | 2,772                   | 3,650                                 |
| Sponsorships                           | 81,763                  | 7,339                                 |
| Festival and events                    | 268                     | 8,568                                 |
| Music/book commissions                 | 2,361                   | 4,234                                 |
| Earnings on investments                | 2,243                   | 384                                   |
|  | <u>107,331</u>          | <u>39,925</u>                         |
|  | <u>527,808</u>          | <u>558,259</u>                        |
| <b><u>EXPENSES</u></b>                 |                         |                                       |
| Administration (Schedule 1)            | 288,443                 | 215,855                               |
| Program expenses (Schedule 2)          | 210,439                 | 336,727                               |
|  | <u>498,882</u>          | <u>552,582</u>                        |
| <b>EXCESS OF REVENUE OVER EXPENSES</b> | <b>\$ <u>28,926</u></b> | <b>\$ <u>5,677</u></b>                |

See accompanying notes

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

Statement of Net Assets  
Year Ended August 31, 2009

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|   | <u>Reserve<br/>Fund</u> | <u>Unrestricted</u> | <u>Total<br/>2009</u> | <u>Restated<br/>(8 Months)<br/>Total<br/>2008</u> |
|---|-------------------------|---------------------|-----------------------|---|
| <b>Balance - beginning of year</b>                      | \$ 57,054               | \$ 60,502           | \$ 117,556            | \$ 94,379   |
| <b>Correction of an Error (Note 10)</b>                 | -                       | (17,500)            | (17,500)              | -   |
|   | <u>57,054</u>           | <u>43,002</u>       | <u>100,056</u>        | <u>94,379</u>                                     |
| <b>Excess (deficiency) of<br/>revenue over expenses</b> | <u>2,166</u>            | <u>26,760</u>       | <u>28,926</u>         | <u>5,677</u>                                      |
| <b>Balance - end of year</b>                            | \$ <u>59,220</u>        | \$ <u>69,762</u>    | \$ <u>128,982</u>     | \$ <u>100,056</u>                                 |

See accompanying notes

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

Statement of Cash Flow  
Year Ended August 31, 2009

|   | <u>2009</u>              | <u>Restated<br/>(8 Months)<br/>2008</u> |
|---|--------------------------|---|
| <b>OPERATING ACTIVITIES</b>                           |                          |   |
| Excess of expenses over revenue                       | \$ 28,926                | \$ 5,677                                |
| Item not requiring cash outlay:                       |                          |   |
| - Amortization  | <u>3,813</u>             | <u>4,434</u>                            |
|   | <b>32,739</b>            | 10,111                                  |
| Net change in non-cash current assets and liabilities |                          |   |
| - Accounts receivable                                 | 104,611                  | (91,558)                                |
| - Prepaids  | (2,857)                  | 11,727                                  |
| - Accounts payable and accrued liabilities            | (5,999)                  | (1,555)                                 |
| - Deferred income                                     | <u>(10,955)</u>          | <u>(10,284)</u>                         |
| Net cash from operating activities                    | <u>117,539</u>           | <u>(81,559)</u>                         |
| <b>INVESTING ACTIVITIES</b>                           |                          |   |
| Purchase of capital assets                            | <u>(601)</u>             | <u>(3,601)</u>                          |
| Net cash from investing activities                    | <u>(601)</u>             | <u>(3,601)</u>                          |
| <b>INCREASE (DECREASE) IN CASH RESOURCES</b>          | <b>116,938</b>           | (85,160)                                |
| CASH - beginning of year                              | <u>35,962</u>            | <u>121,122</u>                          |
| CASH - end of year                                    | <b>\$ <u>152,900</u></b> | <b>\$ <u>35,962</u></b>                 |
| Cash consists of the following:                       |                          |   |
| Unrestricted  | \$ 93,680                | \$ (21,092)                             |
| Restricted - Reserve Fund                             | <u>59,220</u>            | <u>57,054</u>                           |
|   | <b>\$ <u>152,900</u></b> | <b>\$ <u>35,962</u></b>                 |

See accompanying notes

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Notes to the Financial Statements  
August 31, 2009

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## 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, 2009 and August 31, 2008, 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.

### Capital Management

Capital is comprised of the Association's net assets. The Association's objectives when managing capital are to continue as a going concern to protect its ability to meet its on-going liabilities, and to maximize returns for members over the long term. Protecting the ability to pay current and future liabilities including maintaining capital based on internally determined capital guidelines based on risk management policies.

### 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, 2009

## 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% |
| Computer equipment & software | 30% |

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

## 3. CAPITAL ASSETS

|                                  | 2009             |                                     | ---2008---                |                           |
|----------------------------------|------------------|-------------------------------------|---------------------------|---------------------------|
|                                  | <u>Cost</u>      | <u>Accumulated<br/>Amortization</u> | <u>Net Book<br/>Value</u> | <u>Net Book<br/>Value</u> |
| Furniture & equipment            | \$ 19,727        | \$ 17,211                           | \$ 2,516                  | \$ 3,145                  |
| Computer equipment<br>& software | <u>47,324</u>    | <u>39,595</u>                       | <u>7,729</u>              | <u>10,312</u>             |
|                                  | <u>\$ 67,051</u> | <u>\$ 56,806</u>                    | <u>\$ 10,245</u>          | <u>\$ 13,457</u>          |

## 4. RESERVE FUND

The Association has internally restricted investments in the Reserve Fund. These investments are Guaranteed Investment Certificates which bear interest from 0.5% to 3.75% and mature on October 30, 2009 and May 31, 2010.

## 5. DEFERRED REVENUE

|                              | <u>2009</u>      | <u>2008</u>      |
|------------------------------|------------------|------------------|
| Saskatchewan Arts Board      | \$ 29,547        | \$ -             |
| Saskatchewan Lotteries Trust | -                | 45,666           |
| Astral Media Radio Inc.      | 15,214           | -                |
| FACTOR                       | 7,500            | 17,500           |
| Other                        | -                | 50               |
|                              | <u>\$ 52,261</u> | <u>\$ 63,216</u> |

# **SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.**

**(Operating as SaskMusic)**

**Notes to the Financial Statements  
August 31, 2009**

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## **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%. In the prior year the bank indebtedness arose from cheques issued in excess of funds on deposit.

## **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.

## **9. RELATED PARTY TRANSACTIONS**

The Association is related to Western Canadian Music Alliance through common board members.

During the year there were no transactions with this related party and there is no balance owing to or from the related party.

## **10. CORRECTION OF AN ERROR**

The revenue reported from FACTOR was incorrectly recorded in the previous year. Based on the funding agreement \$17,500 should have been deferred to the current year. Revenue and excess revenue over expenses of the previous year have been decreased by \$17,500 and deferred revenue of the prior year was increased correspondingly.

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

Schedule of Administration Expenses  
Year Ended August 31, 2009

|                                     |                          | Schedule 1                |
|-------------------------------------|--------------------------|---------------------------|
|                                     | <u>2009</u>              | (8 Months)<br><u>2008</u> |
| Amortization                        | \$ 3,813                 | \$ 4,434                  |
| Audit and accounting                | 4,343                    | 3,334                     |
| Bad debts                           | 3,500                    | 76                        |
| Bank charges and interest           | 2,346                    | 1,665                     |
| Board expenses                      | 3,230                    | 7,954                     |
| Employee benefits                   | 26,016                   | 19,514                    |
| Equipment rental                    | 433                      | 1,496                     |
| Insurance                           | 1,447                    | 737                       |
| Merchandise                         | 1,517                    | 5,968                     |
| Miscellaneous                       | 1,725                    | 2,357                     |
| Office supplies                     | 1,636                    | 2,639                     |
| Rent                                | 33,666                   | 18,083                    |
| Repairs and maintenance             | 758                      | 3,366                     |
| Salaries                            | 194,048                  | 137,128                   |
| Telephone, internet and fax machine | <u>9,965</u>             | <u>7,104</u>              |
|                                     | <b>\$ <u>288,443</u></b> | <b>\$ <u>215,855</u></b>  |

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

Schedule of Program Expenses  
Year Ended August 31, 2009

|                                  |                   | Schedule 2                |
|----------------------------------|-------------------|---------------------------|
|                                  | <u>2009</u>       | (8 Months)<br><u>2008</u> |
| Accommodation                    | \$ 4,096          | \$ 6,973                  |
| Advertising and marketing        | 6,692             | 6,325                     |
| Artist performance fees          | 550               | 8,765                     |
| Catering                         | 2,026             | 5,499                     |
| Computer programming             | 632               | 2,608                     |
| Consulting fees                  | 45,869            | 130,669                   |
| Event registration fees          | 3,917             | 1,237                     |
| Festival, events and conferences | 12,908            | 20,534                    |
| Grants - CIDF Grants             | 79,647            | 109,210                   |
| Meeting room charges             | 53                | 324                       |
| Resource library                 | 153               | 330                       |
| Panellist fees                   | 4,810             | 5,334                     |
| Photocopying                     | 1,085             | 163                       |
| Postage and delivery             | 6,373             | 7,042                     |
| Printing                         | 16,792            | 9,379                     |
| Travel                           | <u>24,836</u>     | <u>22,335</u>             |
|                                  | <u>\$ 210,439</u> | <u>\$ 336,727</u>         |

**SASKOMUSIC**  
www.saskmusic.org

