

Welcome to Our 2nd Annual SERFA Conference

We are so excited to have our regional at The Ozark Folk Center, located in the Ozark State Park – a perfect embodiment of the Southeast music, culture and folklife that is so rich in our region. We're fulfilling the requests of many over the years – to have a conference at a retreat center, where we have our meals together and create a sense of place (see the workshop of the same name later in the program) to grow our very special region. And your participation is essential to that growth, so we're so appreciative that you are here to make SERFA what it is and help shape it for what it can become.

There are so many wonderful people who have made this conference happen this year. Special thanks goes out to The Ozark Folk Center and to Jimmie Edwards and Carl Adkins who wanted to see this conference here and did a lot to secure our success in coming. You'll get to know both of them at the conference, since they have so much to contribute. And, to our local co-chairs Kelly Mulhollan and Donna Stjerna- (Still on the Hill) who pulled together a lot of local resources to enrich our programming and experience. There are also two dedicated SERFA volunteers – Christine Stay, who pulled together our logistics for a second year, and Betty Friedrichsen, who has been our registrar for two years, who will both be in Ireland at various times over the next month and won't be able to be at the conference. Still they were dedicated to making everything right and deserve a special thanks in absentia.

And also of special note is Denise Williams, SERFA Treasurer, and John Stoecker, SERFA Recording Secretary, who not only fulfill those roles, but catch all the in between details with me in Nashville to keep SERFA up and running. Their care and efficiency and selfless volunteer hours, along with Kelly, Christine and Betty have been invaluable in making this conference happen. There are many others who are too numerous to mention here, but we'll be acknowledging them throughout the weekend for their contributions to SERFA.

So, enjoy this wonderful weekend – a beautiful and peaceful surrounding chock full of homemade crafts, music, food and fun! Experience all that the conference and the Center has to offer, including exploring the town square of Mountain View. This is truly a town that embraces music – every weekend the townsfolk gather all around the square to either listen to or play music. It's like stepping back in time, to a simpler yet very real place for people like ourselves who love music! Thanks for being here.

Kari Estrin, President/Conference Director SERFA

SERFA Conference Schedule - Thursday, October 15

8:00 am – 6:00 pm	Registration
1:30 pm – 3:00 pm	Opening Reception with Jim Magill “Nurturing Traditional Music”
3:15 pm – 4:30 pm	Workshops
5:00 pm – 6:30 pm	Dinner
6:45 pm – 10:20 pm	Official Showcases
11:00 pm – 2:00 am	Guerilla Showcases
2:00 am – until?	Late night jamming at poolside/lounge

Thursday Afternoon Workshops

3:15 – 4:30 pm

Guerrilla Recording - John Stoecker

An artist to artist/writer to writer workshop that is an introduction to recording with portable recorders. Using a handy recorder with or without a Mac or PC laptop may be a useful solution. If you want to record live shows, demos, work tapes, and capture ideas quickly and efficiently (and inexpensively). The seminar covers specific (low cost) hardware and programs while trying to avoid jargon, and covers the basics of getting immediate results. This isn't about “home recording” (equipping your own studio at home), although as is the case with any recording situation, there are basic aspects that are in common, and this could be a starting place if you are non-technical or have never had your own setup. A detailed handout will be distributed to attendees.

Road-Dog Survival Tips: A Non-Music-Industry Approach to Managing Your Own Folk Music Performance Career - Jack Williams, Kelly Mulhollan, Donna Stjerna- (Still on the Hill), Kari Estrin

A panel-Q&A discussion of the methods and the ups and downs of doing it all yourself: booking, publicity, promotion/marketing, career-planning, radio-play, logistics of touring, driving and crying while writing or practicing. This discussion is for performing artists who - like the panelists - do most or all of the work themselves and who prefer to go it alone and who are beholden to no one but themselves and their audiences. We'll discuss helpful information for those artists who've been at it for a long time and for those who are new to touring in

the folk community. This is for artists who - like the panelists - have chosen to not operate their careers according to systems established by the commercial music industry, and not according to aspirations of commercial success beyond the folk realm.

Official Showcase Artists, Thursday October 15

Emcees - Taylor Caffery, Jim Magill & Mike Shirkey

- **Fran Snyder** is French-Canadian with a Kansas tan, who missed out on the free love of the 70's, playing arena stages in the 80's, and getting rich in the 90's. He still loves music & loves connecting with people. And he does that with his acoustic guitar, inspiring lyrics, and a good bit of humor.
- **Lauren LaPointe** delivers soulful folk-rock with resonant lyrics and haunting melodies. A little bit Canadian, a little bit Southern. Joni Mitchell meets Bobbie Gentry.
- **Chico Schwall**
- **3 of Cups**
- **Andy Cohen**
- **Roy Schneider** offers an eclectic blend of folk, blues, reggae, rock and bluegrass influences. Songs from an interesting life path combined with a vivid imagination, delivered with warmth and humor.
- **The Folk Art Center presents A Taste of the Ozarks *with* Harmony & Skirtlifters**
- **The Believers**

Thursday Night Guerilla Showcases

Bill & Kate Isles Present 45 Minute Songwriter Rounds

10:45pm Bill & Kate Isles, Ben Bedford & Kari Abate, Chico Schwall

11:30pm Bill & Kate Isles, Garrison Doles, Kim Richardson

12:15am Bill & Kate Isles, Joseph Leavell, Clint Alphin

1:00am Bill & Kate Isles, Ben Bedford & Kari Abate, Laurie McClain

SERFA Unofficial Showcase

11-11:20 John Stoecker

11:25-11:45 Marissa Lynae

11:50-12:10 Butch Morgan
12:15-12:35 David Byboth
12:40-1:00 Garrison Doles
1:05-1:25 Adam Klein

Florida Guerilla Showcase Cabin

Hosted by Ray Lewis

11:00 PM - Lauren LaPointe
11:30 PM - Laurie McClain
MIDNIGHT - Larry Mangum
12:30 AM - Doug Spears
1:00 AM - David Russell
1:30 AM - David Byboth

New Mexico Room, hosted by Daniel & Ellen Boling

10:45pm-11:45pm Jack Williams, Ronny Cox, Doug Spears - in the round
11:45pm-12:45am Still On The Hill, Jaime Michaels, Daniel Boling - in the round
12:45am-2:00am Free-for-all of anyone who still has the energy and the interest and anyone who happens along and wants to join us

Kari Estrin Management & Consulting Showcase Room

11:00 pm – Ed Pettersen
11:30 pm – Gary Gordon
12:00 pm – Ben Bedford
12:30 pm – Three of Cups

SERFA Conference Schedule - Friday, October 16

8:00 am – 9:30 am	Breakfast with meal plan SERFA Board Meeting (SERFA Board only)
9:45 am – 11:00 am	Workshops
11:00 am – 12:15 pm	Radio Forum
12:30 pm – 2:00 pm	Lunch with meal plan, Explore the Ozark Folk Center!
2:15 pm – 3:30 pm	Workshops
3:45 pm – 5:00 pm	Fast Pitch Showcase
5:00 pm – 6:30 pm	Cook out with meal plan
6:45 pm – 10:20 pm	Official Showcases
10:45 pm – 2:00 am	Guerilla Showcases
2:00 am – until ?	Late night jamming at poolside/lounge

Friday Morning Workshops

9:45 – 11:00 am

How To Talk To Your Engineer - *Ed Pettersen and Gary Gordon*

Find out what the differences are between a producer and engineer, what type of agreement you should be making with your engineer and the most positive ways of working together. Know what's appropriate in what you expect from the other. But mostly, how do you express what you're hearing in your rough mixes to the engineer. Ed and Gary will unravel some of the mystery in the studio to make your results more satisfying and your work much easier together.

A Sense of Place - celebrating our region and culture in our music -

Mike Luster, Director of the Arkansas Folklife Program, Arkansas State University; Kelly Mulhollan and Donna Stjerna (Still on the Hill); Mary and Robert Gillihan, Dave Smith (Harmony) Jack Williams; Shannon Wurst- (3 Penny Acre); Doug Spears

In the face of overwhelming homogenization, music that reflects a sense of place can be good medicine. In some small way, our songs can slow the onslaught of media culture that threatens to erase the traditions that defines our region.

Presenters Forum - *Fran Snyder, Denise Williams, Ray Lewis, and Mike Shirkey, Gloria Hollaway, Brian & Bernice Hembree.*

An open discussion on what venues and house concerts have to deal with, brainstorming on how to work together in the SE, how to utilize SERFA's new venue/agent list, sharing of stories and marketing strategies.

11:00 – 12:15 pm - Auditorium

Radio Forum - *Mike Flynn, Michael Johnathon, Taylor Caffery, Mike Shirkey, Moderator: Kari Estrin*

Hear the stories, tips and comments of this impressive panel. Discussion of acoustic music radio, what DJ's listen for, how to get your music on the air, and hear how two of these DJ's have vastly increased their reach through syndication.

Friday Afternoon Workshops

2:15 – 3:30

Folk Rhymes with Broke - The Economics of being a Folksinger - *Michael Johnathon, KC Clifford, Kari Estrin*

Find out how to leave that negative thought process behind, learn what you can do to leverage your career, enhance your musical opportunities. Thinking outside the box, working beyond the norm, surviving the new economy, investing in your career, selling CDs in a world with no CD stores and making a living in a cyber world.

The Creative Imagination: Understanding the Role of the Audience in Your Writing/Performance - *Bill Isles*

Are you connecting with your audiences on levels beyond "the groove"? Drawing from the teachings of 19th century Scottish storyteller and myth-maker George MacDonald (whom C.S. Lewis called "my master"), this workshop will explore the effect your songs have on the imaginations of your audience. In a condensed version of his four-six hour seminar, Isles will demonstrate the differences between emotional and intellectual response, and will name the single most important thing that a performing songwriter needs to

learn (you'll have to attend to find out). It's all about the audience, right?

Arts Councils: How Can We Best Access Our State and Regional Arts Councils? *Cynthia Haas- Director of Arts in Education for the Arkansas Arts Council, Mike Luster- Director of the Arkansas Folklife Program, Arkansas State University, Kelly Mulhollan, Donna Stjerna- (Still on the Hill)*

Folk artists often are not aware of the valuable programs that are available to them through their state and regional arts councils. We will attempt to close this gap with this panel discussion.

Yodeling – with Pete Leary

Here's your chance to learn how it's done!

3:45 – 4:30 Auditorium

Fast Pitch Showcase

What's a fast pitch?

A bit like American Idol for the folk set. No, its really so much better than that! You've got 5 minutes to pitch yourself to the audience. Just five minutes to take the stage, introduce yourself and play a song that wins us over. This was a fun audience favorite from last year's conference.

Clint Alphin

Daniel Boling

Garrison Doles

Adam Klein

Pete Leary

Sheryl Paige

Raison D'Etre

The Skirtlifters

Lyal Strickland

Billy Sunday

Official Showcase Artists, Friday October 16

Emcees - Michael Johnathon and Mike Flynn

- **Jan Seides**
- **Larry Mangum** is an award winning song writer and performer! "The Last Troubadour" won 1st place at Gamblefest 2005, 3rd at Wilfest 2006. "The Ballad of Dale & Gamble", 1st place at Gamblefest in 2008. He was

a Top 10 finalist at South Florida Folk Festival 2008. He has played FFF, SFFF, Gamblefest, Wilfest

- **3 Penny Acre**'s unique Ozark inspired sound has more than a regional appeal. Listeners in all corners will appreciate their attention to lyrics, harmony, and carefully crafted acoustic arrangements. Many will appreciate their fresh interpretation of mountain music/bluegrass/folk music and will quickly identify with their "Arkansas sound" as distinct, yet universally appealing.
- **Jack Williams**
- **Ben Bedford with Kari Abate**
- **David Llewellyn**
- **Gary Gordon**
- **Linda McRae** is a compelling Folk/Roots singer/songwriter (a Canadian now living in Nashville) and knows how to get far below just performing a song, singing it from her heart and soul. Her powerful voice is well supported by her acoustic finger-style and flatpick rhythm guitar, clawhammer banjo, and Porchboard Bass
- **Still on the Hill**
- **Michael Johnathon**

Friday Night Guerilla Showcases

Bill & Kate Isles Present 45 Minute Songwriter Rounds

10:45pm, Bill & Kate Isles, Ben Bedford & Kari Abate, KC Clifford

11:30pm, Bill & Kate Isles, Lauren Lapointe, Larry Mangum

12:15am, Bill & Kate Isles, Adam Klein, Doug Spears

1:00am, Bill & Kate Isles, Ben Bedford & Kari Abate, Jan Seides

Florida Guerilla Showcase Cabin , Hosted by Ray Lewis

11:00 PM - Sheryl Paige

11:30 PM - Garrison Doles

MIDNIGHT - Michael Johnathon

12:30 AM - Jack Williams

1:00 AM - Larry Mangum

1:30 AM - David Russell

SERFA Unofficial Showcase

11-11:20 Marissa Lynae

11:25-11:45 John Stoecker

11:50-12:10 Clint Alphin

12:15-12:35 Happenstance

12:40-1:00 Daniel Boling

1:05-1:25 Raison D'Etre

Kari Estrin Management & Consulting

11:00 pm – Jan Seides

11:30 pm – Doug Spears

12 mid – Ronny cox

12:30 am – Still on the Hill (Kelly Mulhullon & Donna Stjerna)

1:00 am – Michael Johnathon

SERFA Conference Schedule - Saturday, October 17

9:45 am – 11:00 am	Workshops
11:00am – 12:15 pm	Special presentation on the Ozarks
1:00 pm - 4:00 pm	Dance and Dance Workshops – Outside Stage in Park!
12:30 pm – 2:00 pm	Lunch with Meal Plan!
2:15 pm – 3:30 pm	Mentoring Sessions
3:45 pm – 5:00 pm	SERFA Town Hall Meeting
5:00 pm – 6:30 pm	Dinner with Meal Plan!
6:45 pm – 10:20 pm	Official Showcases
10:45 pm – 2:00 am	Guerilla Showcases
2:00 am – until ?	Late night jamming at poolside/lounge

Saturday Morning Workshops

9:45 am – 11:00 am

Social Media - *K.C. Clifford*

Intimidated by social media? Overwhelmed with too many sites to keep up with? Don't even know where to start? Don't know what social media is? You are not alone! Join us for a crash course in how to use social media to build your career or venue. Lots of helpful, practical tips, links and knowledge will be exchanged.

Touring in Europe - *Ed Pettersen and David Llewellyn*

The ins and outs of not only gigging, but surviving airports, packing and the road! Touring Europe has many facets, and sometimes the simplest of tips can make the hugest of differences overseas.

Finding Your Inner Rubber Chicken - Holding an Audience Without a Gimmick - *Jack Williams. Still on the Hill*

The idea is to discuss ways of presenting music and holding an audience's interest without resorting to unnecessary or extreme performance measures, which could compromise the artist's music, presentation and image: debunking the myth that an artist, with excellent music, talk, and stage presence, must use

"gimmicks" to interest an audience. We'll discuss how to accentuate the artist's strengths and eliminate the weaknesses without having to pull out the "rubber chicken". We'll emphasize the fact that, no matter how well a person may write or sing, the ability to perform before - and hold - an audience is the key to earning a living and providing a lasting forum for the artist's work.

11:00 – 12:15 pm

An Ozark Presentation - *Kelly Mulhollan & Jimmie Edwards*

You've just spent a weekend together in the Ozark State Park, soaking up the atmosphere and the music. In our first year in the Ozarks, Kelly and Jimmie will fill you in on some wonderful aspects of the music and culture that enrich this year's experience of SERFA and in getting to know our region! The Ozark folk music, life and arts scene embraces the mission of SERFA – a great way to celebrate this year and build to other states uniqueness in the future.

Mentoring Sessions

2:15 – 3:30 pm

Sign up for one on one sessions – 15 minute each. Is a great opportunity to ask specific questions and get expert advice. Sign up at registration.

- Ed Pettersen & Gary Gordon – recording
- Taylor Caffery – Radio
- KC Clifford– Social Media, fund raising
- Fran Snyder – connecting with house concerts
- Kari Estrin – self management, touring, career planning, etc.
- Donna Stjerna – Making Art Your Life
- John Stoecker – home recording
- Jimmie Edwards – marketing ideas
- Kelly Mulhollan– working with arts councils

The Blues Clinic – *Andy Cohen & Jack Williams*

Hear and learn from two of the best out there – break out session for those who want to hear and learn more!

SERFA Town Hall Meeting

3:45 – 5:00 pm - Auditorium

OK, we did it – the end of our second year and our first conference in the Ozarks. We'll be returning here next year before moving locations, so we'll have a chance to take a breath and look at enlarging our vision for the next conference. Come with your constructive comments and ideas and a willingness to help us build for next year and the future. We're the newest of the Folk Alliance regions, but with two conferences behind us, we're off to a great start!

Official Showcase Artists, Saturday October 17

Emcees – Mike Flynn and Taylor Caffery & Mike Shirkey

- **Kim Richardson** is 'just the right mix of fun, reflection and grit' – Michael Devlin, Music Matters. She was a Southeast regional finalist in the Mountain Stage New Song Contest in 2007, winner of the 61st Annual Ozark Folk Festival Songwriting Contest in 2008, and will open for Loudon Wainwright III next month.
- **Doug Spears**
- **Laurie McClain**
- **Ed Pettersen** delivers both an engaging solo acoustic performance and upbeat band performances, "in the vein of John Prine, Robert Earl Keen and Elvis Costello" (W. Robins). Covered by artists including Grammy nominated Blues legend Bettye LaVette, Ed is also the producer of the Song of America.
- **Bill and Kate Isles** Words like "Transcendent" and "Mesmerizing" are common in audience descriptions of the live concerts of this down-to-earth Minnesota duo and fans of all ages tell of listening to their albums over and over again. What they're finding is something of the duo's story, and something of themselves.
- **Jaime Michaels** "...three time Kerrville New Folk finalist Jaime Michaels' songs are as elusive as smoke and mirrors...His voice raspy with sadness and longing, Michaels pens contemporary tunes where love shines from within like a falling star... Sing Out! magazine - summer 2004
- **K.C. Clifford** Like Patty Griffin swapping secrets with Karen Carpenter & Anne Lamott, listeners love K.C. Clifford's extraordinary voice & meticulous turn of phrase. A two-time Kerrville New Folk finalist & Woody Guthrie Winner, her engagingly authentic live performance is a moving experience not soon forgotten.

- **Louise Mosrie** Smart soulful Americana folk pop. Winner - 2009 Grassy Hill Kerrville New Folk Songwriting Competition!
- **Ronny Cox**

Saturday Guerrilla Showcases

Bill & Kate Isles Present - 20 minute Solo Showcases

10:45pm Bill & Kate Isles

11:00pm Ben Bedford & Kari Abate

11:20pm KC Clifford

11:40pm Doug Spears

12:00am Kim Richardson

12:20am Jaime Michaels

12:40am Bill & Kate Isles

1:00am Ben Bedford & Kari Abate

1:20am Closing round (open ended) Bill & Kate Isles, Ben Bedford & Kari Abate, Jack Williams, Ronny Cox

Kari Estrin Management & Consulting Showcase

11:00 pm – David Llewellyn

11:30 pm – The “Mostly Invitational” with many special guests – come and stop by with your guitar! Co-hosted with Kari Estrin & David Llewellyn

My Old Kentucky Home

No, they don't have to be from KY, just agree to do one Kentucky-related song or pack a KY-themed snack to share.

11-11:30 Raison D'Etre

11:30-12 Happenstance

12-12:30 Laurie McClain

12:30-1:00 Chico Schwall

1:00-1:30 Daniel Boling 1:30-2--Lauren Lapointe

Florida Guerilla Showcase Cabin, Hosted by Ray Lewis

11:00 PM - Sheryl Paige

11:30 PM - Garrison Doles

MIDNIGHT - Larry Mangum

12:30 AM - Doug Spears

1:00 AM - David Russell
1:30 AM - C. Daniel Boling

SERFA Unofficial Showcase

11-11:20 John Stoecker
11:25-11:45 David Russell
11:50-12:10 Lyal Strickland
12:15-12:35 Pete Leary
12:40-1:00 The Billy Sunday Band