

WORKSHOP SCHEDULE – NERFA 2018

(note: Bios for moderators and workshop participants are collected alphabetically beginning on page 29)

Thursday, November 8, 3:00 pm to 4:30 pm

ON THE GRIDDLE I – *Hartford*

Moderator: Biff Kennedy

Panelists: Jess Phaneuf, John Platt, Joe Pszonek, Greg Torrington

Could a 60 second sample of your song become a new career breakthrough? Our panel of radio and industry experts will listen to the first one minute of your song and share their first impressions regarding production qualities, and reveal why you might be chosen or passed over for airplay. Pick your song carefully--you have only one minute to make that impression! Marked CDs will be collected at the beginning of the workshop and chosen by blind lottery. Do you have what it takes to sit in the hot seat? (On The Griddle II is on Sunday at 11:00am. If your song is reviewed today, you may not submit for Griddle II.) Come early and meet the best listeners at the Conference.

CROWDFUNDING YOUR PROJECT FOR ARTISTS – *State Ballroom*

Moderator: Tamara Kater

Panelists: Alice Howe, Carla Ulbrich

Crowdfunding provides enormous opportunity for independent artists to raise money, communicate with their fans, pre-sell their new recordings and merchandise, and engage patrons who want to invest in an artist's growth. The panel will explore the preparation, execution and fulfillment required to conduct a successful campaign. Topics will include: setting a financial goal, identifying your target audience, timing, choosing the right platform, premiums, length of campaign, costs of the campaign, and how to have fun raising awareness and financial support for your work.

DON'T FORGET TO TELL THE BASS PLAYER: THE ART OF JAMMING – *Ethan Allen*

Presenters: Greg Klyma, Stuart Markus, FJ Ventre

You hear the jam and see everyone having fun. You want to join in but you're not sure how. This participatory workshop will help you decode the unspoken language of a successful jam. From knowing your key and understanding the basics of the numbers system, to choosing the right songs, you will get the tips you need to hone your skills and set out on the path to jam glory. Remember: when in doubt, a John Prine song! Bring your instruments, we'll jam.

Thursday, November 8, 4:45 pm to 6:15 pm

WELCOME TO NERFA – *King David*

Moderator: Cheryl Prashker

Panelists: Benjamin Dakota Rogers, Barbara Shiller, Carolann Solebello

Welcome to NERFA! This workshop is essentially a must for first-timers, but it's also recommended to anyone who wants to find out what they might have been missing. Learn what's new since last time, get great tips from your peers, make friends with the new kids, and make sure you're getting the most out of your weekend. Wondering where to go? Who to meet? What to say? How to plan your time? When to sleep and eat? Attend this session and maximize the wise investment you're making in your career.

Friday, November 9, 9:45 am to Noon



SINGING IT FORWARD: MUSIC IN A CHILD'S LIFE – *King David*

(Concert at 9:45am; Workshop starts at 10:30am)

Concert: Two of a Kind (emcees), Dave Fry, Reggie Harris, Sally Rogers

Workshop Moderators: Two of a Kind (David Heitler-Klevins, Jenny Heitler-Klevins)

Panelists: Dave Fry, Reggie Harris, Justin Nordell, Cheryl Prashker, Sally Rogers

Following a special concert for local school children, members of our community will share thoughts and ideas about the music kids are (or are not) getting in schools and throughout their lives. Musicians can play an important role in a child's life, reinforcing important concepts such as cooperation, inclusion and social justice and instilling a sense of well-being, balance and joy. This discussion will be enriched by participation from performers, presenters, parents and grandparents. This workshop is recommended for any artist who is ready to broaden their performance opportunities and presenters who want to contribute to the future of folk.

Friday, November 9, 10:00 am to Noon

THE SECRETS OF GREAT SONGWRITERS – *Nathan Hale*

Moderator: Rich Warren

Panelists: Jonathan Byrd, Susan Cattaneo, Joe Crookston

Folk DJ legend Rich Warren is a professional listener, listening to 1000s of songs a year. He will interview these three exceptional songwriters about the elements of great songwriting. They'll reveal their writing process, their sources of inspiration, and explain how they create time and space for writing within their busy musical lives.

SOCIAL MEDIA 101: OVERVIEW OF PLATFORMS AND USES – *Hartford*

Moderator: Courtney Rodland

Panelists: Aaron Nathans, Carolyn Shapiro

Our experts will provide an overview of current social media platforms for artists, venues and professionals and discuss how to use them for marketing, events, and collaboration. The session will focus on Facebook, Instagram and Twitter but others will be discussed as needed. This is a basic workshop for those with little experience outside of personal social media use. However, this is an ever-changing landscape, so if you need a refresher or want to see current trends, join in! If you have specific questions about your social media use, stick around for the 12:15 pm session, Social Media Help Desk.

MAKE ME AN OFFER I CAN'T REFUSE – *Ethan Allen*

Moderator: Sarah Craig

Panelists: Louise Baker, Scott Cook, Nicholas DiSpagna, Kathy Sands-Boehmer

Getting the attention of agents and deciding how much to pay a performer can be a presenter's most intimidating challenge. The goal of this workshop is to introduce bookers to some of the ways experienced venues land great shows without risking everything. Learn what to say and not to say in your initial query. Learn about common offer structures as well as unusual options, and low-cost perks you can include to make your offer more attractive. Our panel of agents, talent buyers and a self-booking musician will talk about when to take risks, when to play it safe, and the drawbacks of being too conservative.

MAKE THE MOST OF YOUR MUSIC RELEASE – *State Ballroom*

Moderator: Nick Loss Eaton

Panelists: Dino Cattaneo, Sandy Goldfarb., Chris Robley

Your recording is done and it's ready for release! Now what? This panel will focus on seizing the moment – marketing and capitalizing on your new album, single, and other releases to increase sales, bookings, visibility and more. Our multi-talented panel includes an artist, manager, publicist, digital marketing strategist, DJ and marketing coordinator. Discussion will center on building a timeline leading up to the release, developing a post-release strategy and finding the resources and people you need to help you carry out a successful pre- and post-release campaign.

Friday, November 9, 12:15 pm to 1:45 pm

WOMENFOLK: FOSTERING EQUITY, SAFETY AND SUCCESS – *King David*

Moderator: Heather Aubrey Lloyd

Panelists: Tret Fure, Lisa Schwartz, Suzie Vinnick, Sloan Wainwright

The issues that women face in the music industry go far beyond #MeToo to issues of equity, equality, power, privacy/safety, money, inclusion, stereotyping and more. While the folk community likes to think of itself as enlightened, problems related to these issues are not uncommon. This consciousness-raising panel of women in the business will discuss, bring to light and help brainstorm solutions to the subtle and not so subtle issues women face in all corners of the folk world. The discussion will be focused on touring artists and presenters but may touch on recording, production and radio issues as well. All are welcome.

MAKING SOCIAL MUSIC A PART OF YOUR SCENE – *Hartford*

Moderator: Sarah Craig

Panelists: Greg Klyma, Heather Pierson, Alan Rowoth

Down through the ages folk music has been made without stages or spotlights or sound systems. It was made at family gatherings, places of worship, campsites, porches and street corners. This workshop will explore how presenters and artists can keep the social tradition of folk music alive, and what they can expect to get back from that investment. Jams, song circles, sing-alongs, group lessons, song books... we'll explore a variety of ways to integrate social music into your music scene.

RADIO PROMOTION TODAY – *Nathan Hale*

Moderator: Biff Kennedy

Panelists: Erik Balkey, Kari Estrin, Brad Hunt, Greg Torrington, Ian Zolitor

These deeply experienced radio promoters and programmers will advise you on how to get your music on the radio in 2018 and beyond. Discussion will introduce different radio formats and broadcast outlets and examine when to go to radio, how much money you can expect to spend, what you'll get from being played on the radio, how long to run your promotional campaign, how to gauge success, and what role you personally can play in the success of your campaign.

SOCIAL MEDIA HELP DESK – *State Ballroom*

Facilitators: Courtney Rodland, Aaron Nathans, Carolyn Shapiro

This is your chance to ask specific questions about your use of Social Media. It will serve as a break out session for Social Media 101 earlier this morning. Our panelists will be available for one on one or small group personalized help with all things social media. All types of questions welcome!

WHEN YOU WANT ENHANCEMENT: SOUND REINFORCEMENT FOR HOUSE SHOWS & SMALL VENUES – *Atrium 3*

Moderator: Ethan Baird

Panelists: Rob Hinkal, Steve Schwartz

There is something wonderfully intimate about a house show, but sometimes you need something to help the musician reach the audience. Come join our experts to discuss different types of sound reinforcement for very small venues. During the discussion we will be looking at a series of physical sound systems and examine setup complexity, microphone types, and room size vs amplifier need.

VOCAL HARMONY HOW-TO – *Ethan Allen*

Presenters: Sally Rogers, Claudia Schmidt

Sally Rogers and Claudia Schmidt are known and applauded for their fine and often unusual harmony singing. Often when they are singing it is difficult to tell who is singing the harmony and who the melody. Today's workshop will explore the different paths they travel to find harmony, from drones to eerie dissonances, so you can expand your harmony toolkit. Participation will be encouraged.

Saturday, November 10, 12:15 pm to 1:45 pm

MENTAL HEALTH SURVIVAL KIT FOR MUSICIANS – *Ethan Allen*

Moderator; Ellen Farber

Panelists: Melissa Greener, Joe Crookston

Performing artists lead a crazy life. Our panelists will talk about how to stay physically and mentally healthy and discuss strategies to balance work, relationships, and self-care. They'll talk about identifying and using your strengths and confronting or working around those pesky weaknesses that can trip you up.

DEEPER THAN THE SKIN: NAVIGATING SOCIAL ISSUES WITH MUSIC AND STORY – *KING DAVID*

Moderators: Greg Greenway, Reggie Harris

Panelists: Tret Fure, Sally Rogers

Human beings are hardwired for story and song – ideal assets for artists tackling competing narratives and complex messages while balancing entertainment and advocacy. Cultivating an atmosphere of openness and objectivity is the goal. In this interactive workshop we'll draw on the experience of veteran performers to illustrate how musical performance can be used to take on hard subjects. As folk music has always been a genre attuned to the times, with deep roots in social action, we will discuss some of the pitfalls inherent in speaking the "truth" in an increasingly opinionated world.

Workshops continued >>>

DIY Video – *State Ballroom*

Moderator: Christine Lavin

Panelists: Aaron Nathans

Do-it-yourself low or no-budget video. Can you get something useful with only a smartphone and a computer? Christine Lavin does using an iPhone and a MacBook Pro--no fancy bells or whistles. She taught herself how to do this, and loves to show musicians how they can do the same with their songs. So far she has made videos for Janis Ian, Julie Gold, Craig Werth, Peter Mayer, Judy Kass, and many more. She and Aaron Nathans will talk about the process and what you can expect to gain from a no-budget video.

STEP-BY-STEP STREAMING SUCCESS: FINDING A Foothold FOR YOUR MUSIC ON SPOTIFY IN 2019 – *Hartford*

Presenter: Chris Robley

Streaming success doesn't happen overnight. You need to build your presence on Spotify over time. In this session we'll explore how to make the most of your music on Spotify, recent changes with Spotify playlists, Spotify for Artists, online marketing campaigns that drive streaming engagement, and more.

FIND THE FUNDS TO RUN YOUR VENUE – *Nathan Hale*

Moderator: Sarah Craig

Panelists: Justin Nordell, Anne Saunders, Andy Spence

Ticket sales are not enough to keep most venues going. From formal fund drives to pass-the-hat donations; from memberships to merchandise; from sponsorships to live streaming, the ways folk venues augment their ticket sales are almost endless. This will be a discussion amongst the managers of some long-running organizations about how they've kept the cash flowing and their venues and festivals growing.

PRODUCER/MIXER/MUSICIAN: THE POWER OF COLLABORATION – *Atrium 3*

Moderator: Matthew Ramer

Panelists: Brian McTear, Lorne Entress

Join an all-star cast of music producers as they discuss some of the pertinent questions most musicians run into as they commit their art to a recorded medium. What are the benefits of working with a team as opposed to putting out a recording on your own? What are the pros and cons of different recording mediums? This panel will discuss the various steps in developing a successful recording project, from preparation and pre-works to mastering and promotion.

Sunday, November 11, 11:00 am to 12:30 pm

ON THE GRIDDLE II – *Hartford*

Moderator: Biff Kennedy

Panelists: Brad Hunt, Jess Phaneuf, John Platt, Greg Torrington, Ian Zolitor

Could a 60-second sample of your song become a new career breakthrough? Ever wonder how a radio station decides which recordings to play? Our panel of radio and industry experts will listen to the first minute of your song and give their first impressions. They'll weigh in on production and reveal why you might be chosen or passed over for airplay. Pick your song carefully – you have only a minute to make that impression! Marked CDs will be collected at the beginning of the workshop and chosen by blind lottery. Do you have what it takes to sit in the hot seat? [Please do not submit a recording for Griddle II if you had one critiqued in Griddle I.] Come out and meet the best listeners in the business.

YES, YOU CAN! (AND REALLY SHOULD): FINANCIAL PLANNING FOR ARTISTS – *Nathan Hale*

Moderator: Matthew Ramer

Panelists: Kirsten Maxwell, Jesse Terry

Join a top financial adviser as he sits down with some touring artists to discuss the steps one can and should be taking throughout your life stages as an artist to best prepare yourself for financial success. This is a sequel to 2017's highest reviewed new panel at NERFA.

WHAT WEBSITE DESIGN & SOCIAL MEDIA REVEAL ABOUT YOUR CAREER

– *State Ballroom*

Moderator: Michael Kornfeld

Panelists: Jake Jacobson, Justin Nordell, Sarah Craig

Do your website and your social media channels reflect who you are and what you want your audience to see and know about you? Our panel of venue managers and media wizards will discuss what your online presence says about you. They will talk about what different audiences (fans, venue bookers, writers, reviewers and more) want to see and how you can cater to them all. Examples will be given and you may have the chance to volunteer your online assets for assessment.

KEEP THE FIRE BRIGHT: PREVENTING BURNOUT IN PRESENTING ORGANIZATIONS

– *Ethan Allen*

Moderator: Janice Hanson

Panelists: Jan Bell, Ellen Farber, Lisa Schwartz

Presenting organizations so often run lean, try to do more with less, operate on a shoestring, hang on by the skin of their teeth ... Sound familiar? How do they keep going? How do you stay motivated, keep your volunteer corps intact and happy, bring new people into the organization, find new ways to share the work and take on new challenges without burning out yourself or your volunteers? Our panelists have years of experience dealing with these issues. They'll discuss prevention and coping strategies.

SINGING THE TRUTH: ACTIVISM & 35 YEARS OF PHIL OCHS SONG NIGHTS

– *King David*

Moderator: Sonny Ochs

Panelist/Performers: Greg Greenway, Reggie Harris, Joe Jencks, Colleen Kattau, Pat Wictor

Phil Ochs songs have never gone out of style, in part because activist artists have been using his music to reach broader audiences and promote social consciousness through the Phil Ochs Song Nights since 1983. Join Sonny Ochs and just a few of the artists who have participated in these presentations as they sing the songs and discuss the productions, the music, and the increasing relevance of Phil's music today.

FAREWELL COMMUNITY SING – *Gazebo*

Facilitators: Bob Cohen, Gathering Time

We've workshoped and showcased and networked and guerrilla'd, and it's almost time to re-enter the real world and put all our new learning into practice. Before we go, let's sing together one more time! Gathering Time and Bob Cohen will inspire us to sing loud and proud on favorite songs from years gone by as well as on some of the newer classics-in-the-making. Let's make a harmonious finish to one heck of a weekend!

****END****