



The Texas Songwriters Association

Presents

The 13th Annual

Songwriter Symposium

January 11-15, 2017

**Holiday Inn Midtown
Austin, Texas**

www.austinsongwritersgroup.com

2017 Schedule

WEDNESDAY, JANUARY 11, 2017

3:00 PM

Symposium Registration (Magnolia Room)

Drop by Registration to pick up your Access Lanyard, schedules and to sign up for your One-On-One Publisher Pitch, and One-On-One appointments with various music industry professionals.

7:30 PM

Kick Off Party & Song Contest 2016 Awards Show (Hill Country Ballroom)

Open to public and there is no charge for this event. We will be announcing the winners for the 2016 Song Contest. Please join us in as we meet the writers of the songs and hear some great music.

After this event the song circles will begin so bring your instruments (HILL COUNTRY BALLROOM)

THURSDAY, JANUARY 12, 2017

9:00 AM

Symposium Registration (Magnolia Room)

*Pre-Registered Check In & Walk Up Registration for Conference

*Pick Up Schedule and Access Lanyard

*Sign Up for the One-On-One with Publisher of Your Choice

*Sign Up for the One-On-Ones with the music industry professionals

*Sign up for showcases

Bobby Rymer and Steve Bloch - SONG CRITIQUES THAT MATTER (Hill Country Ballroom)

---What do Publishers look for in a writer?

---Is YOUR song really ready for a publisher or producer to hear?

---What do you need to know to become a better songplugger for your own songs?

This conversation will unfold through the process of having your song critiqued by TWO highly successful, high-profile veteran Nashville song pluggers. Together, BOBBY RYMER and STEVE BLOCH have over 50 years of experience, working in the trenches, pitching to the power players of Music Row. Everyone is encouraged to bring one country song on a CD with two typed lyrics to the session. This exercise is optional and promises to be beneficial whether or not you bring a song. Those who do will leave with the experience of having your song listened to as though it were actually being "pitched" on Music Row, with the added advantage of receiving, not one, but two valuable, professional critiques.

10:30 AM

- BREAK -

2017 Schedule

THURSDAY, JANUARY 12, 2017 (cont)

10:45 - 12:15 PM

One-On-One Pitch To Publisher Sessions

*Bobby Rymer – (Cedar Room)

*Steve Bloch – Mesquite Room)

*Ted Lowe – (Maple Room)

Ron Beer – ANIMATION AND MUSIC: An Independent Way To Market Your Music (Oak Room)

Presented by YS Animation Studio. Learn about writing songs to animated film. Learn how you can own the content and present your own songs to this studio.

Cash Edwards and Marc Fort - MARKETING AS AN ARTIST (Sycamore Room)

12:15 - 1:30 PM

- Lunch On Your Own -

1:30 - 2:45 PM

One-On-One Pitch To Publisher Sessions

*Bobby Rymer – (Cedar Room)

*Steve Bloch – Mesquite Room)

*Ted Lowe – (Maple Room)

Cash Edwards - MARKETING PANEL (Oak Room)

Panel Members include:

*Cash Edwards

*Jo Rae Di Menno

*Maggie Duval

3:00 PM

- BREAK -

3:15 - 4:45 PM

One-On-One Pitch To Publisher Sessions

*Bobby Rymer – (Cedar Room)

*Steve Bloch – Mesquite Room)

*Ted Lowe – (Maple Room)

Bob Livingston (Sycamore Room)

This workshop will touch on collaboration, to rhyme or not to rhyme, not telling the whole story, and some sage advice for those wanting to do this for a living.

2017 Schedule

THURSDAY, JANUARY 12, 2017 (cont)

3:15 - 4:45 PM

Craig Hillis - PICKERS & POETS: The Ruthlessly Poetic Singer-Songwriters of Texas (Oak Room)

A discussion of seminal Texas songwriters based on the recently released book of the same name edited by Craig D. Hillis and Craig Clifford. Pickers & Poets is a collection of essays by prominent Texas scholars and journalists exploring the intricate techniques and styles of songwriters like Guy Clark, Townes Van Zandt, Willie Nelson, Michael Martin Murphey, Terry Allen, Kris Kristofferson, Steven Fromholz and subsequent generations of literary oriented songwriters.

The discussion will be moderated by Craig D. Hillis, an independent scholar who has toured and recorded with Jerry Jeff Walker, Michael Martin Murphey and Steven Fromholz since the early 1970s. He is the author of Texas Trilogy: Life in a Small Texas Town and maintains an active role in the Texas music scene playing in the Lost Austin Band.

4:45 PM

- Dinner On Your Own -

6:30-7:00 PM

Publisher's Picks (Hill Country Ballroom)

Each of the publishers will choose their favorite song from the day's Pitch to Publisher sessions and the songwriter will have an opportunity to perform it if they wish.

7:30 PM

Canadian Songwriters Showcase

8:00 PM

Texas Songwriters Association Music Legends Hall of Fame Show

Special Musical Appearance with **DAVID LEE**

FOLLOWED BY SONG CIRCLES

FRIDAY, JANUARY 13, 2017

9:00 AM

Symposium Registration (Magnolia Room)

*Pre-Registered Check In & Walk Up Registration for Conference

*Pick Up Schedule and Access Lanyard

*Sign Up for the One-On-One with Publisher of Your Choice

*Sign Up for the One-On-Ones with the music industry professionals

*Sign up for showcases

2017 Schedule

FRIDAY, JANUARY 13, 2017 (cont)

9:00-10:30 AM

One-On-One Pitch To Publisher Sessions

- *Bobby Rymer – (Cedar Room)
- *Jimmy Metts - (Cherry Room)
- *Steve Bloch – Mesquite Room)
- *Ted Lowe – (Maple Room)

Ron Beer – GIVE YOUR SONGS A LIFT (Sycamore Room)

The art of key change ...learn to create and release tension in your songs.

Stephen Doster and Rick Busby - INDEPENDENT RECORD PRODUCTION (Oak Room)

Learn the golden secret behind making professional records without having a major label budget.

10:30 AM

- BREAK -

10:45 AM-12:15 PM

One-On-One Pitch To Publisher Sessions

- *Bobby Rymer – (Cedar Room)
- *Jimmy Metts - (Cherry Room)
- *Steve Bloch – Mesquite Room)
- *Ted Lowe – (Maple Room)

Robert Cross – BRING LYRICS TO LIFE (Sycamore Room):

Learn the writing tricks to bring words to life.

David Lee – A Songwriter’s Journey (HILL COUNTRY BALLROOM)

From a G chord to radio, What’s the secret to success?

12:15 - 1:30 PM

- Lunch On Your Own -

1:30 - 2:45 PM

One-On-One Pitch To Publisher Sessions

- *Bobby Rymer – (Cedar Room)
- *Jimmy Metts - (Cherry Room)
- *Steve Bloch – Mesquite Room)
- *Ted Lowe – (Maple Room)

2017 Schedule

FRIDAY, JANUARY 13, 2017 (cont)

1:30 - 2:45 PM

Roger Allen – RADIO PANEL – (Hill Country Ballroom)

Panel members include:

*Roger Allen

*Susan Castle

*Paula Nelson

*Ted Branson

3:00 PM

- BREAK -

3:15 - 4:45 PM

One-On-One Pitch To Publisher Sessions

*Bobby Rymer – (Cedar Room)

*Jimmy Metts - (Cherry Room)

*Steve Bloch – Mesquite Room)

*Ted Lowe – (Maple Room)

Kathleen Hudson – CREATIVITY: THEORY AND PRACTICE (Oak Room):

Using theories on creativity we will engage in several practices as we explore our writing.

Robert Cross – BRANDING 101 (Sycamore Room)

How to focus your music to build an audience and reputation

4:45 PM

- Dinner On Your Own -

6:30-7:00 PM

Publisher's Picks (Hill Country Ballroom)

Each of the publishers will choose their favorite song from the day's Pitch to Publisher sessions and the songwriter will have an opportunity to perform it if they wish.

7:30 PM

SHOWCASES WITH SPECIAL PERFORMANCES TBA (Hill Country Ballroom)

FOLLOWED BY SONG CIRCLES

2017 Schedule

SATURDAY, JANUARY 14, 2017

9:00 AM

Symposium Registration (Magnolia Room)

- *Pre-Registered Check In & Walk Up Registration for Conference
- *Pick Up Schedule and Access Lanyard
- *Sign Up for the One-On-One with Publisher of Your Choice
- *Sign Up for the One-On-Ones with the music industry professionals
- *Sign up for showcases

9:00-10:30 AM

Bobby Rymer - Publishers Panel (Hill Country Ballroom)

Panel members include:

- *Bobby Rymer
- *Jimmy Metts
- *Steve Bloch
- *Ted Lowe

10:30 AM

- BREAK -

10:45 AM-12:15 PM

One-On-One Pitch To Publisher Sessions

- *Bobby Rymer – (Cedar Room)
- *Jimmy Metts - (Cherry Room)
- *Steve Bloch – Mesquite Room)
- *Ted Lowe – (Maple Room)

Kathleen Hudson – WRITING YOUR STORY (Oak Room):

Using current theories on the brain, we will see what we have to say by writing. The stories of Texas Songwriters will be resourced.

Robert Cross – QUESTIONS AND ANSWERS (Sycamore Room)

Ask your questions and learn from others' questions.

2017 Schedule

SATURDAY, JANUARY 14, 2017 (cont)

12:15-2:30 PM

LUNCH & KEYNOTE PROGRAM (Hill Country Ballroom)

3:15-4:45 PM

One-On-One Pitch To Publisher Sessions

*Bobby Rymer – (Cedar Room)

*Jimmy Metts - (Cherry Room)

*Steve Bloch – Mesquite Room)

*Ted Lowe – (Maple Room)

Mike Tolleson - SCHEDULE FOR ONE ON ONE WITH AN ENTERTAINMENT LAWYER (Mimosa Room)

3:15-4:45 PM

Cathie Sheridan – VOCAL EXERCISES AND TECHNIQUES (Sycamore Room)

Sing easier and better!

Bob Cheevers – 50 YEARS WITH BOB CHEEVERS (Oak Room)

4:45 PM

- Dinner On Your Own -

6:30-7:00 PM

Publisher's Picks (Hill Country Ballroom)

Each of the publishers will choose their favorite song from the day's Pitch to Publisher sessions and the songwriter will have an opportunity to perform it if they wish.

7:30 PM

Q&A with Jimmy Lafave (Hill Country Ballroom)

8:30 PM

SHOWCASES WITH SPECIAL PERFORMANCES TBA (Hill Country Ballroom)

FOLLOWED BY SONG CIRCLES

SUNDAY, JANUARY 15, 2017

9:00 - 10:30 AM

Gospel Music Jam (Hill Country Ballroom)

Bring your instruments and favorite gospel songs to share in this Sunday morning gospel music breakfast jam that has become an annual final day tradition at the ASG Symposiums.

2017 Schedule

SUNDAY, JANUARY 15, 2017 (cont)

9:00 - 10:30 AM

Steve Bloch – BEFORE THEY WERE HITS (Oak Room)

Ever wonder how the artists first heard (chose) the songs that helped shape their careers? Why they chose to invest their futures (financially, as well as, artistically) into these songs out of the thousands they hear to best prepare for each project?

In this class, we'll play several demos BEFORE THEY WERE HITS and put ourselves in the artist's heart, mind (and ears). Together, we'll analyze what made these songs work, and in doing so, you'll hone your own skills in becoming part of the next wave of successful hit makers. (We may even throw in a few songs which I so believed in and invested in at the time, which I can see now was money wasted. We'll examine why I say this now.

10:45 AM

CLOSING CIRCLE (Hill Country Ballroom)

We would like to end the conference all together. We will start in a large group, break to smaller group to discuss the conference. Make note of things that worked best and anything that we might add or lose to make things better. Then we meet again in a large group and share what we came up with in our smaller groups. I hope you will all take part in this.

**THANKS TO EACH OF YOU FOR SUPPORTING THIS EVENT. I HOPE YOU
HAD THE TIME OF YOUR LIFE!!**

SEE YOU NEXT TIME.

Faculty

Lee Duffy	Maggie Duval
Rick Busby	Marc Fort
Stephen Doster	Bob Livingston
Bob Cheevers	Craig Hillis
Robert Cross	Kathleen Hudson
Roger Allen	Ron Beer
Ted Branson	Mike Tolleson
Susan Castle	David Lee
Paula Nelson	Jimmy LaFave
Cash Edwards	Cathie Sheridan
Jo Rae Di Menno	

Publishers

Bobby Rymer

Writers Den Music Group

Ted Lowe

Choice Tracks

Jimmy Metts

Starstruck Writers

Steve Bloch

Black River Entertainment

Biographies



Lee Duffy

Singer/Songwriter, ASG Executive Director

Lee Duffy has been Executive Director for ASG and the Texas Songwriters Association since 2003 and has organized every single one of the group's annual songwriters symposiums. A singer-songwriter herself, Lee has performed on some of the most popular stages in Texas from the legendary Armadillo World Headquarters and Willie Nelson's Fourth of July picnics. She has shared the stage with Townes Van Zandt, Willie Nelson, Merle Haggard, Kimmie

Rhodes, Austin Cunningham, Gabe Rhodes, Will Sexton, Joe Manuel, Floyd Domino, Stephen Doster, Bill Carter, and many more. She sang and performed in two plays written by singer/songwriter Kimmie Rhodes and actor/playwright Joe Sears. These productions, "Small Town Girl" and "Hillbilly Heaven," had impressive casts of local and national talent including Joe Ely, Jimmie Dale Gilmore, Alvin Crow, Mary Ann Price and many others. She co-wrote the song "Can't Touch Her Anymore" with Steven Doster and sang back up vocals with Will Sexton for the song, which was chosen to be included on the "Texas Guitar Slingers" CD, a fundraiser for The Texas Council on Family Violence. As executive director of the Austin Songwriters Group, Lee founded the ASG Songwriter Symposium in 2003, produces the Annual Merle Haggard Birthday Bash and organized countless workshops for songwriters from around the world.



Rick Busby

Singer-Songwriter, Recording Artist & ASG President

In 1998, after spending the first half of his professional career on the business side of the entertainment business, Rick Busby returned to his first loves of songwriting and performing. In 2003, he released his debut CD, *Soul Diving*, which went on to garner two nominations in the Academy of Texas Music's 2004 Texas Music Awards, including a Song of the Year nod for the song "Pray." He has served on the ASG Board of Directors since 2004, and

as ASG President since 2007.

During that time, he also served on NSAI's Legislative Committee and made two trips to Washington, D.C. to lobby for songwriter's rights. He regularly serves ASG members as the "Song Doctor" and teaches songwriting classes throughout the year in Texas. In late 2012, he released his second full-length record, *Strawberry Moon*, which was produced by Stephen Doster. The new record includes a cover of Gordon Lightfoot's "Carefree Highway," which received a nomination at the 2013 Texas Music Awards. In 2014, he also co-founded DBM Entertainment with Austin artist-producer Stephen Doster, which serves as the parent company for Private Angel Records and Atticus Records.



Stephen Doster

Singer/Songwriter, Recording Artist, Producer & Record Label Executive

Known as one of Austin's most ubiquitous musicians, Stephen Doster's name has been on the back of many more records than on the front, having produced more than 70 albums by mostly Texas-based artists. However, his late 2014 album release *Arizona* may rightfully put his name out front where many believe it has always belonged. Having just completed

a 6-week tour of the UK, Doster returned home in December to universally great reviews for *Arizona*, which topped critics' best of 2014 lists at both Austin Chronicle and American-Statesman.

After his 1982 recording debut was unexpectedly and tragically aborted due to the accidental overdose of producer James Honeyman-Scott, the legendary Pretenders' guitarist, Doster headed to Nashville (continued...)

Biographies

with Nanci Griffith and Lyle Lovett to play guitar on Griffith's Once In A Very Blue Moon album. Doster found a calling in the studio and has since balanced his time between being session guitarist or producer, and a busy performance schedule, generally logging 100-150 performances a year, including leading the #9 Orchestra in their bi-annual Beatles and John Lennon tribute shows, now in their 25th year.



Bob Cheevers

Singer-Songwriter, Recording Artist

Bob Cheevers is the Texas Music Awards 2011 "Singer/Songwriter of the Year," an Emmy winning songwriter, Kerrville and Napa Valley festival winner with 10 full length album releases under his belt, including 2014's On Earth As It Is In Austin on Private Angel Records.

In his 50-year professional music career, Cheevers has written over 3,000 songs, some of which landed on TV and in movies, and has toured Europe and the UK almost every year since 2000. Additionally, he has performed in just about every state in the US.

Having spent 16 years as a journeyman writer in Nashville's music scene, he now lives in Austin fine tuning his musical voice spinning rootsy, blues-flavored tales of life in a conversational language of the heart. His newest album, On Earth As It Is In Austin, features 15 new Cheevers story songs, performed as duets with 15 celebrated Austin musicians, performing on only one song each. The album continues the Cheevers musical tradition of crafting compelling character sketches drawing from his past and present experiences, as well as his vivid imagination...giving them lives full of love, doubt, hope, struggle and redemption. Bob has been an ASG Symposium faculty member almost every year since 2008, and is a virtual treasure chest of music business experience.



Robert Josef Cross

KUT Radio

Robert Josef Cross has been the business manager for KUT Radio since 2004. He is also a singer-songwriter in his own right, and works with The Cactus Café on special events. His expertise in the "business" of music and radio makes him a popular ASG instructor throughout the year in periodic music business and digital recording workshops.



Roger Allen

Sun Radio

Roger Allen programs the weekly Texas music radio show Lone Star State of Mind on KGSR which airs weekly on Sunday evenings from 10 p.m. to midnight. He has been active in Austin radio since 1974 and has been in radio broadcasting in some fashion for 40 years. Roger has been a music director, record producer and booking agent and is currently the music coordinator for the Texas Book Festival. He is a Grammy member an award-winning radio producer. Lone Star State of Mind is an originally produced program that just received an Emmy Award for "Radio – Excellence in Content"

Biographies



Ted Branson

KOOP Radio, Austin FM 91.7

Ted Branson has been in Austin Texas since 1974 and has been involved in volunteer radio 11 years. He programs and hosts three music radio programs every week on KOOP 91.7 FM Community non-profit radio here in Austin. KOOP Radio has been on the airways and Internet for 18 years.

Ted has been an avid record collector all his life and a part time, non-professional musician. Using his vast record collection and his musical experience, Ted programs and hosts the KOOP programs "A Blues Groove," "Under the X in Texas" and "Strictly Bluegrass," which keeps him busy programming music and booking in studio guests.

Ted Branson won the Silver Mic Award Best Show Under the X in Texas 2013, 2016 Ameripolitan Music DJ of the Year 2016 Texas Western Swing DJ Hall of Fame 2014 Cowtown Society of Western Music DJ Hero of the Year 2013 Academy of Western Artists DJ of the Year. In 2013 Ted was nominated for Texas Music Award's "Radio DJ of the Year" and KOOP also received a nomination as "Broadcast Radio Station of the Year."



Paula Nelson

Singer/Songwriter

Paula Nelson was born on October 27th, 1969 in Houston, Texas, into a family of music and entertainment. She started playing piano and singing at the age of seven. She drew early influences from singers like Jessi Colter and Rita Coolidge, whose bluesy, supple vocal style provided one of Paula's earliest templates as she found her own voice.

Texas Monthly has called that voice "torchy," and the Los Angeles Times praised, "There's no missing the unforced power of Paula's singing."

Paula and the band have been playing together since the summer of 2004.

"The chemistry between us is magic, both on stage and off. I feel truly blessed to be in the company of these amazing musicians"



Cash Edwards

Publicist, Consultant

Cash Edwards is a publicist, writer and career consultant. She has been working internationally with independent American music artists since 1984, including the legendary Hot Tuna, and a long list of Texas-based artists. Cash has the knowledge, experience and contacts to help artists focus their immediate message and promote it.

Through her company Cash Edwards Music Services, she creates opportunities for artists, making and sustaining a visible presence through positive marketing.

Biographies



Bob Livingston

Singer-Songwriter

Bob Livingston was a founding member of the Lost Gonzo Band, a group initially created to record and tour with Jerry Jeff Walker in the early 1970s as Walker fashioned his new “Texas Sound” in the wake of the stunning success of “Mr. Bojangles.” After a series of albums with Walker—Jerry Jeff Walker, ¡Viva Terlingua!, Walker’s Collectibles, and Ridin’ High—Livingston, along with fellow musicians Gary P. Nunn and John Inmon, launched the successful solo career of the Lost Gonzo Band. Livingston was also a founding member of Michael Martin Murphey’s Cosmic Cowboy Orchestra, the group responsible for the innovative musical accompaniment for Murphey’s first two breakthrough Austin albums—Geronimo’s Cadillac and Cosmic Cowboy Souvenir. Livingston has traveled professionally for over 40 years. He has toured the world since the mid-1980s as a Music Ambassador for the United States Department of State presenting Texas music as far afield as India, Africa, Southeast Asia and the Middle East.



Craig Hillis

Singer-Songwriter

Like Bob Livingston, Hillis was a founding member of the Lost Gonzo Band and Michael Martin Murphey’s Cosmic Cowboy Orchestra. He played lead guitar on the early Austin recordings of both artists. He has also played and written various songs with Steven Fromholz since initially meeting Fromholz in 1970. When the Lost Gonzo Band struck out on their own, Hillis stayed with Murphey and recorded another album with him, the self-titled Michael Murphey on Epic records. Hillis had had a number of songs recorded by Murphey, Fromholz, Rusty Wier and other singer-songwriters and has done extensive management and production work with the artists commonly associated with the progressive country scene in Austin. In addition to his career as a guitar player, he has written various books and articles on the Austin songwriting community of the 1970s and continues his research in that field.



Kathleen Hudson

Music Writer, Instructor

Kathleen Hudson, Ph.D, teaches in the English Department at Schreiner University in Kerrville, Texas, and has authored two books on Texas music, one on the storytelling aspect of the Texas music tradition, and one on women in Texas music history.

She founded the Texas Heritage Music Foundation in 1987 out of a commitment that stories and songs make a difference in the world. Kathleen will be facilitating several new workshops at Symposium 2016 that are certain to stimulate your creativity.

Biographies



Ron Beer

Singer-Songwriter, Instructor & Renaissance Man

Accomplished musician, singer, songwriter, recording artist and mentor to amateur songwriters, not to mention multiple black belt martial arts instructor and published author, Ron Beer is a Canadian Renaissance man. He is also multi-instrumentalist on guitar, piano, mandolin, banjo, harmonica, melodica, Celtic flute, and ukelele. He is the organizer and host for Songwriters Music Festival in Whitby, which showcases teen and adult songwriters from throughout Canada.

Despite his busy schedule, Ron continues to perform and is working on his third full-length CD.



Mike Tolleson

Mike Tolleson & Associates

Mike Tolleson has been involved in much of the development of the music and film industries in Texas since 1969 as an entertainment attorney, producer, consultant, and founder of various organizations and businesses. He is a co-founder and past chair of the State Bar of Texas Entertainment and Sports Law Section and has been the founder and director of the Entertainment Law Institute since 1990. He was a co-founder of the Armadillo World Headquarters in 1970, Co-Producer of the 1st Annual Willie Nelson Picnic, Consultant on the Pilot and 1st series of Austin City Limits, Co-Founder of Austin's Publicist Access Television Channel, ACTV, President of the Texas Music Association, Commissioner on the Texas Music Commission, and a former Governor of the Texas Chapter of the Recording Academy.

His clients have included many well known musicians, songwriters and authors, as well as record companies, music publishers, talent managers, performance venues and producers of all forms of entertainment, including film, records, concerts, video games and theatre.



David Lee

Singer/Songwriter

Over the last 20 plus years, David Lee has been a reliable Nashville hit songwriter, with cuts by George Strait, Lee Ann Womack, Trace Adkins, Tim McGraw and Faith Hill. Born in Wichita Falls, Texas, David has been writing since 1982. Some of his more recent hits include #1 "Roll With It" by Easton Corbin, "Letters From Home" by John Michael Montgomery, "Hello World" by Lady Antebellum, "Lucky Man" by Montgomery Gentry, and "I Need You" by Tim McGraw and Faith Hill.

David is a Grammy nominated songwriter with a down-to-earth appeal, contributing his success to God, his wife Stacie, and his daughter Jessie.

Biographies



Jimmy LaFave

Singer/Songwriter

Jimmy LaFave is an American singer-songwriter and folk musician born in Wills Point, Texas. After moving to Stillwater, Oklahoma, LaFave crafted a musical style called Red Dirt music and became a disciple of the state's most famous folk musician: Woody Guthrie. LaFave is an Advisory Board member and regular performer at the annual Woody Guthrie Folk Festival.

In 1996 he received the Kerrville Folk Festival songwriter of the year award and appeared on the TV show Austin City Limits. He has recorded 15 albums and his 2007 release, Cimarron Manifesto, reached the No. 1 mark on the Americana Music Association album chart. In 2012, LaFave released the studio album Depending On The Distance.



Cathie Sheridan

Singer/Actress

Cathie Sheridan is an award winning Austin singer, actor, choreographer, music director, and a private voice teacher. Over the last 35 years, Cathie has created a wide variety of leading ladies in such productions as Sweeney Todd (Mrs. Lovett and The Beggar Woman), Carrie (Margaret White), Urinetown (Pennywise), Man of La Mancha (Aldonza/Dulcinea), Cats (Grizabella), Hairspray (Velma Von Tussle), Cabaret (Fraulein Kost), Anything Goes (Reno Sweeney), Nunsense (Sister Mary Hubert), Steel Magnolias (M'Lynn Eatenton), Forbidden Broadway (Liza, Julie Andrews, Chita, Annie, Sarah Brightman), Death and the Maiden

(Paulina Salis), and Into The Woods (Witch and The Baker's Wife). In 2003, she ventured into the world of cabaret with her own one woman show, Songs from the BoX. Cathie is part of the adjudication committee for the Austin Greater High School Musical Theatre Awards. She also performs in Not Your Mother's Cabaret with Robert Josef Cross, and serves as a host for Curtain Call, Austin's only Musical Theatre Open Mic.



Susan Castle

KUTX Radio

Susan Castle unexpectedly hit the radio airwaves in the Chicagoland area in the late '80s, and, through puzzling serendipity that included no desire whatsoever to even visit Texas, ended up in Austin at KGSR in the spring of 1990, where she was a deejay and Music Director for the award-winning Album Adult Alternative station during her 19 year reign of terror.

In 2009, Susan joined public radio station KUT, where she, eventually, helped launch all-music sister station KUTX, 98.9fm. You can catch her droning on weekdays from 9a to noon.

Her other loves include her daughter Petunia, 2 smelly dogs, gardening, travel, art, swimming and FOOD!

Biographies



Marc Fort

Texas Music Office

Marc Fort is the publications coordinator, webmaster and social media strategist of the Texas Music Office.

Annual publications Fort co-edits include the Texas Music Events Calendar, the Texas Music Education Primer, the Getting Started in the Music Business reference guide and the Texas Talent Register. Fort also maintains the TMO website EnjoyTexasMusic.com.

Fort has more than 25 years of music experience performing and recording on acoustic and electric bass guitar, violin, drums and singing. Fort has performed in more than 10 rock bands including bo bud greene, Hidden Speaker, Paraguay and Schatzi. His bands have toured with and opened for various musical acts all across North America - and around the world - including Superchunk, Dismemberment Plan, Hey Mercedes, at the drive-in, Shiner, Ultimate Fakebook, Ozma, The Promise Ring, Jimmy Eat World, Desaparecidos, Lit, Everclear, Motion City Soundtrack, All-American Rejects and Hilary Duff. He currently plays bass with the British indie rock artist, Mark Stoney, as well as with his reunited old bands bo bud greene and Schatzi. Fort has worked as a recording artist for various indie labels including Last Beat, Unclean, Redemption and Doghouse Records, as well as major labels such as Scotti Brothers and Hollywood/Mammoth Records (Disney Music Group).

Additionally, Fort worked as a staff photojournalist for The Denver Post and as a staff photojournalist, staff music critic and as a freelance arts & entertainment critic-at-large for the Austin American-Statesman. His photos and articles have been syndicated by Associated Press, as well as featured in various magazines and blogs including BrooklynVegan.com, BoldAsLove.us and NME.com.

A Florida native, Fort graduated from Westwood High School in Austin where he has lived since 1978. He received his Bachelor of Arts in English from the University of Texas at Austin where he created and DJ'ed the radio programs "The Best in Texas Music" and "Music of the African Diaspora" for KVRX 91.7 FM. While matriculated at UT Austin, Fort was also photo editor of The Daily Texan as well as an award-winning staff music writer for the Texan. He enjoys volunteering as an appointed member of the Austin Music Commission and with the Austin Film Society, a 501(c)(3) public charity. Fort also volunteers his time on the advisory boards of the Austin Music Video Festival and the Austin Music Foundation, as well as with the advisory committee of Austin Community College's School of Music Business, Performance & Technology.



Jo Rae Di Menno

Publicist/Hard Pressed Publicity

Jo Rae is the founder of Hard Pressed Publicity and offers local, regional and national media promotion and publicity for artists, events, CD releases (local/regional), tour press, on-going publicity (regarding local shows) and CD releases for national review. Eclectic projects welcome.

Former Director of Publicity for South by Southwest Music & Media Conference for ten years. Set up Press Conferences at SXSW for Johnny Cash, Tony Bennett, Carl Perkins, Nick Lowe, Rosanne Cash, Bob Mould & others.

Biographies



Maggie Duval

Director of Learning Innovations in Future Education (LIFE)

Maggie Duval offers rare insight into and understanding of current, evolving, and emerging technologies. She has been an entrepreneur for over two decades and bundles almost 30 years of experience in computer, electronic design, and digital media know-how as well as work in the educational and entertainment realms.

She has been a web developer and designer since 1995, and currently specializes in WordPress. She also coded and implemented an HTML5 compliant “Future of Mobile Learning” course for the University of Agder, Norway, in 2014 and has a keen interest in further work deploying innovative curriculum in a multitude of environments. In conjunction with this work, she heads up a small Austin non-profit, Learning Innovations in Future Education (LIFE), focused on the future of learning.

She began her technology career in 1989 at CompuCom Systems. She broadened her technical knowledge with Exemplar Logic, a technology leader in programmable logic synthesis for UNIX and Windows platforms as both Headquarters Sales Manager and Pacific Rim Distributor Liaison. From 1995-1997 with Pearce Communications of Albany, California, a “boutique” PR firm specializing in Apple/Mac-related start-ups, she handled the tactical implementation of online campaigns and co-managed media relations for Burning Man in 1996.

Maggie is also a long-term event creator, developer, and producer specializing in creating experiences at the intersection of art, music, science, technology, retro-history and science fiction, community building, education/learning, and entertainment. She is a facilitator of experiences, from both intimate inner city and outlands field trip discovery and storytelling adventures, to collaborating on the creation, curation, and production of immersive, experiential events like Plutopia (The Future of Play, The Science of Music, Living Systems) at SXSW Interactive, The Spectral Panopticon, Showdown at Unobtainium: Tesla vs. Edison, Cyberpunk 2014: A Retrospective (also SXSW), STEAM3: The Future of Experiential Learning, and many more.

Biographies



Bobby Rymer

The Writer's Den, Music Publishers

Bobby Rymer of The Writer's Den, is a hands on publisher with an incredible ear and vast knowledge of music from all genres. The Writer's Den strategy inspires long-term relationships by integrating support in all facets of the music business, while encouraging creativity in a fun, relaxed atmosphere. The philosophy of Writer's Den Music Group stands clear: a commitment to focusing on every single song, which creates a unique hands-on style experience for both the writers and publisher.

Over the past two years, Writer's Den Music Group has earned prominence with cuts featured in movies and hit TV shows, including the current television sensation Nashville. Bobby has been an ASG supporter for over five years, making 2-3 trips to Austin each year, including the annual Symposium, to work with ASG songwriters. Over the years, many ASG members have developed relationships with Bobby that afford them a professional publishing contact to pitch their songs to, while giving Bobby access to potential hit songs outside the traditional Music Row channels.



Jimmy Metts

Starstruck Writers Group

Jimmy Metts moved from Louisville, Mississippi to Nashville in the early 80's after discovering a Music Industry program at Belmont University that would allow him to pursue his passion of music. He graduated from Belmont University in 1985 with a BBA in Music Business.

Jimmy started his first music industry job that same year at Famous Music, a division of Paramount Pictures, and continued there until 1992. While at Famous, he was responsible for signing songwriters, editing songs, producing demos and securing recordings from artist such as Reba McEntire, Garth Brooks, Patty Loveless and Willie Nelson.

In 1992, Jimmy left Famous to open an independent company where he was responsible for recordings by Toby Keith, Patty Loveless and the #1 hit "Gonna Get A Life" by Mark Chesnutt. Curb Records' newly formed publishing division, Curb Music, was acquired as a client during this time as well. After only a few months he was persuaded to move to Curb Music full time as Creative Director. It was here that Jimmy signed Bobby Tomberlin who would write the #1 hit "One More Day" for Diamond Rio.

In 1997, Jimmy was given the opportunity to lead the Nashville publishing division of Malaco Records, whose main headquarters is in Jackson, Ms. Some of the Malaco songs you may be familiar with include, "Old Time Rock & Roll", "Mr. Big Stuff", "You Can Ring My Bell" and "Groove Me".

While Metts headed up Malaco, the company enjoyed a string of hit recordings that include George Strait's "I Know She Still Loves Me", Lee Ann Womack's "Never Again, Again", Tim McGraw's "For A Little While", John Michael Montgomery's "Home To You", Reba McEntire's "I'm Gonna Take That Mountain", Trent Tomlinson's "One Wing In the Fire" and Rascal Flatts' #1 "Mayberry". The Nashville division of Malaco Music was co-owned by Nashville Record Label Executive and record producer James Stroud. In 2008 Stroud offered Metts a position at the newly formed Stroudavarious Records where he took on A&R duties as well as starting the publishing division. Artists worked with while at Stroudavarious include legends such as Willie Nelson, George Jones, John Anderson and newer acts Darryl Worley, LoCash Cowboys, Matt Kennon & Blackberry Smoke. (continued...)

Biographies

In the summer of 2008, Metts was able to continue his love for producing and engineering by recording Bluegrass artist Brandon Rickman, of The Lonesome River Band, first solo project.

The album, "YOUNG MAN, OLD SOUL" was released summer of 2009 on Rural Rhythm Records and has achieved tremendous chart success and accolades along with three of Rickman's original songs also gaining attention: "Always Have, Always Will," "I Bought Her a Dog," and "Wearin' Her Knees Out Over Me."

Chart success for the project includes:

#1 album for 4 consecutive weeks this year on the Roots Music Bluegrass Report

11 months on the Bluegrass Unlimited Magazine's Top 30 Songs Chart for his original song, "Always Have, Always Will"
Yet another Rickman original, "Wearin' Her Knees Out Over Me" recently won Strictly Country Magazine's Spirit Song of the Year.

Jimmy was approached in 2012 by Cauley Music Group to head up the publishing company and start Voxhall Records. The first project on the new label was "Grace Notes", by multiple Grammy winning artist & musician Carl Jackson.

From January of 2014 through August of 2015, Jimmy moved to Reba McEntire's Starstruck Writers Group as General Manager where he was responsible for cuts on bluegrass artists The Steel Drivers and The Lonesome River Band, as well as mainstream country artists like Ronnie Dunn and Reba McEntire

Metts is currently President of Torque Entertainment, an artist management and development company based in Nashville as well as continuing to head up Voxhall Records. Voxhall's latest release is Curtis Wright's self titled project that has spent several months this year on the Bluegrass Today chart.

Jimmy lives in Franklin, Tennessee with his wife Janie, daughter Mattie and son Hunter.



Ted Lowe

Choice Tracks

Ted Lowe began his business career at the age of 18, securing a summer internship in Warner Bros. Records A&R Department after his first year at Berklee College of Music. After proving that he could identify a hit song (landing cuts on albums for Chaka Khan, Ray Charles, and others), Ted was awarded a second internship, and after graduating Berklee with a B.A. in Professional Music in 1991, landed a full-time job in the A&R department under legendary music business figure Benny Medina, working on projects for artists such as Prince, Ray Charles, Take 6, Tevin Campbell, Biz Markie, Big Daddy Kane, Queen Latifah and, Roger Troutman.

In 1995, Ted Lowe left Warner Bros. to accept an A&R position at Sony Music's Epic Records Group, where he worked with Babyface on his double-platinum/4x Grammy-nominated album "The Day." While at Epic, Ted discovered his passion for matching a scene with the perfect song.

After leaving Epic in 1998, Ted began supervising music in indie films. In 2000, Ted formally opened the doors of Choicetracks, Inc., a music publisher and indie label focused on Film and TV licensing. Songs from the Choicetracks catalog have been featured in numerous ad campaigns for brands such as AFLAC, T-Mobile, Pantene, XBOX 360, Dannon Yogurt and Days Inn, Movie Trailers such as "The Other Woman," "The Internship," "Ice Age 3," "Happy Feet 2," and "Up," and thousands of Television placements, most recently: "America's Got Talent," "American Idol," "Bones," "Vice," "Jane The Virgin," "Top Gear" and "Gypsy Sisters."

A life-long Los Angeles native, Ted recently relocated to Austin with his wife Rebekah, daughter Ellery, and dog Tortilla. In his short time here, he's discovered that Tacos DO make an awesome breakfast, Queso is good with anything, and it's not unheard of to go grocery shopping while being serenaded by a live cover-band.

Biographies



Steve Bloch

Publisher, Songplugger, Consultant

After a decade of success with his LA based talent agency, ENTERTAINMENT ASSOCIATES, Bloch segued into publishing and founded SOUTHERN COW MUSIC in 1991, and moved his headquarters to Nashville in '93. His boutique publishing company garnered cuts with Faith Hill, Lee Ann Womack, Rebecca Lynn Howard, and Lee Greenwood. In addition he secured cuts with Kenny Chesney, John Berry, and Lila McCann for select independent client/writers.

In the late 90's, he was hired by Doug Johnson, label head at GIANT RECORDS, to do independent A&R for the label where he generated cuts for Clay Walker, Keith Harling, and Blake Shelton.

In 2003, he co-founded WRITER ZONE MUSIC, LLC., a uniquely innovative publishing company. Writers who came on board with a high level of past measurable success (#1 songs) share equity in the company. Writer/Partners include Thom Schuyler ("16th Ave./Lacy J. Dalton), Rand Bishop ("My List"/Toby Keith) and Jon Robbin ("I Breathe In I Breathe Out"/Chris Cagle).

In 2009, Steve went on to once again listen for songs for Doug Johnson, who had become the Creative head of CURB RECORDS in 2003.

In early 2011, an official relationship between Steve Bloch and the innovative multi-faceted entertainment company, ARTIST AND REPERTOIRE, LLC, was designed. Steve oversees Publishing Relations for the company, strategically schedules and promotes its writers and markets the rich, deep A&R song catalog to the greater Nashville music community.

In October of 2011, Doug Johnson left Curb to become the creative head of BLACK RIVER ENTERTAINMENT, whose artist roster includes Kellie Pickler, Craig Morgan, and Sarah Darling, and has once again reached out to Steve to assist him in finding the best material for his acts.

Steve is a frequent guest of the West Coast Songwriters Association, the Durango Songwriters Expo, the Arizona Songwriters Association, TAXI, and various SGA and NSAI events. He is a NSAI Pro-on-the Road, has participated in SongPosium for many years, and leads two classes on line for SongU.com.

ASG News

To follow ASG News & Upcoming Events, Visit the ASG Website at:

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Contact ASG by Phone at 512.698.4237

Email us at:

leeduffy@austinsongwritersgroup.com

UPCOMING ASG EVENTS

The Austin Songwriters Group has many weekly, monthly and yearly events planned throughout the year for ASG members.

WEEKLY EVENTS:

Monday night open mic at Threadgills South. Sign-up starts at 6:00 PM and the show starts at 6:30

Tuesday night Song Doctor at Threadgills North. Starts at 7:00 PM

ANNUAL & RECURRING EVENTS:

- *January: ASG Songwriter Symposium*
- *April 6: Merle Haggard's Birthday Bash*
- *May – August: Annual Song Contest Submission Period*
- *Music Publisher Weekends (Twice a Year)*
- *Song Contest Awards Show (@ Symposium 2016)*
- *Songwriter Workshops & House Concerts (As scheduled)*

Members will be notified about these and all other events as they are scheduled via ASG's website, member's only site, social media outlets (Facebook & Twitter), as well as twice monthly group emails.

ASG devotes its time to educating and supporting songwriters in refining their songwriting craft and making viable contacts in the music publishing industry. From the January Symposium, ASG's major annual event, to weekly meetings and critiques with renowned professional songwriters, annual song contests, workshops, concerts and performance opportunities throughout the year, member songwriters participate in the many tangible and intangible benefits of being a ASG member.

Join Us Today

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www.collingsguitars.com

Bill Collings and his team of skilled luthiers build custom handmade acoustic and electric guitars, mandolins and ukuleles in Austin. Over the past 35 years, Collings Guitars has set the standard for quality, tone and playability amidst a number of fine guitar companies and independent builders. In a low production environment, Bill Collings has created a culture that lives and breathes attention to detail. Collings' mission is to deliver heirloom quality instruments that will provide a lifetime of value and enjoyment. Visit one of our authorized dealers to see the Collings difference for yourself.

www.dbmentertainment.com

DBM Entertainment is a Texas-based music services and marketing company, which is also home for the independent labels Atticus Records and Private Angel Records. DBM provides studio production, creative design, web marketing, content management and eCommerce solutions to independent artists.

www.sesac.com

SESAC, Inc. is a performing rights organization with headquarters in Nashville and offices in New York, Los Angeles, Atlanta, Miami and London.



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