

# News of the *Blues*

March 2018 —In this issue:  
*Picnic Lineup Almost Ready for Announcement,  
Sponsorships, Blues Kids Update*



## President's Message



Christine Johnson

Welcome to the March 2018 issue of our MBS newsletter! Here are a few short items to bring you up-to-date.

In January, we welcomed two new board members: Pamela Bean and Julie Ethridge. Pam and Julie join returning board members Peter Gill, Chris Kalmbach, Shari Davis, and me.

Pamela is a member of the Dane Dances music selection committee and Julie has worked at numerous nonprofits in the Madison area. They both bring energy, ideas, and experience to the Madison Blues Society and we're so fortunate to have them on our team.

Recently, we've been approached by promoters in Madison for our assistance in promoting touring blues artists' shows in Madison. This Wednesday it's Austin-TX based blues rocker Carolyn Wonderland (see next page). We've been given tickets to giveaway on Facebook for these shows and that's been fun!

Speaking of Facebook, have you Liked and Followed us on Facebook? You'll see us go Live at various events, see notice of the ticket

giveaways, and get blast from the past posts by MBS member Charlie Lemm. If you aren't seeing all of this (and more!), check that you've selected "See First" on the "Following" tab on our page.

Don't forget that you are always welcome to attend our Board meetings to observe the work we're doing. While they are working board meetings, members will have an opportunity to ask questions and make suggestions. Join us on the second Monday of the month at the Village Lanes in Monona from 6–8pm. The next one is April 9th.

The Blues Picnic is well underway, with the contracts in process for the bands. This year there are FIVE bands: two local, two regional, and a headliner that is new to the Madison area. Hang tight—the announcement will be made as soon as we have the contracts returned.

MBS recently applied for two grants to help with our Picnic, and we're hopeful that we will be successful. We'll know later this spring. There are lots of additional administrative details to attend to: applying for raffle licenses, securing insurance, soliciting prizes for the prize raffle, and getting volunteers to staff our event. It's always a fun celebration of the blues music we all love. We can't do it without you, so please volunteer to work an hour during the day. Mark your calendars for Sat., June 16th and be there with us at Warner Park.

## Sponsorship Opportunities Available: No Ribbons Required

Hello blues enthusiasts! I am a new (and proud) member of the Board and also assisting in sponsorship efforts. I've worn many colored ribbons in my past work with various nonprofits and causes and I am thrilled to be a part of the Madison Blues Society and help it sustain itself (and grow!).

I find it kind of ironic that the MBS doesn't have a blue ribbon as part of their logo or marketing strategy. But then, are ribbons really needed? Yes, they show unity and support for a particular cause. But I've been to many live blues events in the Madison area and can see the support on the dance floor and with people enthusiastically enjoying the bands. I *know* people in the area support the blues—no ribbons required.

My job with our sponsorship efforts allows people to show their support in a different way, but it can be a little more difficult getting sponsorships. I don't think people always understand that MBS is a nonprofit, with the majority of our money going to support educational causes like our Blues Kids Program, our donation of funds to purchase blues music and books at area libraries, and our educational programs at the Wisconsin Historical Museum and the Musician

Round Table (which we hope to expand this year), and others.

This is where I am asking for your support and trust. We are currently developing a wide variety of opportunities for businesses to support our events and our mission. In return, the businesses may receive name recognition and other exclusive benefits just for sponsors.

You can help right now. If you know a Madison area business that might be interested in supporting our mission, please email me at [madisonbluessponsorship@gmail.com](mailto:madisonbluessponsorship@gmail.com) with the business name and a contact person. You can be assured that I won't annoy, badger, agitate, or enrage your referral in any way. Our goal is to connect more blues-loving people with the opportunity to support us and help us grow.

I look forward to meeting more of you all in the coming months. Thanks in advance for any help you can provide. It's nice to be part of such a supportive blues community!



Julie Ethridge

## WANTED: Your Ideas & Help to Strengthen MBS!

*The health of Madison Blues Society is directly related to how many members choose to be active in some way. No ONE person can pick up all the balls that we try to juggle—and even if we could, it's not a wise, longterm strategy for MBS's success. We're working to provide avenues to become active that correspond to varying levels of time commitments.*

*What we can accomplish is related to how many people participate.*

*If you want to be part of a strong blues society, we invite you to reach out to any member of the board (listed at the end of this newsletter) or membership chair Dave Speers (see next page for contact information).*

*We really want to hear from you—Madison Blues Society belongs to ALL of us!*

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## Austin Blues Rocker Carolyn Wonderland Hits Madison Wednesday

A rare treat for Madison blues fans whose taste runs to blues rock, Carolyn Wonderland is not to be missed! Here's what reviewers say about her:

"A dollop of Janis Joplin, a slice of Stevie Ray Vaughan, and a big load of soulful individuality... that's Wonderland, a seething-hot Texas singer-guitarist. And she can write, too! Produced by Asleep at the Wheel's Ray Benson, Miss Understood focuses on tough yet vulnerable blues, but also captures the melodic soul of classic American song... No wonder Dylan is an avowed fan." — *Daniel Gewertz, Boston Herald*

"One of the most impressively powerful voices recently heard anywhere, regardless of sex. Able to boon, cajole, promise and growl with equal power, she plays guitar with much the same forcefulness!" — *Matt Weitz, Dallas Observer*

Wed, March 28, 2018

Doors: 7:00 PM / Show: 8:00 PM

High Noon Saloon, Madison, WI

\$12 ADV / \$14 DOS (This event is 18 and over)

Ticket link: [https://www.ticketfly.com/purchase/event/1608513?utm\\_medium=bks](https://www.ticketfly.com/purchase/event/1608513?utm_medium=bks)



2018 Blues Picnic Set for June 16

## How the Music Committee Selected Our 2018 Line-Up

If you were excited about the terrific line-up for last year's Madison Blues Picnic, you'll be happy to know that the members of the MBS Music Committee have chosen the 2018 lineup set for Sat., June 16 at Warner Park in Madison.

Our committee—Dave Speers, Vivian Schmelzer, Shari Davis, Steve Lendborg—began reviewing bands once the submission deadline passed on Nov. 27.

So how do we begin to whittle down the list? Well, because we don't have a travel budget we start by eliminating from consideration those who wouldn't already be in the Upper Midwest.

Next, it's important we get the right mix of bands. If we choose all local bands, we're probably giving our audience acts they have already seen and heard. But if we don't choose any local bands, we felt we weren't being true to our local music community. We plan to do what we did last year: Select a combination of local and regional bands, plus a great headliner.

We spend time together listening to the bands that fit in each of those categories. We're also on the lookout for bands who will offer a variety of blues styles. We discuss, debate, research, and eventually come to a consensus.

Once we came to a consensus, we presented our recommendations to the 2018 MBS Board of Directors and it was approved! The five selected bands have been notified and once the contracts are signed, we'll make the public announcement. It'll be very soon!

Next up, we'll be reaching out for volunteers to help run this free community event, so mark your calendar for a day of great blues music and fellowship with other blues music lovers—Sat. June 16!



Susie Launder  
Music Committee Chair

### Blues Kids Update

Here's what I can tell you, briefly, about what's happening with the Blues Kids initiative. We have a core team of four planners which includes sharidavisswc Dan Hawk of the Boys & Girls Club of Dane County, MBS members Vivian Schmelzer, Kate Hardy, and me. There will be, potentially, three musician instructors.

The Blues Kids will be both children and teens. Our preliminary subject idea is to explore the relationship of rap to blues and then blues to rap. Details of lessons and performance are being developed this month, and we anticipate instruction will begin in late April or early May, and will culminate in a performance at our Blue Picnic on Sat., June 16th.



Shari Davis

### Membership Questions? Ask Dave.

As Membership Coordinator for the Madison Blues Society, my job is to receive and process new member applications and membership renewals. Member information is kept in a database which I maintain. I also manage the membership email list and periodically send out information such as meeting minutes from the Board of Directors and special event announcements. Interested in joining us? You can become a new member or renew online at [www.MadisonBluesSociety.com/member.htm](http://www.MadisonBluesSociety.com/member.htm). Feel free to contact me via my email ([members.mbs@gmail.com](mailto:members.mbs@gmail.com)) or by phone (608-234-0358) if you have any questions about membership records or processes. Peace and blues, Dave.



Board of Directors

***The Madison Blues Society is a nonprofit dedicated to increasing awareness, understanding and appreciation of Blues music in America's musical heritage. MBS works to expand the presence and vitality of the Blues in the Madison area through promotional events, educational programs, and strengthening links between the community and local musicians.***

#### 2018 Madison Blues Society Board

President: Christine Johnson ([christinejohnson.wi@gmail.com](mailto:christinejohnson.wi@gmail.com))  
Vice President: Pamela Bean ([pamebean@gmail.com](mailto:pamebean@gmail.com))  
Treasurer: Peter Gill ([gill.peter.j@gmail.com](mailto:gill.peter.j@gmail.com))  
Secretary: Julie Ethridge ([ethridge0920@gmail.com](mailto:ethridge0920@gmail.com))  
Purchasing Agent: Chris Kalmbach ([ckalmbach@gmail.com](mailto:ckalmbach@gmail.com))  
At-Large, Blues Kids: Shari Davis ([shaybaybee5@gmail.com](mailto:shaybaybee5@gmail.com))



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