

# News of the *Blues*

December 2017 —In this issue:

*Music Committee at Work, Blues Materials in the Madison Library, Join the MBS Team, Membership*



## President's Message



Christine Johnson

Welcome to the very first issue of our new MBS newsletter! We hope that this will be a great method of improving communication with MBS members, as well as a tangible invitation to each and every one of you to become involved with your blues society.

The health of MBS is directly related to how many members choose to share their time, talents, and efforts.

Knowing what's going on with MBS is the first step to assessing whether someone would like to get involved with an organization. To that end, we want to make board meetings easily accessible for all members and interested parties. We've tried various locations this year, but all have had significant downsides. MBS VP Shari Davis volunteered to search out a regular meeting place for our monthly board meetings. The board's must-haves were all about making it easy for members to attend: lighted, onsite free parking; free or low cost; a well-lit meeting space; on-site food in case members are coming straight from work; bookable for the year; and easy to find/drive to.

We settled on a downstairs meeting room at Village Lanes, 208

Owen Rd, right off of Monona Drive. There's even a traffic light at the corner! Generally the MBS board meets from 6-8pm on the second Monday of every month. Please consider joining us! You'll get to know what's happening and how you can help. You can also share your thoughts and ideas, too.

We hope to eventually add an informal meet/greet to the start of each meeting so that members can get to know one another. We think that will help build our MBS community and, by extension, the local live music scene. Don't you love to see faces you recognize at local shows?

By building a strong base of involved members, we can make the experience of volunteering more enjoyable, less overwhelming, and more sustainable. MBS is dedicated to finding short-term as well as longer-term avenues for members to get involved. On page 2 of this newsletter, you'll find a breakdown of some of the ideas that we've come up with for members to assist MBS fulfill its mission.

No single person (or board!) can pick up all the balls that MBS needs to juggle. And even if we could, we believe it's not a wise, long-term strategy for building a vibrant community of blues lovers. What the Madison Blues Society can accomplish is directly correlated to how many people participate in building it. Let's do it together.

*2018 Blues Picnic Set for June 16*

## Music Committee at Work On 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 are into the process of choosing our 2018 lineup. The committee—Dave Speers, Vivian Schmelzer, Shari Davis, Steve Lendborg, and me—is hard at work on the choosing the right kind of bands and the right kind of mix for next year's event, set for Sat., June 16 at Warner Park in Madison.

The band submission deadline was Nov. 27, and now we're going through the many submissions that we've received.

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'll 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'll discuss, debate, research, and eventually come to a consensus. We will present our recommendations to the 2018 MBS Board of Directors at the start of the year for its approval. Once the lineup is approved, the negotiation with the bands begins!

Come spring, we'll be reaching 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!



Susie Launder  
Music Committee Chair

## You're Cordially Invited to Participate in Building MBS!

Here are several of the ways you can share your time and talents with MBS. Some involve more time, and some are relatively short, stand-alone tasks. And it goes without saying that we welcome your ideas, and suggestions, too! Together we can strengthen and enliven the Madison Blues Society and with it, the live local blues scene as well! Contact any board member (emails are on page 3) or Membership Chair Dave Speers (members.mbs@gmail.com) to volunteer or learn more. We'll get back to you asap.

### Sponsorship Development / Grants for Picnic and/or MBS

- ◆ Solicit MBS members for committee membership and/or leads of companies, boards, and organizations to pitch.
- ◆ Develop, approach potential sponsorships. MBS has some lists from several years ago, but also need to develop new leads.
- ◆ Work in collaboration with the Board to develop a "pitch kit" of materials.

### Member Outreach & Recruitment

- ◆ Works with Membership Chair to respond to acknowledge offers of help and suggestions that appear on membership applications/renewals via emails. Welcome and invite ideas from new members.
- ◆ Develop (quarterly?) Musicians' Round Tables, to address concerns of local blues musicians, whether they're MBS members or not.
- ◆ Work with Board to develop, advertise, and recruit members for specific tasks at MBS.
- ◆ Work with other committees (above, and yet to be specified) to staff MBS initiatives.

- ◆ Recruiting and scheduling Blues Picnic volunteers, but would be a year-round outreach for all MBS activities and board tasks, too.

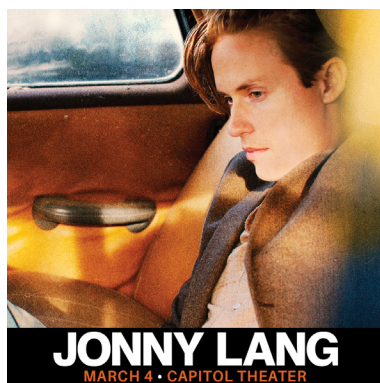
### Communications & Social Media

- ◆ Develop plan for live blues events/bands in Madison and surrounding areas to submit/notify MBS of events to streamline the publishing of them in newsletter, website, Facebook.
- ◆ Use Survey Monkey or similar source to allow members to weigh in on a regular basis (perhaps quarterly, to start).
- ◆ Develop new basic website using something like Weebly, with low learning curve, easy to divvy up among several volunteers.
- ◆ Conduct Q&As (via email, in person, over the phone) for "Get to Know Madison Blues Musicians" series for FB/website.

### Blues Kids / Collaboration with Dane County Boys and Girls Club Exchange program between rap and blues

- ◆ Reach out to and coordinate with DCBGC about ways this may work
- ◆ Act as MBS board contact/point person. If can find another interested MBS rep, would not need to be involved in every aspect.
- ◆ Recruit a few musicians and/or MBS members to work with club members in coordination with Christian
- ◆ Fashion a way to celebrate this with the MBS —possibly at the end of the year meeting?

This is by no means and exhaustive list so if you have ideas or skills you'd like to share, let the board know!



## You Could Win Tickets to Jonny Lang!

When Frank Productions asked MBS about help sharing information about this

upcoming show with our members, we said Yes! After all, connecting fans to great music is at the heart of what we do. And guess what? As a thank you, they're giving us TWO pairs of tickets to the show to award to MBS MEMBERS! Like and Follow our Facebook page to stay informed about the contest. We'll give away one pair in December and the second in February.

## 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.



Dave Speers

## MBS Underwrites Blues Materials at the Library

**D**id you know that you can find lots of blues CDs, books, and DVDs at the Madison Public Library? Yep, you can! MBS has made annual donations to the library specially for the purchase of these blues-related materials as a way to fulfill our mission of promoting and educating about blues. Here's a list of some of the items that were purchased with our 2016 donation. Thanks to our Library Chair Kate Hardy. Don't have a library card? Find out how to get one here: [www.madisonpubliclibrary.org/get-a-card](http://www.madisonpubliclibrary.org/get-a-card)

### CDs

*Acoustic Blues & Roots of Duke Robillard* – Duke Robillard  
*Battle Scars* – Walter Trout  
*Blues in Good Hands* – Mighty Mike Schermer  
*Blues Won't Let Me Take My Rest* – Henry Gray & Bob Corritore  
*Bonetime* – James Harman  
*Complete Recordings of Blind Willie Johnson* – Blind Willie Johnson  
*Descendants of Hill Country* – Cedric Burnside Project  
*Dynamite The Unsung King of the Blues* – Tampa Red  
*Exactly Like This* – Doug MacLeod  
*Feel These Blues* – Slam Allen  
*Fifty Shades of Blue* – Anthony Geraci & Boston Blues All-Stars  
*Hawk Squat* – J.D. Hutto & His Hawks / Sunnyland Slim  
*Hold on A Little Bit Longer* – Eugene Hideaway Bridges  
*Holding Court* – Cash Box Kings  
*If Nothing Ever Changes* – Wee Willie Walker  
*Kokomo Kidd* – Guy Davis  
*Mississippi Blues Child* – Mr. Sipp  
*Numbers Man* – Andy T Nick Nixon Band  
*One At A Time* – Eddie Cotton

*Ragpicker String Band* – Ragpicker String Band  
*Rooster Blues* – Lightnin' Slim  
*Southside* – Sugaray Rayford  
*This Time for Real* – Billy Price / Otis Clay  
*Way Down South*, Igor Prado Band

### BOOKS

*The Art of the Blues A Visual Treasury of Black Music's Golden Age*  
 by Bill Dahl  
*John Mayall: The Blues Crusader: His Life - His Music - His Bands*  
 by Dinu Logoz  
*What Happened, Miss Simone? A Biography* by Alan Light

### DVDs

*Hillbilly Blues Guitar*  
*Warren Haynes: Electric Blues & Slide Guitar*  
*You See Me Laughin': Last of the Hill Country Bluesmen*  
*200 Blues Licks: Guitar Licks Goldmine*  
*Fender Presents: Getting Started on Acoustic Guitar*  
*Fender Presents: Getting Started on Electric Guitar*

### GEN NOW: Social Media for Working Musicians with Josh Klemons

January 30 2018, 6:00pm - 7:15pm CT

In the year 2018, no musician is just a musician. You're also a marketer, booking agent, graphic designer, long-distance driver, and social media expert – to name a few. And while Digital Storyteller and Strategist Josh Klemons can't help with your next long drive, he can help ensure you're getting the most out of your band's social media channels. He'll cover topics like using Facebook Live to grow your brand's reach, the power of Facebook Events, and how to get your fans to evangelize your story online. No longer look at social media as a chore—make it a powerful asset to your craft!

#### SIGN UP HERE:

[www.dreamfearlessly.com/event/gen-now-social-media-for-working-musicians-with-josh-klemons/#events-nav](http://www.dreamfearlessly.com/event/gen-now-social-media-for-working-musicians-with-josh-klemons/#events-nav)

***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.***

#### **2017 Madison Blues Society Board**

President: Christine Johnson ([christinejohnson.wi@gmail.com](mailto:christinejohnson.wi@gmail.com))  
 Vice President: Shari Davis ([shaybaybee5@gmail.com](mailto:shaybaybee5@gmail.com))  
 Acting Treasurer: Christine Johnson  
 Secretary: Peter Gill ([gill.peter.j@gmail.com](mailto:gill.peter.j@gmail.com))  
 Music Chair: Susie Launder ([sue.launderspectrumbrands.com](mailto:sue.launderspectrumbrands.com))  
 Purchasing Agent: Chris Kalmbach ([ckalmbach@gmail.com](mailto:ckalmbach@gmail.com))



#### **Madison Blues Society**

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