



BCCMA Members, please take the time to read this very important message.

The BCCMA Board of directors are very proud of all of our accomplishments the past year and a half and as we head into a busy summer and fall we just wanted to reach out and extend our gratitude and excitement to our membership as we push forward with our planning of this fall's 40th Annual BCCMA Awards show.

We are in the midst of great changes in the Music Industry, both in B.C. and globally. Changing demographics, lifestyles, economic factors, and the way we consume our entertainment is all radically different than how it was just a few years ago. That is reflected in the membership base of the BCCMA which consists of artists, industry, and fans alike.

At this time we feel it's important to clarify what our roles are within the Country Music community, in hope of better serving you, our members going forward.

OUR MANDATE is: To promote, foster and encourage the development and public appreciation of, and interest in, the British Columbia Country Music community.

### **"The BCCMA - What We Are, and Aren't"**

- We are not a 'booking agency', but we do stage many events directly or indirectly throughout the year in order to give as many of our member artists as possible the opportunity to perform for audiences in professional settings. When possible, we try and provide a budget to at least help defer the performing expenses we know you have to incur, and each of the events provides a minimum standard of quality production, so talent is properly presented.

- We are not a 'promoter', nor do we wish to try and compete with those individuals who put themselves at great risk in order to stage events that might please the public and generate publicity but are increasingly hard to profit by. Some of these promoters offer stage time to artists that have come up through playing BCCMA events, even though these artists may not affect attendance or 'the bottom line'.

- We are also not 'Artist Managers', though by the nature of our mandate, our Directors past and present have put in countless pro bono hours mentoring various artist members over the years in how to approach their careers in every phase from performance to business to song-writing skills. A good number of BCCMA artists have been brought to the attention of record labels, managers, promoters, and other industry professionals through their participation in our involved events.

We have a website and social media that we're constantly monitoring to post our members activities and thoughts. Our monthly newsletter presents an open forum for members to share news, promote their shows, and events. All members are welcome to submit news/events for the up coming month. Please have your submission to us no later than the 25th of every month. Send to [bccma@bcccountry.com](mailto:bccma@bcccountry.com)

It is up to YOU the artist, musician or industry individual to get yourself out there and be seen/heard. It is up to YOU to let us know about your events/shows/news etc so we can share it with our members. YOU have to sell yourself, YOU have to work your butt off, YOU are the one that will make it .... we can't make this happen for you, but we can and will support you along the way.

We were asked what the BCCMA has done for our artists/members. Here's a list of what we have 'done' in 1 year....

1) 2015 - Cloverdale Rodeo- over 30 Artists performed 57 stage spots on 2 stages along with 25 performances for the Artist Development project with a potential audience of over 100,000 people

2) 2015 BCCMA Awards show weekend: 3 days of Artist Showcases in three different Venues, a total of 18 Artists Showcased and Artist Seminars featuring top industry professionals

3) BCCMA Seminars/Workshops – a 6 hour work shop on the BCCMA Awards Show weekend. Our leading industry mentors speak on various topics to help further your career.

4) 2015 BCCMA Awards Show--- 90% sold out show to the who's who of the music Industry. 12 artists performed

5) 2015 Artist Development Project- 6 months of showcases at various venues in front of judges, 2 day bootcamp with some of Canada's leading industry professionals and over \$15,000 in prizes (Lisa Nicole was the winner)

6) 2015 BCCMA/CCMA Spotlight performance contest - BC Artist Danielle Marie won the Provincial and National portions of this contest against all other Country Music Organizations

7) 2016 BCCMA Hall of Fame Show- 10 amazing performances by our BCCMA Inductees to an almost sold out show

8) 2016 Cloverdale Rodeo - 41 Artists showcased on two stages with an audience potential of over 100,000 people over the course of 4 days

9) 2016 BCCMA/CCMA Spotlight Performance Contest – Me and Mae won the Provincial segment of this contest. Show cases and live performance judging took place

10) other events we showcase BCCMA Artists:

- Aldergrove Fair Days, Rockin' River Music Fest, Gabby's Thursday night Showcases etc.

We welcome and encourage input from membership, both at our annual AGM, at our various events throughout the year and by phone (604-533-5088) or by email

[bccma@bcccountry.com](mailto:bccma@bcccountry.com)

In such a challenging and frustrating time, it's good to know that strength comes with numbers. We welcome and applaud all our actively involved members, and want you to know there is definitely room for more.

Thank you to all of our members, sponsors and volunteers for your continued support in our Provincial organization. It is with your support that we will continue to grow our incredible music community together.

On behalf of the Board of Directors,

Linda Corcadden  
Interim President,  
BCCMA