



## **BCCMA e-NEWSLETTER - April 2012**

Hello Everyone!

We hope you had a great Easter weekend with family, friends, food and music! The weather held out so we definitely had some sunshine, which in itself was amazing.

On April 2, 2012 (re-scheduled from March 27<sup>th</sup>), we as a board gathered for our first meeting and there are some things that we'd like to share with you, a few announcements that we'd like to make and some business to report on.

First, it has become clear that our association is recognized as the leading provincial Country music association in Canada, so we're excited about the endless possibilities for cross marketing initiatives. It must also be mentioned that we have come this far due to the enthusiasm and support from a long list of hard working directors over the years, as well as the talent, passion and energy from our members, so a BIG shout out to all of you – we're an awesome community and together we're 'livin' the dream'!

### **BUSINESS**

During our board meeting, the directors were assigned to head up various departments that require support throughout the year. The following departments in 2012 will be headed by:

- Communications - Nicole Hyette (Executive Director) - [nmuncy@bccountry.com](mailto:nmuncy@bccountry.com)
- Marketing/Communications – Angela Harris – [angela@bccountry.com](mailto:angela@bccountry.com)
- Social Media - Darcy Deutsch – [darcy@bccountry.com](mailto:darcy@bccountry.com)
- Events – Angela Harris - [angela@bccountry.com](mailto:angela@bccountry.com)
- Fundraising/Grants/Donors - Sue Irving – [sue@bccountry.com](mailto:sue@bccountry.com)

- Sponsorship – Don Adams – [don@bccountry.com](mailto:don@bccountry.com)
- Artist Liaison – David Wills – [david@bccountry.com](mailto:david@bccountry.com)
- Volunteers – Linda Corscadden – [linda@bccountry.com](mailto:linda@bccountry.com)
- Membership – Linda Corscadden - [linda@bccountry.com](mailto:linda@bccountry.com)
- Social Media/Multi-media – Shawn Soucy – [shawn@bccountry.com](mailto:shawn@bccountry.com)
- Radio & Public Relations - Bob Saye – [bsaye@bccountry.com](mailto:bsaye@bccountry.com) & Curtis Pope [cpope@bccountry.com](mailto:cpope@bccountry.com)

If you have any questions, comments, concerns, suggestions or enquiries in any one of these areas, please direct them to the appropriate director(s). Thanks so much!

The BCCMA is looking ahead to its annual awards show weekend and the finances are not looking as healthy as they have been in the past, so we're steering our attention to fundraising as well as sourcing donors and sponsors. If you, or someone you know, are interested and able to offer any level of financial support to the BCCMA, please contact our Executive Director, Nicole Muncey, at [nmuncey@bccountry.com](mailto:nmuncey@bccountry.com) for further information and discussion.

## **SOCIAL MEDIA & ONLINE PRESENCE**

We're excited to announce that we have begun the process of creating a stronger online presence so that you can stay tuned in to what we're up to at all times. We just launched our new Twitter account, so please feel free to follow us at @BCCMA. We are also active on Facebook at [www.facebook.com/BCCountryMusicAssociation](http://www.facebook.com/BCCountryMusicAssociation) and welcome our members, fans, artists and affiliates to drop us a note and let us know how you're doing out there! It's also a great place to get a daily dose of artist news, updates, announcements and much, much more.

*As our mandate is To promote, foster and encourage the development and public appreciation of, and interest in, the British Columbia Country Music Community - provincially and nationally, we thought it would be great to offer our artist a place to share their new singles with the BCCMA so that we can share them and help with the promoting of your work! We chose to use Soundcloud for this as it offers each song its own share post, buy link, place for comments and is easy to manage and integrate in to websites and other social media platforms! We'd like to get this going for you as soon as possible! All you have to do is upload your new single, cover art and embed a link to where folks can buy your single. All this can be done at this link: <http://soundcloud.com/bccountrymusicassociation/dropbox>. Click on the top button that says UPLOAD AND SHARE. Follow the prompts and voila! Once you've uploaded your single and all the information is completed, we'll be sure to share it in as many ways as we can!*

Finally, we are in the process of re-developing and re-designing the BCCMA website. We hope to be launching a fresh new look very soon so stay tuned on that!

## MEETINGS

We want to hear more from you more so we've decided that we will try and host a members meeting each quarter this year. Each meeting will be followed by a social event where we can all mingle, network, brainstorm and maybe even showcase some up coming talent. Our first meeting of the year was the AGM in February 2012. Thanks to all those who showed their support! Our next meeting/social is scheduled for **Sunday, June 3, 2012** in Surrey, BC so mark this date on your calendar! More details to follow so stay tuned in!

Members Meeting  
Sunday, June 3, 2012  
1pm-3pm Meeting  
3pm-6pm Social, Networking, Mixer  
15132-62A Ave  
Surrey, BC

## BCCMA EVENTS & PROJECTS

The Music Rules in Schools Program took 3 years to develop but we are now ready to launch it. The BCCMA, Carla Robin and Fair Wend Entertainment Services are excited to be presenting the program to Administrators in the Langley Foundation of Schools very soon for their consideration. We will be sharing the details of this program with all of you at the members meeting in June but for now, please feel free to check it out at [www.facebook.com/MusicRulesinSchools](http://www.facebook.com/MusicRulesinSchools).

The BCCMA is presenting a two day BC Songwriters Songwriting & Music Business Seminar, April 14 and 15, 2012 in Kamloops, BC at the Kamloops Convention Centre with facilitators Ron and Sue Irving. Registration is now closed but we're happy to report that a great crowd will be attending! Registration fees are sponsored by Country 103 – thanks so much you guys!

Finally, we have decided that the BCCMA will be participating in the Cloverdale Rodeo in various ways including the parade this year. The parade is scheduled for May 19<sup>th</sup>, 2012 in Cloverdale, BC. We think this would be a great way for us to do something fun together so we will be sending out a more detailed run down of things so that you can decide whether or not this is something you'd like to be a part of! If you're eager to get your name in now and help in some brainstorming, please contact Angela Harris at [angela@bccountry.com](mailto:angela@bccountry.com). More details on this and more COMING SOON!

## ARTIST NEWS

As always, the BCCMA recording artists, musicians and songwriters are doing awesome things and releasing great music. We're so proud of all of you for your ongoing accomplishments!

However, it would be a full time job to collect and share all the artist news with you on a regular basis so we're leaving this part up to you so that no-one gets missed! Please join us at [www.facebook.com/BCCountryMusicAssociation](http://www.facebook.com/BCCountryMusicAssociation) and post your news on our wall...after all, it is your page too!

## **COMMUNITY EVENTS & FUNDRAISERS**

As you know, we always try to promote all the community events and fundraisers that our members are a part of. We are working on setting up a submission process that will be integrated with an online calendar that such events can be posted on. We hope to have this complete by May so stand by for updates on that!

## **NEWSLETTERS**

And for a final bit of information, we are hoping to release a newsletter in the first week of every month so consider this April's release. For more news...well...you'll have to wait until May! Or of course, join us on Twitter or Facebook for the daily feeds!

Be well out there!

Sincerely,  
The BCCMA Board of Directors & Staff