



music means business!

Fall 2008

Word from the President

Investing In Our Future



When I talk about our members' livelihood, I always like to say that their SOCAN royalties are their "salary." This should mean that the more their music is being played, the more our members are being paid. Unfortunately, this is not the case, and for reasons that we are all painfully aware of. For one thing, governments are becoming less supportive in this area, and the mentality that is shaping 21st-century America tends to view the arts as nothing more than consumer products.

In an economic environment where everything that can be bought or sold has a dollar value attached to it, it is only natural that the use of music in places of business should have one too. Music's contribution to the ambience of a boutique, a store, a pub or a medical clinic is as measurable as it is essential.

Perhaps the best way to describe the relationship between music creators and business people would be in terms of "investment." All businesses have to invest in their physical environment for furniture, decoration, magazines and the like. Piped-in music is one of these amenities. It is not just good for culture; it is good for business. In the best of all possible worlds, everyone should gain.

Pierre-Daniel Rheault

Triumph at Rocklahoma

Still "Young," Still Wild, Still Free

by Lauren Moore



Triumph members from left to right: Gil Moore, Rik Emmett and Mike Levine.

I waited 20 years to see my favourite band, Triumph, play live. I am here to tell you, it was worth the wait! Fresh from the Juno Awards stage, where they were inducted into the Hall of Fame, Rik Emmett, Gil Moore and Mike Levine announced that Canada's pioneering progressive rock band would reunite for some tour dates.

After months of rehearsals in their original recording space at Metalworks Studios in Mississauga, Ont., the band members find themselves at Cain's Ballroom in Tulsa, Okla., for one final run-through. Cain's is one of those legendary venues. Signed photos and vintage concert posters adorn the walls like icons in a holy space.

Watching the band rehearse in this incredible venue, it was obvious something was in the air. Under the glare of house lights, the crew for an audience, Triumph rocked through a set that gave me chills.

Show day. The band searches for calm, but en route the limo is pulled over for speeding, the band held captive by Oklahoma's finest for 30 minutes just blocks from the venue. So much for Zen. The band is very late for the press conference but the room explodes into cheers at the triumphant entry.

Describing a Triumph concert is a daunting task. It is something that you need to live, feel and breathe. Visually stunning as always, from the "Laserface" character to the sight of Rik's Flying V guitar, the band was tight, and the music lush. The crowd, 35,000 strong, fists raised, singing defiantly "I'm Young, I'm Wild and I'm Free" revels in a showstopper.

The experience of Rocklahoma was, in a word, enveloping. I felt moved to my soul. Halfway through the show, Rik introducing one of the band's greatest hits, "Hold On," and stated that "20 years after our breaking up and getting back together, this song means something special."

After the show, it was obvious, here are three men who love what they do and love each other. To see Rik Emmett, Mike Levine and my dad, Gil, together again, doing what they are meant to do, and to be fortunate enough to share in the experience, is incredibly inspiring, a demonstration of the power of music.

FrancoFolies de Montréal Celebrates 20 years!

by Stéphanie Falco



Québec artist Bïa performed at the 20th annual FrancoFolies de Montréal Festival.

The annual FrancoFolies de Montréal is the most important festival of francophone music in the province of Quebec. It allows artists from not only Quebec, but from all over the world, established or upcoming, to shine and be recognized by the general public. This year, Les FrancoFolies celebrated its 20-year anniversary and oversaw more than 50 shows in various venues, as well as 175 outdoor free concerts! Even with the temperature not always being cooperative this year, there was a festive mood during the whole week. The public got to appreciate some eclectic and original programming, and to discover exceptional and talented artists. Les FrancoFolies created astonishing and magical shows! Long live Les FrancoFolies de Montréal!

SOCAN and the Hard Rock – Making the Canadian Music Café Work

by Bill Wilson



Martha Wainwright performs at the Fourth Annual Canadian Music Café held during the Toronto International Film Festival® at the Hard Rock Cafe.

The fourth annual Canadian Music Café (CMC), which gives film and TV music supervisors from Canada and abroad an opportunity to see some of Canada's top emerging musical acts perform live, rocked Toronto's historic Hard Rock Cafe Sept. 9-11, in conjunction with the Toronto International Film Festival®.

An important event for the Canadian music industry, it relies on the contributions of several key partners to succeed. Not only is the Hard Rock Cafe a SOCAN customer in excellent standing, the venue's enthusiasm for the event was unwavering. The staff, led by Robert Barbieri and Crystal Watts, was a pleasure to work with

and helped make the event a runaway success.

This year, an exciting new dimension was introduced, as a select group of licensed music users from the retail and foodservice industries were invited to join in the fun, gaining a whole different perspective on the business. "An event like this really does give the retailers and SOCAN members an opportunity to relate in a new and exciting way," explains Mario Anecchini of 2001 Audio Video.

For more information about the CMC and the Hard Rock, go to www.canadianmusiccafe.ca and www.hardrock.com.

SOCAN PLEASSED WITH SUPREME COURT OF CANADA'S DECISION

Tariff 24 Update

The Supreme Court of Canada has dismissed an application by the country's wireless operators (mobile telephone companies and others) that would have allowed the Supreme Court to review the decision by the Federal Court of Appeal. SOCAN is very pleased that this decision will allow it to continue to license communications of musical works, whether they be ringtones or downloads, in the future.

For more information, you can also visit the following websites regarding the Tariff 24 case: <http://scc-csc.gc.ca> or <http://csc.lexum.umontreal.ca>

Long & McQuade: Where the Music Begins



Long & McQuade's Terminal Avenue office in Vancouver, B.C.

With 39 locations from B.C. to Newfoundland, retailer Long & McQuade enjoys the respect of the musical community and the reputation as the place to go for the latest band instrument, the newest guitar innovation, and great advice.

We recently caught up with Jeff Long, vice-president of Marketing, at one of the Toronto stores:

MMB: Long & McQuade is “the Place where the music begins.” How did you gain such a reputation?

L&M: Thanks for saying so. Simply, we have a great staff.

Our culture is highly customer/musician-focused and we are professional.

MMB: From the very beginning, you have put a lot of focus on the value of clinics. When did that focus expand to songwriters?

L&M: We are always trying to give back to the music community. We host lots of clinics and generally we try to make them free. Songwriters are almost all musicians, so it just seemed natural to include songwriting sessions too.

MMB: Tell us your best songwriter story.

L&M: Gordon Lightfoot, used to be a jazz drummer. Back in the '60s he did some gigs with my dad, Jack. One day he walked into the store to buy a Martin guitar. My dad asked him, “Why do you need a guitar, you’re a drummer?” Gord replied, “I have a new career; I’m a folksinger now.” My dad just laughed it off, but Gordon had the last laugh!

Long & McQuade supports Canadian songwriters by maintaining performance licences for clinics and demonstration shows (Tariff 8) and Background Music (Tariff 15A), and offers SOCAN educational materials and concert notifications for the convenience and edification of the songwriting community.

For more information visit: www.long-mcquade.com.

EDO Sushi Respecting Japanese Culture and Intellectual Properties

During the period of control by the Tokugawa Shogunate from 1603 to 1868, Japan's emperors lived in secluded majesty at the Imperial Palace in EDO, the ancient name for what is modern-day Tokyo. During the EDO period, culture flourished and many of Japan's most cherished traditions were born.

In 1986, Barry Chaim opened EDO in mid-town Toronto, serving authentic Japanese cuisine. With sushi at the heart of the menu, EDO prides itself on its full offering of flavours done in a contemporary style, a celebration of the senses. To Chaim, that naturally includes music. “We’re in a constant state of experimentation,” he explains. “We use CDs and sometimes the radio. For private functions, guests often bring the music that truly makes their event special.”

Whether it be EDO at 484 Eglinton Ave. W. or EDO-ko in the city's Forest Hill Village, a commitment to music extends to respecting the rights of those who create it. “I believe strongly in intellectual property, and the very



Photo: Risa Munoz

tangible benefits society derives from it,” says Chaim. “Countries that don’t respect or understand intellectual property tend to have less of the creativity and positive energy that benefits society. I want to see that those who take risks are properly rewarded for their efforts. Through SOCAN, I am able to employ the creativity of songwriters without worrying about infringing on their rights. It’s a win-win situation... I am concerned about what kind of world our kids will inherit.”

To learn more about EDO, visit www.edosushi.com.

SOCAN CATCHES THE PARASPORT SPIRIT

by Gina Pollock with contributions from Nora Hanna and Pam Consoli

SOCAN staff recently had the privilege of participating as volunteers at the 2008 Ontario Parasport Summer Games at Variety Village in Toronto. For more than 60 years, Variety Village has worked with athletes of all abilities.

During the opening ceremonies, SOCAN member Justin Hines performed. Born with both a rare genetic condition and an extraordinary talent, Justin uses his music to support Variety Village in its work. Justin's song "Wish You Well" is currently featured in a Wal-Mart campaign. For more information visit www.justinhines.org.

"We were all really blessed to be there," says SOCAN's Nora Hanna. Forty-six Ontario Parasport Athletes recently competed in Beijing where Canadians as a group earned 50 medals.



Photo: Dave Arnold

SOCAN member Justin Hines performs at Variety Village in Toronto.



SOCAN

Society of Composers, Authors and
Music Publishers of Canada

Société canadienne des auteurs,
compositeurs et éditeurs de musique

Welcome Licensing Management Team Additions

SOCAN is pleased to introduce the three newest members of its Licensing management team: Jennifer Brown, formerly manager, Membership, joins the Licensing team as director, Licensing Operations. Carroll Sondemeyer brings to her new position of manager, Customer Operations, many years of progressive management experience with one of Canada's mega telecommunications firms. Kit Wheeler will draw on her experience in SOCAN's Finance and Business Change departments in the new role of manager, Concerts, meeting the needs of the growing concert community.

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