



# music means business!

Spring 2007

## Word from the President

Moving Forward



I take this opportunity to celebrate our shared success – the accomplishments of both music creators and music users – and the spectacular improvement to our relationship.

At SOCAN, we have long been aware that our customers have a clear understanding of the dynamics of a business that is based on the "transmission" of a consumer good for a fair and equitable compensation. Moreover, as our product is sure to enhance working and business environments and is a known stress reliever, we also know that we are selling a value-added commodity.

As SOCAN president and as a SOCAN member, it makes me happy to see our decal prominently displayed near the entrance of establishments such as the Bellagio Restaurant, where I have lunch whenever I visit our Montreal office. I enjoy supporting those who support us!

*Pierre-Daniel Rheault*

## SOCAN Helps Set the Mood with Spas

by Alexandra Lopez-Pacheco

"Music is part of the sensory experience of being in the spa. We use it to set a tone, to relax and to create an ambiance of tranquility for our customers," says The Absolute Spa Group owner Sergio Cocchia. With six locations in Vancouver—including four at The Fairmont Vancouver Airport—and such celebrity clients as Gwyneth Paltrow, Uma Thurman and Gillian Anderson, The Absolute Spa is renowned as one of the highest calibre spas in the country.

"We thought music was important. You'd be hard pressed to find someone who doesn't feel that it plays a big part in their mood, in how they feel or react to certain things," says Cocchia. But The Absolute Spa Group went one step further than just playing background music. Cocchia and his team considered that various types of music affect individuals differently, depending on their personality, tastes and even mood. "A lot of new-age music is just a style I don't like, but you go into a lot of spas and have to listen to whales. Some people find that relaxing. For me, a little Eagles would work a lot better," says Cocchia. So The Absolute Spa offers its clients the ability to select the music they want to listen to while experiencing the pampering treatments. Cocchia, who also owns the newly renovated Century Plaza

Hotel & Spa, is currently looking at the possibility of offering live music, perhaps even dinner and dancing, on the weekends at the hotel's ultra chic Beyond Restaurant and Lounge.

At the Americana Conference Resort and Spa in Niagara Falls, music is used to enhance the atmosphere, says James DiBellonia, managing partner. "We're now just going through a program with SOCAN as far as introducing background music in the corridors and in the spa," he says. The Americana, favored for its spectacular wedding receptions and premiere conference facilities with over 20,000 square feet of meeting space, is also a popular family retreat. That's because it boasts Ontario's first indoor water park, which has a retractable roof. And last year, the Americana opened up Senses, a luxurious full-service spa.

Craig Brockie, the SOCAN representative who is working with them, says DiBellonia, "is very positive and on the ball, very interested in our property, how SOCAN can service us and how to do things properly. This representative has an understanding of our business from an operator's point of view and his approach is very professional."

## SpiralFrog Takes the Leap



SpiralFrog, a new music download destination, signed on as a SOCAN customer via an experimental licence pending the approval of SOCAN's Tariff 22, which is presently before the Copyright Board. Under the terms of this agreement, SpiralFrog users have the right to stream and download the musical works administered by SOCAN.

"SpiralFrog's success will come from respecting the rights of music creators," said Joe Mohen, chairman and founder of SpiralFrog. "We have obtained a SOCAN performing rights licence, which allows us to communicate to the public in Canada all of the music in SOCAN's repertoire, and composers will get their fair share of those revenues." SpiralFrog will offer music-lovers a compelling alternative to illegal file-sharing and pirate sites, with a secure environment for them to satisfy their unyielding passion and thirst for music. Headquartered in New York, SpiralFrog will launch its advertising-supported service in early 2007. To find out more about SpiralFrog and its services, please go to [www.spiralfrog.com](http://www.spiralfrog.com).

## Furtado Hit Sparks School's "Eco" Campaign

by Rick MacMillan



**SOCAN member Nelly Furtado on location at Maurice Cody Public School for the "Turn off the Lights" PSA shoot.** (Photo: Richard Hay)

Nelly Furtado's ubiquitous hit "Turn off the Lights" has taken on a new life as the spark for a campaign launched four years ago by Maurice Cody Public School, which aims to remind students to do their bit to conserve energy—both at home and in the classroom.

Cindy English, an eco-school parent-volunteer at Maurice Cody Public School served as producer for the project, and she was clearly thrilled when Nelly's management agreed to solicit the singer-songwriter's help in creating a special video to market the "Turn off the Lights" initiative. "It was a great experience from beginning to end," she reports. "Everyone was extremely helpful and generous with their support."

"As soon as I heard about the idea, I was very excited about it," said Nelly in a mid-March e-mail response during her

latest European tour. "I love that my song could be the catalyst for change and involvement among children."

Maurice Cody Public School is planning to launch the video widely this spring via postings on various energy websites, and through arrangements with broadcasters to consider running it as a public service announcement.

Catherine Moraes, senior manager of the TDSB's Business Development division, is wildly enthusiastic about the results: "Nelly was wonderful and her team jumped all over this. She was just back from India and yet her energy and enthusiasm during the video production were astounding."

### SOCAN Enters New Era with DAI Technology

SOCAN is always aiming to be an industry leader. The introduction of digital audio identification (DAI) technology will ensure that members are paid based on a more complete record of their performances on Canadian radio. To find out more about DAI or online services available to customers, please go to [www.socan.ca](http://www.socan.ca).

## Where We're At! SOCAN in 2007



At SOCAN, we try to cover as much ground and reach out to as many stakeholders as possible. To find out more about us, we invite you to drop by our booth at any of these upcoming trade shows and talk to one of our representatives:

**SAX**, April 13, 2007, Casino Rama Entertainment Centre, Orillia, Ont.

**Apex**, April 15 – 17, 2007, Exhibition Park, Halifax, N.S.

**Allied Beauty Association Tradeshow**, April 15 & 16, Winnipeg Convention Centre, Winnipeg, Man.; and May 6 & 7, Northlands, Edmonton, Alta.

**Centrex**, April 29 & 30, 2007, Winnipeg Convention Centre, Winnipeg, Man.

**ORFA Expo**, May 2, 2007, University of Guelph, Guelph, Ont.

**Alberta Hotel & Lodging Trade Show**, May 20 & 21, 2007, Jasper Park Lodge, Jasper, Alta.

### Maritime Recreation Facilities

**Conference & Trade Show**, June 6 – 8, 2007, Crown Plaza Hotel, Moncton, N.B.

**Funeral Service Association of Canada**, June 6 – 9, 2007, Halifax Marriott Harbourfront Hotel, Halifax, N.S.

**COCA**, June 11 – 15, 2007, The Sheraton Fallsview Hotel & Conference Centre, Niagara Falls, Ont.

**Global Country Rising Star Concert**, June 18, 2007, Winspear Theatre, Edmonton, Alta.

**Can-Fit-Pro**, Aug. 17 & 18, 2007, Metro Toronto Convention Centre, Toronto, Ont.

*Photo top left: Daniel Lemay, External*



*Business Development Representative for Eastern Quebec, at the Salon Rest-Hôte (Photo: Yanik Hardy). Photo above: A visitor to the SOCAN booth with Industry Relations Executive Laurence Godfrey (Photo: Andrew Turnbull).*

## At Your Service

SOCAN's Industry Relations Executives

SOCAN's Licensing department has recently introduced the position of Industry Relations executive, whose objective is to serve as a liaison between SOCAN and various industry associations. Feel free to contact any of the executives listed below for opportunities to meet with your association:

### Toronto: Laurence Godfrey

416.445.8700 or godfreyl@socan.ca

### Quebec: Yanik Hardy

514.844.8377 or hardyy@socan.ca

### Vancouver: Vic Gailiunas

604.669.5569 or gailiunasv@socan.ca

### Edmonton: Wayne Saunders

780.439.9049 or saundersw@socan.ca

### Dartmouth: Tim Hardy

902.464.7000 or hardyt@socan.ca

### New Brunswick: Jolene Keats

506.855.9388 or keatsj@socan.ca

## Inpure Hair Salons and the Power of Music

A two-year client of SOCAN, Montreal's Inpure Hair Salons doesn't see itself doing business without music.

According to Éric Gélinas, co-owner, background music adds a lot to the ambiance of his salons. "Our clients typically spend a lot of time with us. It's important to choose a music genre that will relax them and that everyone

fancies. We select ambiance music, all age groups like it." Pictured here, Éric Gélinas and his associate Richard St-Laurent.





# SOCAN and Its Customers: A New Approach

by Bill Wilson

**SOCAN has recently enhanced its service to customers. By introducing several changes we hope to not only enhance existing partnerships with our valued customers, but also invest time, energy and focus into creating new ones.**

One example is the implementation of a team of Customer Service professionals whose only objective is to provide world-class service to you. To reach a member of this team, call our new toll-free number, 1-866-944-6223, which is accessible from anywhere in Canada, or e-mail us at [customers@socan.ca](mailto:customers@socan.ca).

Another exciting change is the introduction of Industry Relations

executives. SOCAN will now focus on building partnerships with various associations by being more accessible, creating awareness and providing education on the proven value music brings to business. If you are interested in learning more about how our Industry Relations executives can help your organization, please feel free to contact one of the executives listed on page three of this newsletter via phone or e-mail at



*To contact our Customer Service department, e-mail us at [customers@socan.ca](mailto:customers@socan.ca).*

the coordinates provided.



SOCAN

Society of Composers, Authors and  
Music Publishers of Canada

Société canadienne des auteurs,  
compositeurs et éditeurs de musique

## Help us help you!

The most efficient and dynamic way for SOCAN to communicate with its customers is through the power of technology. Send us your e-mail address now and you can enjoy regular updates from SOCAN. Your local Licensing representative is only an e-mail away at [customers@socan.ca](mailto:customers@socan.ca).