



music means business!

Spring 2009

Word from the President



Over the past many years, we at SOCAN have devoted considerable efforts to develop and maintain efficient and meaningful relationships with you, our valued customers – the music users. Our two-way partnership is making our business relationship a win-win opportunity for all concerned.

In that line of thinking, we honour one of our most important clients each year as part of our Toronto and Montreal SOCAN Awards presentations. The Patron of Music Award is presented to the music user, for outstanding performance in respecting the terms of their SOCAN licence, paying their royalties on time, promoting Canadian music and adhering to the Canadian content regulations.

Recently, our prestigious award was presented to the Canadian Television Network CTV, a company that has an unbroken record in complying with the above requirements and more. As SOCAN President, I praise our organizational culture for valuing the distribution of music across our cultural landscape and promoting its use in the programming of Canadian broadcast undertakings. Our friendly relationship with Canadian music users is the best warranty Canadian music creators can have for a better and more prosperous future.

And this is ... Canadian music to our ears!

Pierre-Daniel Rheault

Photo: Serge Clément

Music Creates a “Foreign Affair”

by Tim Hardy



Photo: Tim Hardy

From left to right: Foreign Affair's Penny Giles and Meghan Muir

Foreign Affair is a high end women's clothing store with two locations in Halifax. Owners Frank & Heather Brophy have been in the retail clothing business for 35 years and rely on their Barrington Street location's manager, Penny Giles, to keep the store's music current and up to date.

“We like stylish music, not trendy music,” says Giles. “We turn the music up and watch customers bounce through the store.” She explains that they try to change the music every couple of months, but always keep their

eyes and ears open to what their clients prefer.

“We play many different styles of music from many different countries. SOCAN makes it so easy. Whether we purchase a CD from the music store down the street or a local artist like Jill Barber sends us a CD in the mail, we know we can play whatever we want.”

Asked what the store would be like without music, Penny replied, “Music has always been an important part of the overall atmosphere in the store. It creates energy, both with the staff and customers. If we didn't have music, it just wouldn't be the same. Imagine how flat it would be.”

Foreign Affair's success is summed up with a statement on its website, “Know What Your Customer Wants.” This motto is apparent from the clothing lines they carry to the music they play.

For more information on Foreign Affair, visit their website at www.foreignaffair.ca.

SOCAN Helps Make “Change for the Environment™”

Change for the Environment™, a new program that will allow folks in Toronto, Belleville and Quinte West (Trenton), to contribute their spare change to environmental change in their communities, launches April 30 – May 3, 2009.

Partnering with Canadian Tire, Timothy's Coffee, CFB Trenton (8Wing), the Toronto District Schoolboard and SOCAN, the program invites donations of loose change at any one of numerous drop-off spots, with 100% of all monies re-invested in the community by environmental and health experts.

Canadian musicians will be “busking for change” at certain drop-off spots and SOCAN is helping by ensuring that its members are aware of this opportunity to help out a very good cause.

Check out www.changefortheenvironment.org for more information.

Help SOCAN improve your “desk environment” by cutting out paper. Send us your e-mail address, and we will send you *Music Means Business!* electronically.

Contact: musicmeansbusiness@socan.ca. **Now how green is that?**

Toupin Returns with Intensity-Filled Album



Quebec musician Marie-Chantal Toupin

"I have known ever since I was ten years old that I wanted to be a musician," Quebec artist Marie-Chantal Toupin recently told *Music Means Business*.

"Singing rang a bell in my head. It was going to be that, or nothing! Now that I am a songwriter myself, I understand the importance of SOCAN. It is our bread and butter."

Back on the scene after a brief hiatus, Toupin is touring extensively throughout the Spring and Summer in support of her new French language CD, "À distance." This, her fifth album, has been described as her finest to date, highly personal and filled with intensity.

Quebec Star Crowns New Karaoke Queen

by Yanik Hardy and Larry Godfrey



Jessica Charland at the Rising Star Karaoke Bar in Orlando, Florida, is named winner of SOCAN and CPBBTQ's Quebec karaoke contest.

SOCAN and the Quebec Corporation of Bar, Pub and Tavern Owners (CPBBTQ) have joined forces recently to launch a karaoke contest on the theme of "Music Creators and Users: An Essential Partnership." The competition, held in 30 locations throughout Quebec, culminated in a 6-finalist showdown spectacular at Montreal's Bar Zoé Karaoke et Cocktails. Grand Prize winner Jessica Charland of Montreal was sensational and headed to Orlando on a trip for two, including, air transportation, luxury accommodations, a rental car and an appearance at the Rising Star Karaoke Bar, where performers are backed by a live band. "I loved the experience," effused Charland. Visit her at www.myspace.com/officieljessie.

SOCAN member Marie-Chantal Toupin was the competition's spokesperson, and gave a stunning performance as part of the finals. The contest is the result of a long-

standing relationship between the two organizations, and is viewed as a tool to help make CPBBTQ members more aware of the work of songwriters and music composers.

"Music is a major feature of any Quebec bar," said CPBBTQ President and CEO Renaud Poulin. "Our owners use music in a variety of ways to attract more business. Without music, clubs would have no reason to exist. Through this event, the CPBBTQ recognizes the significant contributions of music creators to our industry, and we hope that this collaboration with SOCAN will continue for many years to come."

A delighted Marie-Josée Dupré, SOCAN's director of Business Development added, "We are constantly looking for ways of establishing closer links with our clients, and bar owners are important music users. This was the perfect opportunity."

Copyright Board Certifies New Tariff 9 "Sports Events" Rate

The Copyright Board has now certified Tariff 9 (Sports Events) for the years 2002-2009. The rate has been increased to 0.09% of gross receipts from ticket sales for 2009 (from the previous 0.05%).

The new tariff is more streamlined and makes it easier for customers to calculate their fees as only one calculation will now be required.

Note that SOCAN has waived collecting any retroactive increases from users, except those with whom SOCAN had already reached agreements that included rate increases.

The complete tariff and decision can be viewed on the Copyright Board's website:

<http://www.cb-cda.gc.ca/new-e.html>

Partnership, Leadership, Respect

by Alexandra Lopez-Pacheco



Photo: Chimone Rattan

From left to right: Spencer Nimmons, VP, Business Relations, CCBBB with Craig Brockie, SOCAN Industry Relations Executive.

The Canadian Council of Better Business Bureaus (CCBBB) recently approached SOCAN with an invitation. “The CCBBB’s vision is to create an ethical marketplace where buyers and sellers can trust each other, which completely aligns with what SOCAN is trying to do with music creators and users,” says Spencer Nimmons, CCBBB’s vice-president, Business Relations. The result is an exciting new relationship in which SOCAN enjoys an A+ rating as CCBBB’s newest national accredited member. But that’s not all.

Under the leadership of Douglas Simpson, CCBBB’s president and CEO, and Nimmons, the national umbrella organization embarked on a proactive strategy a few years ago. “We are looking for like-minded organizations to create a circle of industry leaders that do genuinely care about trust in the marketplace,” says Nimmons. “That was another reason for pursuing SOCAN. We are looking forward to mapping out with SOCAN how we can work together on initiatives that will further our shared vision of trust and ethics.”

“Room With A View”... To the Future

When the Hotel Association of Canada gathered in Toronto in February the question of the day for the \$11 billion dollar a year industry was “how do you stay profitable in today’s economy?” The answer, according to Craig Brockie, SOCAN’s Industry Relations Executive is “Innovation and Service.”

“The use of Plasma and LCD high-definition broadcasts of sporting events, and shows like *Canadian Idol*, attract customers into a hotel’s lobby bar and hold their attention, thereby creating a whole new revenue stream through additional food and beverage sales,” explains Brockie. The best news is that television use is covered under the hotel’s “Background Music” licence which starts from just under \$100 per year. “That’s remarkable value,” says Brockie.

Of course, adding more screens means investment spending, but the rewards are already speaking for themselves.

Music Makes All the Difference

Ever wonder if music really makes a difference to your business? Well... the Retail Council of Canada answers that question very well in its recent *Retailer’s Guide* publication “Music to their ears, (...or, why playing music in your store will have you singing your own happy tune).”

Writer Robert Price examines several aspects of in-store music, ranging from how music can influence customer behaviour, and how to decide what type of music is right for your venue, to complying with copyrights.

Interviews with industry experts and some timely tips make this a “must read” for every retailer. Contact the Retail Council of Canada for more information. info@retailcouncil.org, or www.retailcouncil.org.



SOCAN Redesigns website

by Howard Druckman

SOCAN is currently redesigning its website, www.socan.ca, to better serve both members and customers. In so doing, we're addressing suggestions for improvement drawn from many sources, including our own Licensing department. The navigation and layout are being simplified for ease of use, and the "Music Creators" and "Music Users" sections are being colour-coded for clarity. We're also deleting under-used and duplicated content, providing easier access to our web-

casts, and making it simpler for customers to get or pay for a licence. Among the new features are: "Your Voice," which will allow site visitors to respond to a single survey question posed by SOCAN, helping us determine how to better serve them, and the "SOCAN Jukebox," which will allow visitors to listen to a selection of songs by SOCAN members. Targeted launch date...June 2009.

Howard Druckman is SOCAN's Website Editor.



Illustration: Simon Lagùe



SOCAN

Society of Composers, Authors and
Music Publishers of Canada

Société canadienne des auteurs,
compositeurs et éditeurs de musique

Music enhancing your business, interested in a feature
article on your company?

Send a letter to the editor at: musicmeansbusiness@socan.ca

Return undeliverable Canadian addresses to:
SOCAN, 41 Valleybrook Drive Toronto, ON M3B 2S6