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Main Library
5959 West Brown St.
Glendale, AZ 85302



22nd Annual Arizona Songwriters Gathering at the Glendale Main Library

Glendale, Ariz. — The Glendale Main Library will become a powerhouse of song and music during the 22nd annual Arizona Songwriters Gathering on Saturday, Jan. 27, from 10:00 a.m. to 4:30 p.m. at 5959 W. Brown St.

Musicians and industry professionals will offer insight into the art of writing songs and breaking into the music business through free workshops, critiques and performances. "No matter what type of music you want to write or play, you'll find someone here to help you out," said Jon Iger, a former Capitol recording artist and president of the Arizona Songwriters Association. "I can't think of anywhere in the country where they have [an event] like this that is totally free."

Over seventy musical performances are scheduled in and around the library, including an informal round-robin style jam session for musicians to share their tunes. "This event is a great opportunity for listeners as well as songwriters. There is something magical about the energy," said Ivy Jarvis, librarian coordinating the event. "Every year, I walk away feeling grateful for the opportunity to be involved with these wonderful folks."

What better way to wrap up the day than with a performance by the legendary Pistoleros? This Tempe based rock 'n' roll band has been part of the industry for over 25 years, rising to prominence during the Mill Avenue music scene, gigging with the likes of The Refreshments and Gin Blossoms. Band members will offer insight on keeping current in an everchanging industry—from songwriting and forging their identifiable sound, to their experiences with major labels and their current deal with indie Fervor Records.

Although the event is free, don't leave your wallet at home. "Bring some spending money! Lacy and Wendy's Mobile Wood-Fired Pizza Oven will be onsite offering delicious made-to-order pizza," said Jarvis. In addition, the Friends of the Library will be hosting a fundraiser and booksale. All proceeds will benefit the library.

Songwriting workshops include:

- **Songwriting 101** Arizona Songwriters Association President Jon Iger and accomplished members Randy Brown, Rhonda Hitchcock-Mast and Shelly LaBash will offer a panel discussion on the basics of writing songs and lyrics. They will also share resources available to writers to help further their quest for writing great songs and lyrics.
- **Building & Keeping an Audience** You have good music and an entertaining show. How do you get people to come? In this peer-to-peer session, we explore strategies that can help draw people in and keep them coming back. Barbara Barnett will offer tips on engaging your audience and ideas for using multiple channels of communication, including graphics, flyers, and spoken announcements.
- **The Independent Musicians Guide to Legal Issues in the Music Business** Krystle Delgado will talk about the legal pitfalls that independent musicians encounter in the industry. After her presentation, she and James Marovich will be on hand to answer questions about licensing, copyright, releases, trade names, trademarks, and protection of your ideas.
- **Breaking Down the Door: Getting Through to the People That Matter** Les Scott will provide a hands-on workshop where you will be tasked with writing your own brief introduction letter that includes key phrases that will help make a significant first impression. This technique will focus specifically on the music business, but can be applied to any marketing scenario.
- **Bringing Your Talent and Creative Ideas to Today's Marketplace** JoAnn Braheny will offer an inspirational discussion on career path patterns—identifying what motivates and rewards you. She will also discuss how an idea is formed and how to generate new ideas, as well as how to find your best collaborators.
- **Music Supervisors & Licensing** Join Fervor Records executive team David Hilker and Jeff Freundlich along with Los Angeles Music Supervisor turned Fervor Records A&R guru Jacob Nathan, as they discuss the current state of the licensing industry and what it takes to succeed.
- **Song Critique Session** Publisher/producer Les Scott and songwriter Robb Vallier will offer positive, constructive feedback on your songs. Bring your song, preferably on CD, or perform live. Two copies of lyric sheets are mandatory.
- **Pistoleros—Longevity in the Music Biz** The Pistoleros rose to prominence in the mid-90s on Tempe's Mill Avenue alongside the likes of the Gin Blossoms, Dead Hot Workshop, and The Refreshments. Surviving 25 years as a band, they have plenty of insights to share, from songwriting and forging their identifiable sound, to their experiences with major labels and their current deal with indie Fervor Records.

This event is held in partnership with the Arizona Songwriters Association and is sponsored in-part by Fervor Records. For more information, call 623-930-3573 or visit <http://gplsongwriters.weebly.com>.

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Community Services Department

Glendale Public Library is the vital link to our rapidly changing world. Our mission is to empower our community by providing free and equitable access to information, technology, cultural, educational and life enhancing materials and services.