

# the LowDown

Official News of the Madison Area Music Association



## LETTER from the EXECUTIVE DIRECTOR ←



Welcome to the first-ever edition of the MAMA Newsletter. I hope you will find the information here useful, informative and worth the minor annoyance that having another email hit your inbox brings. We will send this newsletter only three times a year so you can expect the next one to arrive some time after the next awards show.

Speaking of that, work goes on in earnest to bring the Ninth Annual Madison Area Music Awards to fruition. The scheduled date is Saturday, June 2nd at the Capitol Theater in the Overture Center. This will be our third year in the Overture Center and it's been a great pleasure to be working in such an historic setting and with such professionals. You may wonder how the MAMAs are able to present the awards show there. The answer is that we are actually grant recipients of a sort, through the Overture Community Arts Access Program, which reduces our costs. If you've not seen the annual awards show picture the Grammys or the VH-1 Awards only all Madison area. Seriously, it's a massive production that utilizes video presentations to a great degree while featuring a dozen plus performances across several genres of music. Youths figure prominently, as they should given the MAMAs' mission of funding music programs and providing musical instruments for kids in our area. Area celebrities and sponsors serve as presenters for the awards given out live from the stage.

Registration for the awards is open until the end of January. If you know someone who is a local performer – and this includes youth musicians of all kinds – please encourage them to sign up and enter. The MAMAs does not choose who can be considered; anyone meeting the eligibility requirements can enter. We rely on the willingness of our area's musicians to be a part of this grassroots movement to draw attention to the incredible output of local artists while nurturing the next generation. Here is a fact to consider: In 2011 there were 132 local music recordings released. That is astonishing for a city of this size. Sadly, only a few of these manage to draw attention via the local press.

The awards show remains our largest annual event. To date it has helped us to hit \$40,000 in instruments and funds donated to various schools, community groups, and individuals. You can see the full list on our website. There is also a sizeable inventory of instruments on hand at this time. Those are also listed on the site with a form to request instruments and funds.

2013 will mark the tenth anniversary of the MAMAs. We are employing the services of a volunteer archivist to help coordinate the multitude of photos, film, articles, etc. that document these last ten years. We can't make it without the generosity of our members so, if you can, check out the form at the end of this newsletter for ways that you can help out financially.

**Rick Tvedt, Executive Director, MAMA, Inc.**

## RECENT DONATIONS ←

MAMA's mission to put instruments in kids' hands is a fulfilling one. Our most recent donation was to the Girls Rock Camp of Madison ("GRC" - [grcmadison.org](http://grcmadison.org)). GRC was in need of a sonar drum kit for all the wonderful work they do with girls ages 8-18 in our community. We were able to present the deserving organization with the sparkly new drum kit before a fund raiser at the High Noon Saloon. The rockin' young ladies put it to good use right away. [Click here to view video](#). We want to especially thank the GRC founder and director, Haley Pollay, and the GRC musical director, Beth Kille, for their continued amazing work and supporting the youth in our community.

MAMA has also made other wonderful recent donations. We approved a grant for the East Side Community Center (ESCC) in Madison ([eastmadisoncc.org](http://eastmadisoncc.org)). This grant money was used to purchase new speakers which made their debut at a very successful youth hip hop talent show attended by hundreds of special guests. Through the leadership of Tom Moen, the ESCC will enjoy years of great programming with the new additions. MAMA also recently donated instruments and approved a grant for O'Keefe Middle School in Madison. The instruments and funds will be used to replace some very outdated instruments in its music classrooms. We'd like to thank Principal Kay Enright for reaching out to us on behalf of her great students and music teachers. Through your gracious & continued support, MAMA can continue to fulfill its mission of putting musical instruments in kids' hands.

Valerie Wulf, Community Grant Director

[CLICK HERE FOR DONATIONS & FUNDING REQUESTS](#)

## CURRENT MUSICAL EQUIPMENT ON-HAND

### INSTRUMENTS

- Johnson Mandolin
- Kentucky Mandolin w/ Case
- Deering Goodtime Banjo
- Hamer Sunburst Electric Guitar
- Yamaha APX500 Thinline Acoustic Electric Cutaway
- Framus 12-String Guitar
- SR Acoustic 6-String Guitar (old)
- Seagull Acoustic Guitar (2)
- Squire Jazz Bass Guitar (2)
- Trumpet w/ Case
- Yamaha PSR 172 60-Key Electric Keyboard w/ Stand
- 13-Bar African Gourd Marimba
- Native American Hand Drum
- Small Bongo Drums

### AMPS & PROCESSORS

- Peavey Bandit 112 Guitar Amp
- Vox Brina May Special VBM-1 15W Practice Amp
- Peavey MAX 126 26W Bass Practice Amp
- Crate VC 508 Practice Amp
- Boss GT 8 Guitar Processor

### PA EQUIPMENT

- Yamaha HS80M 8" Powered Studio Monitor (2)
- Mojave MA-201fet Studio Mic
- Mojave MA-101fet Studio Mic

### ACCESSORIES

- Mic Stand: Ultimate Support PRO-TT Tripod w/ Telescoping Boom
- Keyboard Stand: Ultimate Support IQ-3000 Double-Brace X-Style

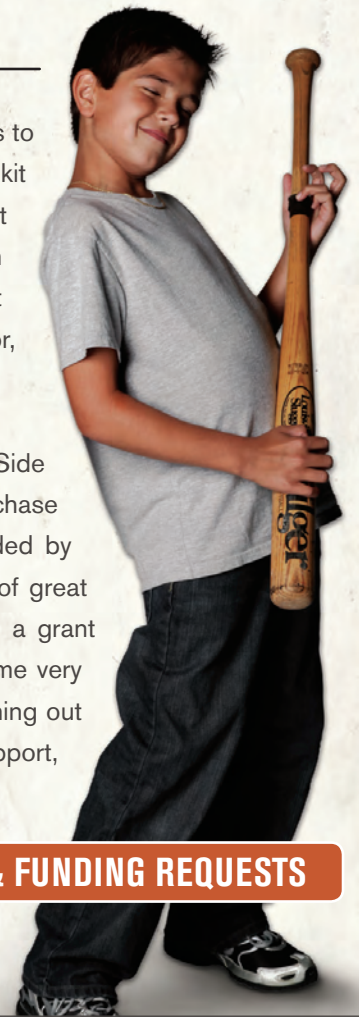
### SOFTWARE

- Sony Vegas Pro
- Sony Sound Forge (2)
- Sony ACID Pro (2)
- Sony Vegas Movie Studio Platinum
- Sony SFX 1-10
- Sony Standard Loop Libraries (10)
- Sony Premium Loop Libraries (5)
- Sony Orchestral Loop Libraries
- Yamaha MM6 Music Synth Workstation
- Sonoma Wire Works Riff Standard Download (10)

### SOFTWARE (cont.)

- Sonoma Wire Works Riff Works InStat Drummer (14)
- Sonoma Wire Works DrumCore (14)
- Sonoma Wire Works Discrete Drums Pro (15)
- Sonoma Wire Works Instant Drummer iPhone App (14)
- Sonoma Wire Works Studio Track iPad App (14)
- Sonoma Wire Works Four Track iPhone App (14)
- BIASPeak Pro XT 6
- BIAS SoundSoap Pro 2
- BIAS Pitchcraft EZ
- BIAS Peak LE
- BIAS Master Perfection Suite (Mac/Win)
- Sonic Reality Drum Masters 2 Platinum DL Edition
- Sonic Reality R.A.W. Platinum DL Edition
- Sonic Reality ReMiX Platinum DL Edition
- IK Multimedia Total Studio Bundle
- IK Multimedia Fender Studio
- IK Multimedia AmpliTube Fender Studio
- IK Multimedia Ampeg SVX (3)
- IK Multimedia Classik Studio Reverb
- IK Multimedia Sample Tank 2.5

For more info, please contact: Rick Tvedt, Executive Director / P. 608-250-2565 / E. [rick@themamas.org](mailto:rick@themamas.org)



## BIG CHANGES for the MAMA ORGANIZATION ←

### Michael Kerwin Named Awards Show Director

By Rick Tvedt

Late 2011 saw three major changes take place within the MAMA, Inc.

While I have acted as the de facto Executive Director of the MAMAs, it wasn't until our October 2011 meeting that the Board of Directors officially bestowed the title. This is a big step for us though it may not seem that way. It is with great pride that I take this position within the organization's structure.

Last year we instituted a flow chart to graphically illustrate the organization and everyone's place and responsibility. The results of that process were very positive. Committee chairs took ownership of their respective roles and the progress was notable. A similar chart was drawn up to illustrate the awards show structure with all of its key personnel, volunteers and crew.

There are other reasons why this was done. An organization is tremendously difficult to establish but even harder to keep going. It's a testament to our leadership on the Board that the MAMAs is staring down our tenth year. It is surprising how long it has taken to introduce a more formal structure. At times these things seem basic but it seems we have spent the majority of our time in the heat of battle; encouraging membership, ramping up our charitable giving, clarifying the mission and, of course, pulling off the major production that is the Madison Area Music Awards.

So it is with some mixed feelings that I also made the decision to pass the Directorship of the awards show on to the very capable Michael Kerwin. Michael is an east-side Madison native, and has been involved with us for most of our existence. As the proprietor of **Nuclearview Design Studio**, he has served as the MAMAs' graphic designer on a volunteer basis, an effort that is worth some kind of award of its own. The beautiful posters, programs and everything printed bear his mark of excellence. He's assisted with the awards show production and recently joined the Board. He is also a musician, and has performed in several Madison bands.

While it makes me a little nervous to know that being the show Director is the fun stuff – despite all the stresses – and I'm giving that up to focus on management and fundraising,



I feel a real sense of pride in seeing the MAMAs grow and develop. The awards show is a well-oiled machine; there are many returning production people and volunteers each year. We are becoming an

extended family; all committed to the mission, yes, but also knowing in our hearts that the honors the MAMAs bestows to the creative community are so justly deserved. Michael inherits this honor now and I know he will uphold the high regard in which the awards show is held.

The third big step for the MAMAs has been establishing a working relationship with the **Wisconsin School Music Association**. WSMA is partnered with more than 3,500 music teachers and school administrators in the education of more than 200,000 students who annually participate in their activities. WSMA's mission is to ensure that all students have opportunities which encourage lifelong involvement in music, WSMA provides state-wide music programming activities, offers leadership and support for school music programs, and advances music as an integral part of the school curriculum and community life.) We've rented space in the headquarters in Waunakee.

This means that the MAMAs has officially moved out of the Tvedt's attic and into a space of its own. We've been centralizing files and building a database – two more gigantic steps forward for us. Again, it seems obvious, but it is such a good feeling to see the MAMAs standing up on its own feet and taking steps of its own. For me, it's a bit like one of my children leaving the nest, so to speak.



## MAMA in the COMMUNITY ←

Since 2004, the Madison Area Music Association has donated over \$40,000 in funds and musical instruments to area youths and to organizations and institutions that provide music education. A form to request funds or instruments is available on our website, [themamas.org](http://themamas.org).

Scientific research has shown that youths who are involved with music are stimulated in other areas of learning, particularly in math, science and communication skills. In today's world, involvement in music can also develop computer and other technical abilities that can be an advantage in all walks of life.

MAMA also believes that involvement in music reinforces a person's self-esteem. Through their musical creations, young people are encouraged by their achievements and ability to express themselves, resulting in healthier attitudes and increased self-confidence. MAMA also believes that involvement in music programs encourages kids to stay in school.

## BOARD of DIRECTORS ←

Meets monthly and guides the scope and planning of the organization. Committee chairs report directly to the Board, which also oversees grant writing and the organization's finances.

Roy Elkins - President

Rick Tvedt - Executive Director

Richard Brown - Secretary

Michael Kerwin - Creative/Show Director/Designer

Kyle Henderson - Marketing Director

Beth Kille - Music Director

Matt Douglas - Event Coordinator

Dawn Kleinfeldt - Volunteer Coordinator

Ralph Cohen - Marketing Committee Chair

Valerie Wulf - Community Grant Director

Matt Jacoby

Greg Hettmansberger

# BECOME A MAMA SPONSOR

[CLICK HERE!](#)



[CLICK HERE!](#)

# BECOME A MAMA VOLUNTEER!

[CLICK HERE!](#)

# PLEASE DONATE & SUPPORT THE MAMAS TODAY!

[CLICK HERE TO  
DONATE ONLINE!](#)

### MAIL-IN DONATION INSTRUCTIONS

1. Print this page and fill out coupon below
2. Detach along dotted line above
3. Put in envelope with check & mail to: MAMA, Inc., PO Box 8754 Madison, WI 53708-8754

\$50    \$75    \$100    \$150    \$250    \$500    \$ \_\_\_\_\_

OR

I would like to make a monthly gift of \$ \_\_\_\_\_  
(I understand my credit card will be charged this amount each month.)

I'm interested in becoming an MAMA Award Sponsor ([Learn More](#))

Name \_\_\_\_\_  
(please print with ball point pen)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Payment Enclosed:  Check    Cash    Charge

Visa    MC    Am Ex   Card# \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature \_\_\_\_\_

# MAMA

# 2012



## MAMA

MADISON AREA MUSIC ASSOCIATION

### CALENDAR OF EVENTS

(All event venues located in Madison, Wisconsin)

FEBRUARY

19

**MAMAs Great Dane Free Beer Raffle**  
The Great Dane Brew Pub / 1p - 5p  
The Mighty Short Bus / Beth Kille /  
The Eugene Smiles Project

MARCH

3

**Teens for Tunes Fundraiser**  
High Noon Saloon / Noon - 4p  
Sam Lyons / The Daze / Modern Mod

16

**1st Round of Voting Ends**

24

**MAMA Awards Finalist Party**  
For 9th Annual MAMA Awards Show  
The Brink Lounge / 7p - 2a  
The Grass Hoppers / Kyle Henderson's  
Blue Eyed Soul / Youth performances by  
Gabe Burdulis, Sam Lyons & Midnight Voices  
Plus huge silent auction with great items!

25

**2nd Round of Voting Starts**  
Go to: [themamas.org](http://themamas.org) to begin!

APRIL

21

**Blues for MAMA Fundraiser**  
The Harmony Bar / 9:30p - 1a  
Mojo Radio / Clovis Mann /  
Queenie & the Blue Cats

MAY

3

**2nd Round of Voting Ends**

15

**Youth Awards Registration Ends**

JUNE

2

**9th Annual MAMA Awards**  
The Capitol Theater / 7p - 10p  
Overture Center for the Arts  
Stay tuned for further details!

