

# InterMixx Webzine

February 2004 • Issue #92 • FREE!

## Online Edition

IMC2004 is  
September  
2nd-6th



*independent music conference*



Melissa St. Jude,  
Co-Host of the  
Immie Awards  
with award  
winners,  
Bill Pere  
and  
Mia Kim  
...

IMC2003  
highlights  
inside  
plus  
Urban Legend  
Awards and more!



**Special IMC2003 Follow-up Issue**



# IMC2003 WAS A GREAT SUCCESS!



**Top rows from left:** Melissa St. Jude (often heard on 94WYSP) poses with members of RPM, and again with David Wimble of the IndieBible and Tom Leu, author of the *Musician's Corner, Volume One*.

IMC Street Team Director, Curtis Clark poses with Cel, an artist who performed at both the Immie Awards and an IMC show at Club Zero27. Rapper Tommy Gun takes a minute to relax at the IMC performance, and the whole crew poses for a shot. Cel is joined by Tah Phrum Duh Bush, K'nak and Tommy Gun after their sets.

**Right:** Pianist Kay Pere plays for the Immies audience.

**Below:** The first IMC panel discussion. Entitled *Where Are We Now and Where Are We Going* featuring (L to R) Jordan Tishler of Digital Bear Entertainment, Gilli Moon of Songsalive!, Noel Ramos of InterMixx.com, Inc., David Wimble of the IndieBible and Toni Koch also of Songsalive!

**Left:** Gilli also kept the piano fired up as she too entertained the Immies crowd.

The Independent Music Conference will return to Philly September 2-6, 2004.





MORE WORKSHOPS, PANELS AND MENTOR SESSIONS MAKE IMC2004 AN EVEN GREATER LEARNING OPPORTUNITY

Our many Panelists, Mentors and Workshop presenters will once again be making the IMC a highly effective educational experience for all attendees. The people selected to teach at the Independent Music Conference are accomplished members of your peer group. They can speak to you from experience, because they are the hard working indies who are out there in the trenches everyday. They are the people actually making it happen and helping to build our newly emerging industry into a viable alternative to the existing system currently controlled by huge multi-national corporations.

At IMC2004 we'll be discussing the issues that are of concern to independent musicians who want to sell their product directly to their fans. We'll be talking about where we are right now, and where we would like our independent music industry to go as we move into the future. The Agenda of classes last year proved highly effective, as did our policy of presenting each class more than once to prevent schedule conflicts for our attendees. Not only will we be repeating last year's great workshops, with all of the instructors returning again as well, but we'll also be adding several new classes that are sure to become just as popular. All of the returning instructors are eager to see the IMC2003 attendees once again, and have assured me that the updated content in their classes will be of great interest to them and all the new attendees as well. Listed below are some highlights from IMC2003, which will be available again this year.

*These classes were very popular at IMC2003 and will be presented again at IMC2004. We're adding more workshops, panels and Mentors this year so please go online often and check [www.IMC2004.com](http://www.IMC2004.com) for an updated Agenda.*

- PANELS
- ♦ **Where Are We and Where Are We Going? - The State of the Indie Music Industry**  
A general overview discussion of the independent music industry. They said it couldn't be done, but here we are, many thousands of indie musicians using the new technologies to advance a career outside of the traditional market. Where are we right now, and where do you see us going?
- ♦ **Digital Delivery...**  
It's here! Digital delivery is a reality. The moment we have all been anticipating has arrived, and now it remains to be seen how it will affect the market. This panel will be a cutting edge discussion of this critical development. Topics will include protection of intellectual property rights, digital distro deals, and the state of the emerging digital delivery market.
- ♦ **Technology Overview**  
Broad Based Q&A re: gear, instruments, recording, replication, performance, and other tech topics.
- ♦ **Win/Win or No Deal!**  
In this panel, Entertainment Attorneys and other industry members will discuss ethics in the new indie market, and the importance of striving for mutually beneficial, synergistic business dealings. Discussion will focus on the sometimes

- difficult task of saying "Thanks, but no deal" even if you'd be the winner in a win/lose situation.
- ♦ **Media Challenge**  
In the face of corporate consolidation, rapid changes and dizzying technological advances, what's an Indie to do? How important is airplay these days, and how do you get some?
  - ♦ **Indie Label Deals**  
In this panel discussion, indie label representatives and other industry members will discuss the wide range of indie labels, and describe the different kinds of deals that they get involved with. Is entering into a contract with an indie label the right move for you? Learn more about some of the less traditional companies that are redefining the music industry one small chunk at a time.
  - ♦ **What's My Line?**  
Producers, managers, booking agents, engineers, and others will describe their jobs and who does what. It can be a bit confusing when you are considering bringing a new team member aboard, especially if it's a manager, or a lawyer. It can also be very helpful to know more about what you should, and shouldn't expect from an engineer in the studio, or a booking agent, or publicity person. This workshop will help you determine what to look for in your business relationships.

- ♦ **Street Teaming and Buzz Building**  
Members of the promotional side of the market will discuss the importance of incorporating a serious street teaming effort into your overall indie business efforts. Methods for attracting street teamers, rewarding them, managing the program and brainstorming other new promotional ideas will be highlights.

- WORKSHOPS
- ♦ **A Day in the Life of a CD - Vic Steffens**  
Making and marketing a CD can involve many different tasks. Some are creative and fun, others are tedious and frustrating. For A CD to add value to your career all of these diverse jobs must be executed. Everyone loves to record, but in truth the ballgame doesn't even start until the recording is done. "A Day In the Life Of a CD" will generally outline the different phases of the process, starting with when to consider making a CD, leading to how to maximize the benefits to your career. Intermediary topics will touch on: Home, studio, or hybrid recording?; what is mastering; pressing?; CD plants or burning?; "The Set Up"; Promotion; Distribution; Touring. This workshop will focus on the relationship of the various phases of the process.
- ♦ **Basic Publishing Info: Demystifying the Beast - Bronson Herrmuth**
- ♦ **Financial Planning for Indies - Daryle Seidman**
- ♦ **Effective Press Kits - Tom Obrzut, Jim Speese, Noel Ramos**
- ♦ **The Singer/Songwriter - Voice and Vocal Performance - Steven Memel**
- ♦ **Basic Legal Concerns for Indie Musicians - Danica Mathes**
- ♦ **MPWR Workshop, Artist Empowerment - Gilli Moon**

- Define success on your own terms... professional artist development, staying motivated, how to develop the right relationships, marketing and promotion tools, and overcoming obstacles. Gilli Moon hosts MPWR (empower) Workshops throughout IMC week to motivate you *beyond* creativity, into the business world of the Professional Artist. This workshop will help you take the next step with your artistry - guiding, motivating, encouraging and providing tools, tips and solutions to take your artistry into the business world of the entertainment industry.
- ♦ **Partnering with the Non-Profit Sector - Bill Pere**
  - ♦ **Getting the Most Out of Your Gigs - Ted Enoch**  
Philadelphia booking agents will teach this highly entertaining and interactive workshop several times during the IMC. It will include opportunities for conference bands to promote their IMC showcases. This workshop will use real life stories to examine how to thoroughly prepare for all aspects of a successful show.
  - ♦ **IndieGate Internet Workshop - Noel Ramos**  
With over 25 years of experience in a variety of arts and music related fields, and an early adopter of all things internet, Noel has become well-known as an internet guru and regularly

- presents on the topic. In this Workshop, all manner of internet related questions will be encouraged with a special focus on destroying the imaginary boundaries between "internet marketing" and "real-world marketing."
- ♦ **Sennheiser Microphone Workshop - Clint Arent**  
A representative from Sennheiser, one of the most indie-friendly microphone companies in the world, will explain basic mic'ing techniques for live gigs, recording sessions and more. Lots of Q&A will be encouraged, so bring your questions and take lots of notes.
  - ♦ **Disc Makers Preparing for Replication - Jim Speese, Noel Ramos**
  - ♦ **Rock Solid Rehearsal Techniques - Steven Memel**
  - ♦ **Financial Planning for Indies - Daryle Seidman**

- ♦ **Hearing Protection and Audiological Awareness - Elaine Law**  
This workshop will focus on the effect that noise can have on one's hearing and the preventative measures that performers can take to reduce their risk of permanent loss.
- ♦ **The Singer/Songwriter - Voice and Vocal Performance - Steven Memel**
- ♦ **Merch, Expanding Your Revenue Streams**  
This brainstorming session will include ideas for increasing CD sales, creating alternate revenue streams, and expanding overall sales and income efforts. Diversifying your revenue streams gives you more security than if all your income is based on only one or two sources. Seek opportunities that can lead to supplemental income and round out an indie career.

IMMIE AWARDS AT THE IMC



Hosts Melissa St. Jude and Noel Ramos look on as Bill Pere accepts an Immie Award for "Indie of the Year, 2003."

To kick off the Independent Music Conference in style, we have created a cool little award ceremony that gives some much deserved props to indies that have been working hard for years. Help us pay tribute to these warriors by attending the Immie Awards at IMC2004!



L to R: Nashville based band, Mink poses with fellow award winner Bill Pere and their Immie for "Indie Record of the Year, 2003." Connecticut based artist Bill Pere poses with Philly local, Mia Kim and their Immies. Bill was awarded "Indie of the Year, 2003" for his outstanding work as an independent musician and charity fundraiser. He has raised hundreds of thousands of dollars through his various musical efforts to help address the issues of hunger and poverty. Mia was awarded an Immie for outstanding web design. The musician also works as a very talented web designer, and her skill is tastefully displayed on her own web site: [MiaKimOnline.com](http://MiaKimOnline.com). Also pictured is Marianne Kessler, another talented independent musician who will once again be performing for IMC2004.

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**L to R:** Noel and Melissa laugh as David Wimble shares a humorous story about his early years as a publisher. Because of all his painstaking work, qualifying resources and verifying information, David's book - the Indie Bible, has rapidly grown to become one of the most trusted and sought after resource books in the independent music industry. He has proven himself most worthy of the Immie for "Indie Publication of the Year, 2003."

**L to R:** Noel Ramos, Host of the Immie Awards, poses with Co-Host, Melissa St. Jude of Philly's 94WYSP FM. Melissa and Noel's girlfriend, Elaine, surprised him with a sort of an "Immie" of his own. Elaine commissioned a beautiful calligraphic print featuring a special work of prose with deep personal meaning for Noel, and Melissa surprised him by presenting it to him during the ceremony!

Gilli Moon, the awesome Australian/Californian singer/songwriter, thanks Noel as Melissa looks on. Gilli was awarded an Immie for "Indie Label of the Year, 2003," to honor her work as an artist and also as a huge supporter of the other indies on her own label: Warrior Girl Records.

During her acceptance speech, Toni Koch related a heartfelt and inspiring story about her beginnings in the music industry and illustrated the nurturing attitude that was, in part, responsible for her being chosen "Indie Manager of the Year, 2003." In her position at Songsalive!, Toni wears many hats and serves as a great source of support for the many artists involved with the organization. Additionally, as part of the Songsalive! mission, Toni also generously dedicates herself to helping other artists through education and networking efforts.

Lots of other Indies were also honored, and some great performances were presented by IMC attendees. Don't miss the Immies this year! You can get in FREE simply by picking up your tickets at any area Tower Records store. This year's celebration will also feature a free buffet, so grab your free tix at Tower, dress in your best creative black tie, enjoy some free food, great music and celebrate the achievements of some exemplary indies to help kick off the Independent Music Conference for 2004!

Don't miss the Immie Awards at IMC2004!  
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# IMC2003 HIGHLIGHTS

**Page 4, far left:** K'nak raps at Club Zero27 during an IMC performance.

**Page 4, Center:** Cel dazzles the crowd with a voice like honey.

**Page 4, Right:** IMC Staffer, Paris Nicole Payton, poses with the crew. Paris hosted the show at Zero27.

**Below:** Tah From Duh Bush lays down the rap at Zero27.

**Right:** Adam Evil and the Outside Royalty, drew great applause at the Immie Awards for their innovative style.



**Below:** Mike Genovese impresses Immies attendees with his one-man-band.



Don't miss a minute of the music at IMC2004. Keep up to date with the event's progress at [www.IndieFans.com](http://www.IndieFans.com)

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Photos:  
Bruce Webb  
Kid Destroy

Story:  
Noel Ramos

# PHILADELPHIA URBAN LEGEND AWARDS HONOR MIMI BROWN, LADY B, AND OTHER LOCAL ICONS

For the fourth annual awards presentation, Docta Shock of Dark World Entertainment once again put together another fine tribute to Philly's urban music community. The number of people packed into the small club, the obvious friendship and respect that was being displayed, and the powerful sense of unity, really emphasized the "community" aspect of that description.

It was perhaps the best part of the whole show, seeing these people bound together so strongly by the ties of music. Powerful friendships and great respect that had obviously grown over the years, sometimes struggling out of conflict or adversity. The performances were also impressive and the acceptances very entertaining. Despite some technical problems with a multi-media presentation near the end of the show, spirits never wavered and the vibe was overwhelmingly positive all night.



**Far left:** Lady B accepts the "Lifetime Achievement Award" with a moving speech that included exuberant reminiscing and tears of joy.

**Left:** Sultry chanteuse, Tyra Kirkland wowed the boys with her dress, and the entire room with her voice.

**Above:** From left to right - DJ Ahli Love, Mimi, Lady B, Malika Love (kneeling) & Yvette Money.

*Philly Urban Legends, Continued on page 11*

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# New Releases Noize

Indie CD Reviews by Christopher Marz



## Driving The Effect - 5 song CD

A predominantly melodic group of songs with some added anger, compliments of the hardcore vocal segments by singer, "Who Knows!" That's not his real name, I don't know his real name due to a poor press kit, which also leaves me wondering who the vocalist is that sang the majority of the melodic stuff.

It was pretty good though, not wrenching but good. In many parts the lead vocals were done with accompanying backing vocal harmonies, not to diminish from the on key quality of the lead vocals which were credible mostly due to the lyrical content. The musicians for the most part also are given credibility by the writing, at times lashing out impressively with small bursts of fills by drummer "?" and bass lines by the bassist.

While listening, one gets the impression of a certain sophistication exploded by the intermittent sporadic guttural sounds by singer "Who Knows."

The guitar for the most part is just fodder for the ears without anything more than just a hinted taste of substantial individuality. Oh, and did I mention the simple piano?

**Contact:** [www.drivingtheeffect.com](http://www.drivingtheeffect.com)



## Eschellon, Numb - 7 song CD

There are times you hear music and you know, that if the right break doesn't come along, there is no hope. When I put this CD in my player, I heard a sonic barrage of sophisticated, aurally exciting sound waves. That made me wonder how old these guys were. I thought to myself, this has some serious jazzy progressions and changes. I also thought that if this band tries to say they're modern rock, "I'm going to start throwing every modern rock press kit away!" But that didn't happen. Although they say they're rock mixing progressive jam-band and emo, digging a little deeper into the press kit I discovered the singer's emphasis on jazz. Then, it all made sense. They might actually know what they're doing! Listen, I'm no jazz freak actually I'm a hardrock freak, but you gotta give it to someone who got it already. This band's GOT IT!!! This is one of the best group of actual musicians I've heard in a while. The only problem is, I don't think there's a market for this music. I really feel this band is doing it for themselves, which is great!

Ryan Monahan, vocals/bass/keys; Bob Nuzzello, guitar; Brian Aiken, drums; Scott Aiken, guitar.  
**Contact:** [www.eschellon.com](http://www.eschellon.com)

## Habit Of Mine, 16 song CD - Slithering Disc Records

I'm not a fan of talking a lot and saying too little. This CD was somewhat disappointing. Some of the songs were cutesy little love songs but there was no real lyrical substance. Most of the lyrics sound as though they were written by a heart broken adolescent.



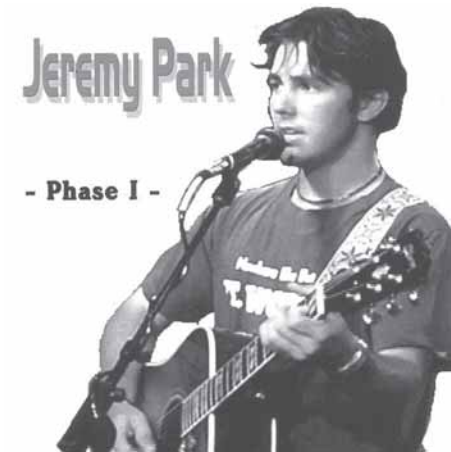
I'm probably being a little harsh on this band but in this business it's about the whole package. At first impression the vocalist sounds like Sammy Hagar, then just when you've gotten your expectations up, you realize the lyrics.

However, the musicianship is good. The guitarist is very freewheeling and the whole band seems to have a certain freedom of expression. The drummer and bassist, however are not quite as freestyle as the lead guitar, which is showcased throughout the disc. Although the drummer gets to show his chops, his parts are sometimes a little sloppy in terms of the recording process.

Towards the end of the disk, the songwriting gets a little better, and it would seem this collection was written over time, as if to chronicle the groups' growing maturity.

Todd Duda, drums; Erik Jensen, vocals; Erik Macenas, bass; Tom Gardner, bass.

**Contact:** *Habit Of Mine*,  
2107 Byron Street, Berkeley CA 94702



## Jeremy Park, Phase 1 - 4 song CD

This disc starts off with a great guitar sound, I was intrigued! However, when the vocals kicked in, Jeremy's youthful naivete immediately became apparent. The first song "This Is My Life" starts out with the line; "this is my life and I am so young, this is my life the best is yet to come." Not as poetic or inspiring as the musicianship led us to expect from the lyrics. Despite the capable guitar work, the song is mostly bubblegum. However, he does throw in the line "I'll do it my way" and I'm all for that!

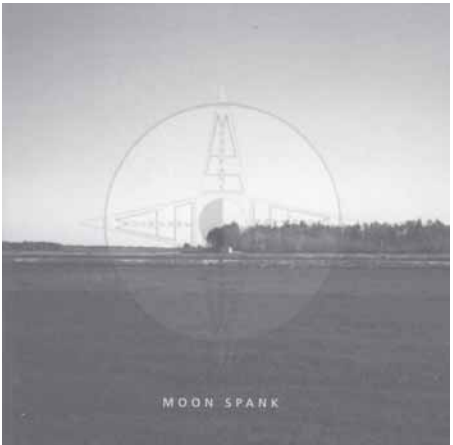
Now the second song, "The Great Unknown" gets better but Jeremy is still a bit too fluffy with his lyrics. All in all, there is still much to like about the CD, perhaps because of the obvious youth of the artist, and I really feel that Jeremy has the potential to be a great songwriter. He doesn't credit any musicians on the CD which is not recommended. "Our Time To Shine," the third song on the CD, is a very uplifting, upbeat, uptempo song and I couldn't help but crack a smile. What's wrong with uplifting music? Overall I liked this CD except the fluffy, soft seemingly autobiographical stuff.

Jeremy on vocals and guitar, and who knows who else on what else.

**Contact:** [www.jeremypark.net](http://www.jeremypark.net)  
[jeremy@jeremypark.net](mailto:jeremy@jeremypark.net)

## Moon Spank, Just Another Day - 8 song CD

Starting out with the soft, breathy almost whispery spoken singing style of the first song "T.P.S." and the somewhat funky progressions one would hardly believe that this is modern rock. That's how the band describes their music though. There's reggae style rhythm and blues and



although there is some modern rock to it, it's not what most people would consider modern rock. The songs are all really quite good though, a little dark, but good! Some classic styles from past eras were captured and blended with some good modern production techniques. If, however, those modern techniques were not added, one might think this band was straight out of the 70s. There's a relaxed groove going on throughout the CD that belies it's "modern rock" moniker.

Greg Saracino, drums, bass; Tony Packes, guitars; Davic Keire, lead vocals.

**Contact:** [www.MoonSpank.com](http://www.MoonSpank.com)  
[gregsaracino@aol.com](mailto:gregsaracino@aol.com)

## Nine Volt Fist, 5 song CD

A strong mix of core nu-metal guitar driven songs held together with tight steady beats. These songs are a good representation of a band doing it right. The vocals sung by Lou Bruno with his propensity for a low throaty style of singing are matter of fact and interesting. In some songs especially one that I really liked called "Desire" he hits some nice highs showing off his range. So not only can he sing, but they have good songs too. By no means, is the rest of the band to be outshined though, cause this is a showcase for a good team effort. Not only, as I said, are there the solid hypnotic steady drum beats, but the guitar by Scott Christie is equally in league and in tune with the whole thing.



These songs have a lot going on great lead work, great vocals, great solid rhythms and beats and with anything missing, none of it would work! Luckily for these guys it does.

Jimmy Falcone takes up the bottom end with his rock solid bass.

**Contact:** [tsmelectric@aol.com](mailto:tsmelectric@aol.com)



## The Givin, Decision 01 - 13 song CD

When was the last time I said "wow?" This band really caught my ear immediately. The CD starts off strong with "Canvas Of The Mind" with a sharp, choppy "Rage" style of vocals. The also immediate standouts are the vocals harmonies. Not just relegated to a backup position, the vocals are an integral part of the lyric lines. The band seriously seems to be writing song structures with quality in mind. The acoustic guitar sonic quality (although a little noisy with finger slides at times) speaks volumes to the attention given to writing.

You know something, the vocalist doesn't have the greatest range, the guitarist isn't the greatest guitarist in the world, the bass drum sounds a little



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like cardboard, at times, the bassist isn't trying to break any records. They are all good musicians though and this music is heartfelt (you can just feel it).

The lyrics at times are street wise philosophical poetry set to music most apparent in the song "Revolutionary Twist. It is quite a mix on this disc that includes melodies resembling Dave Matthews.

This CD was handed to me, so I don't know a lot about the band (like who's in it) but the contact is: [www.TheGivin.com](http://www.TheGivin.com)

**T. Condo - 7 song CD**

T. Condo begins this CD with "Bottlerocket," a song that seems to be structured with an epic quality. Then continues to fill the senses with exactly what they say they are "alt melodic rock." With only guitar, bass ,drums and vocals, this is a very full sound. Full of great drum beats and fills



by David Benedic and with the wall of guitars and bass the singer Mark Kaschner with his long held

note tails seems to be in the current alt mod heaven. The song lyrics are also very strong and made even stronger with backup vocals that are actually sung in harmony. Speaking of harmonies, the guitars also make use of a lot of harmonics throughout the material, actually beginning the CD with harmonic notes. There are no great leads in this material being mainly power chord driven. The vocalist although versatile is not grasping for the highest notes and in fact the drummer seems to be given the most creative freedom. But hey!, it is alt mod after all!

Adam Rown, guitar; Mark Kaschner, vocals; David Benedic, percussion; Tom Loudermilk, guitar/ vocals; Adam Vanchoff, bass.

Contact: [www.tcondo.com](http://www.tcondo.com)  
[manager@tcondo.com](mailto:manager@tcondo.com)

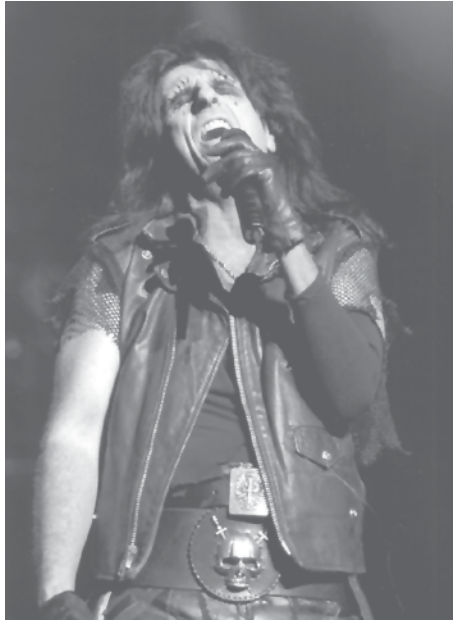
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Jethro Tull, also at the Mohegan Sun Arena in Connecticut.



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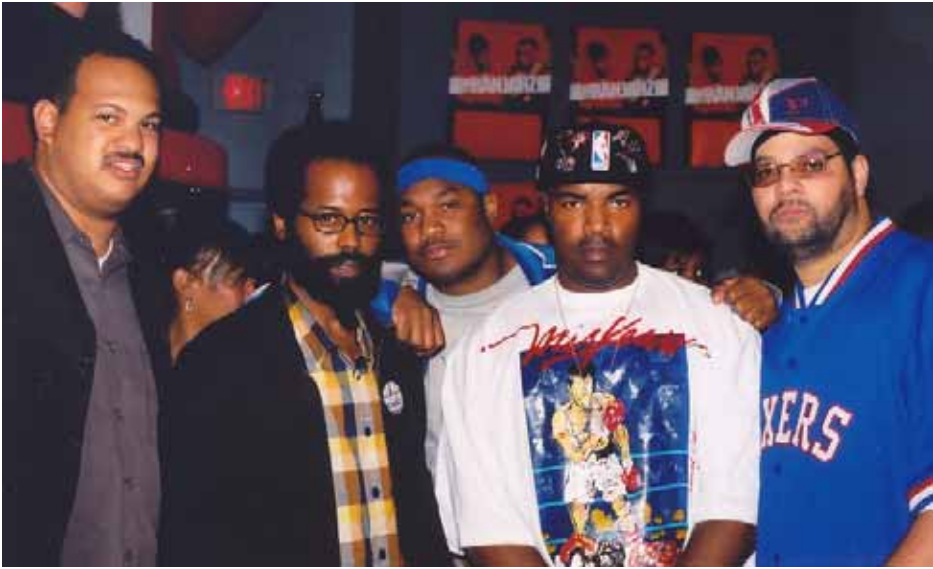


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**PHILADELPHIA URBAN LEGEND AWARDS HONOR MIMI BROWN, LADY B, AND OTHER LOCAL ICONS**



**Above:** Three Times Dope is L to R: Woody Wood, Chuck Nice and EST. The rappers have a laundry list of noteworthy achievements, including a #1 hit, "Funky Dividends."



**Above:** The media was in the house too. From L to R: Colby Colb of 103.9 FM, Ogonna Hagins of Philly Word, EST, and E. C. LaRock of WDAS.



**Above:** L to R: Ronnie Ron, Parry P, Suprem, DJ Miz.



**Above Left:** DJ Miz accepts his Urban Legends Award.



**Above Right:** Larry Larr, host of Industry Tuesdays at Club Flow in Philadelphia.

**Right:** Shocking Shock... The Docta was quite surprised when the tables were turned and he was presented with an award! Docta Shock holds the award while Ahli Love, Lady B and Mimi Brown express their gratitude for his efforts to pay tribute to Philly's legends.

**Below:** L to R: Rappers Doe Staxx, Amazon, Baby Benji and Street Team Coordinator, Preston James III (front).



**To learn more about the Philly Urban Legend Awards, Docta Shock and Dark World Entertainment, visit the web site: [www.UrbanBeatMovement.com](http://www.UrbanBeatMovement.com)**





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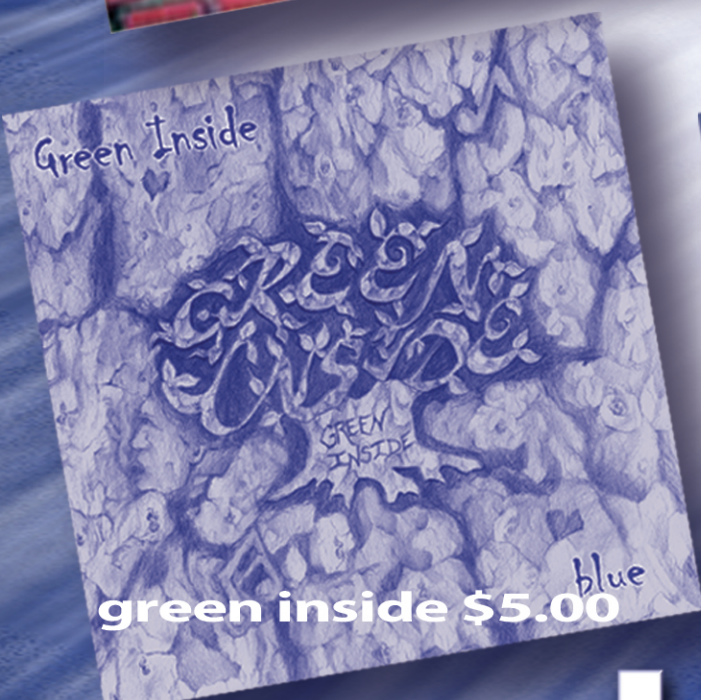
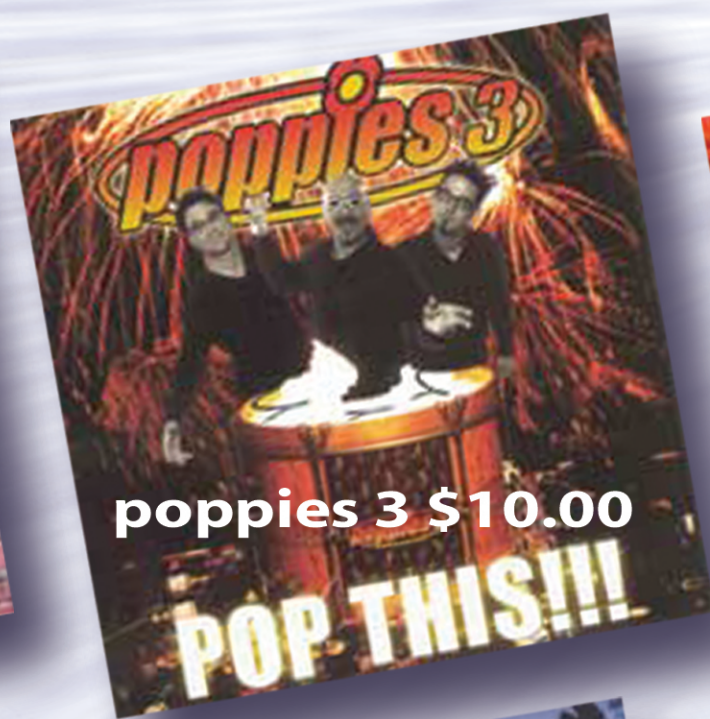


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