



12th Annual General Meeting Minutes

January 25, 2010

Association of Music Producers [www.ampnw.com]

MEETING AGENDA

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Over 75 people (the largest turnout ever) joined this year's AMP General Membership Meeting at Color (a Manhattan-based audio post-production company owned by Jeff Rosner (former AMP President) and partners. Members and invitees enjoyed the opening hospitality hour and swapped stories with old friends – from New York, Chicago, Nashville and LA – and meeting new ones, in the time-honored AMP tradition.



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Goodbye - Hello

Outgoing National Board President Lyle Greenfield, Bang Music, called the meeting to order at 7:15 p.m., acknowledging the large group and welcoming one and all. He thanked his fellow board members and AMP colleagues for the role they'd entrusted him with over the past two years and asserted that he is more excited than ever about the association and its collective future.

“Just over 20% of the music production companies in this country are AMP members,” he noted, “yet those companies—ours— produce between 85 – 90% of all music and sound commissioned by the major agencies and their clients. They know that AMP members understand business practices, how to protect them from the risk of infringement, understand the production



Outgoing president Lyle Greenfield.

process top to bottom and how to put musical creative excellence first, no matter what the deadline. That's why you hire AMP members!"

He then announced the following **National Board members for the next 2-year term: himself, Bang Music NY; Ray Foote of Big Foote Music, New York; PJ Hanke of Sovereign, Los Angeles; Jan Horowitz of David Horowitz Music Associates, New York; Jason Menkes of COPILOT Strategic Music + Sound, New York; Liz Myers of Trivers/Myers, Los Angeles; Larry Pecorella of Comma Music, Chicago; Jon Slott of Juniper, Dallas; and Andy Snavley of Bendy, Los Angeles.** The board was unanimously ratified by a show of hands from all voting members.

Greenfield (at left) announced that his successor (unanimously) chosen by the National Board, will be **Liz Myers, of Trivers/Myers Music, LA.** Praising her achievements as a musician, composer, educator and tirelessly dedicated member of AMP's West Coast and National Boards, he turned the meeting over to her. There was much applause. Myers credited the fact that the board had chosen her for the position as a "**validation of the expansion of AMP...though I'm originally from New York, I've lived and worked on the West Coast for over twenty years.**" Myers then turned the tables on Lyle with a Beatles parody, "Hey Dude," which she sang, accompanying herself on piano, and backed by three of NY's finest singers, **Valerie Wilson, Eugene Ruffolo and Charlene Ava.** The crowd cheered even as Greenfield was spotted cringing...all in good fun.

State of the Union (Industry)



AICP president Matt Miller.

Matt Miller, President and CEO of AMP's sister organization, AICP, gave his annual "State of the Industry" update, essentially a recap of the past year.

Miller (at left) expressed his view that the challenges of the economy actually represented a unique opportunity for AMP members—those who create original music for advertising. He noted increasing evidence that advertisers were thinking twice about spending extravagant amounts of money licensing songs that may have no relevance to their brand or message. Miller cited a recent AAAA survey, saying, "**Original music budgets are actually up 7%, which is the only production category to see an increase.**"

In general, Matt sees an improvement in the ad business climate over 2009. And based on the experiences of those in the room, he observed that, "**Music and sound for advertising are just part of what's ahead for this industry—new media, the game industry, and expanding brand content vehicles are creating new areas of growth potential.**"

Expansion remained the topic of the evening, along with diversity of membership and encouragement toward multiple revenue streams for AMP members.

APM Initiatives Going Forward

New President Liz Myers (at right) laid out a list of new AMP initiatives, including:

- (1) Results of a **Member Survey** that gathered a range of opinions, interests and priorities;
- (2) An **Educational Initiative (tentatively titled "Music 101")** which would take the shape of a traveling presentation for ad agencies, demonstrating the importance of original music in creative branding, with a comprehensive explanation of the process.

This concept originated **with the aforementioned Pecorella**, of Comma Music, Chicago who shared dismay at the fact that many agency employees do not understand what it is that we do!

- (3) **The AMP Playlist**—our brand new email newsletter that's being sent every 6 weeks to over 8,500 people, including producers and creatives in major agencies around the country. An initiative of the AMP Board in 2009, we view it as a long-overdue promotion of the very things that AMP members do best: create brand recognition through original music and sound.

Insurance – More Good News

National Board Vice President Ray Foote welcomed **Renee McGovern, JMB Insurance, Chicago**, who rose to thank AMP Member Companies for their support of the **Errors & Omissions Master Policy** she administers on our behalf. McGovern (pictured at right with Jeff Rosner) shared the fact that in recent years only \$35,000 has been paid out in claims, helping make it possible to further reduce premiums—and deductibles—for AMP members. She credited this good news to the fact that AMP member companies continue to maintain due diligence and good business practices in the area of copyright infringement exposure.



Incoming president Liz Myers.



Renee McGovern and Jeff Rosner.

East Coast Chapter Report



Board Member Marc Altshuler

Current East Coast Board President Marlene Bartos announced the new East Coast Chapter members for ratification and local members unanimously approved the following board: **Auria Abraham, Karmagroove; Marc Altshuler, Human; Marlene Bartos, Yessian; Joe Carroll, Manhattan Producers Alliance; Fritz Doddy, Elias Arts; Keith Haluska, Massive Music; Jan Horowitz, DHMA; Eric Kaye & Sallie Moore, The Lodge; Jason Menkes, COPILOT; Theresa Nomartomaso, Headroom; Chris Peterson, Bangolia; and Jeff Rosner, Color.** Bartos then introduced new board member **Marc Altshuler** (left), who spoke about his eagerness to chair an Event Committee with the specific goal of producing a special event later this year at the City Winery in New York City, with live music and a music-rooted charitable co-beneficiary for the evening's proceeds. "My dream is to create a unique concept event that AMP can own," asserted Marc, "something that can become an annual affair, growing each year, and a source of funds for AMP as well."

www.citywinery.com

Sponsorships—A Next Stage For AMP

Marlene Bartos explained that the East Coast Chapter Board is recruiting sponsorship support for AMP. Sponsorships will be invaluable in aiding AMP in getting its planned initiatives off the ground. Positive response has been received from **JMB Insurance** and an **AMP Members Discount from Guitar Center**.

Neil Jason (left), former East Coast Board Member and now artist liaison for the Center, said that "**AMP is an important group to Guitar Center – members will get more than 10% off gear and instrument purchases.** They will get the full professional discount, as well as personal service. "I handle the needs of other big customers, from bands to studios, and AMP members will now be entitled to the same top-shelf treatment."



Neil Jason

Musicians Contracts—We're Pushing

Another ongoing NY project, the push for **new and more relevant AFM contracts**, was reported on by **Jason Menkes**, and **Jan Horowitz**. (Both are National and East Coast Board members.) A long-term project, the initiative grew out of meetings with Agency Music Producers and will continue until the next round of contract negotiations. Bartos explained that **the next Producers Round Table in NY** (annual meetings with agency music producers and business affairs people) will focus on the proposal, as well as discussion of music ownership conventions for the future – brain child of **East Coast Board Member Keith Haluska**.

West Coast and Midwest Chapter Reports

Judy Santi (right), **Team Services LA** (West Coast Board Member) was on hand to read the West Report, for **LA President PJ Hanke**, who sent West Coast greetings to the group:

Happy New Year to all of AMP's chapters from the West Coast. 2009 seems to have provided slow but certain progress toward building a healthier climate both artistically and economically for our industry. Original music seems to be on the rise in the West with music companies seeing more brands seeking recognition through themes and melodies. There also seems to be a trend toward music companies being brought in at an earlier point in a campaign's creative process, a welcome change from recent years. I've heard numerous reports of AMP's web-provided 'Music Rights Agreement' receiving regular exercise throughout the year – another great sign of progress when gauging not only 2009's economic climate, but the integration between member companies and the services offered by AMP's evolving website.

AMPWest's 2009's seminar/round table event was titled, "Power Branding Through Original Music". For the first time in AMP history, a panel of actual members discussed their work – some of the most successful examples of sonic branding from the past decade.

2009 also saw numerous live events on the West Coast including 'AMP Night at the Hollywood Bowl' and a 'Get To Know AMP' event at the Bodega Bar in Santa Monica. Much of the turn-out was comprised of young composers and students, eager to discover a new and professional music community.

Upcoming events include 2010's seminar, titled "Ad Music: Truly a Work For Hire?" More to be announced as details are finalized.

As we progress into 2010, AMPWest will continue to acknowledge and assist with the rapidly changing opportunities that exist in our sound and music production industry. We look forward to working in concert with all chapters of AMP to make this year another creative and prosperous one. Best Wishes,

PJ Hanke, AmpWest President

Michael Paoletta (right), New York-based producer for Comma Music read a brief update from National Board member an **ad hoc local President Larry Pecorella**. It was reported that the business volume is increasing and Chicago houses are generally happy about the uptick.

Committees were formed as follows:

The Event Committee, the Playlist Committee, the Website Committee, and the Educational Initiative Committee are looking for more volunteers. Please contact Liz Myers to take a more active role in AMP's initiatives.

liz@triversmyersmusic.com



Judy Santi of Team Services LA.



Michael Paoletta.



*Matt Miller, Ray Foote, Lyle Greenfield, and
Marlene Bartos*

You Be The Judge!

Members were also asked to **contact Ray Foote** at rpf@bigfoote.com if interested in serving as one of the **AICP judges for Original Music, Musical Arrangement or Sound Design.**

It's an amazing educational and networking opportunity! And members were strongly encouraged to get their entries in for the 2010 AICP Awards Show. Visit www.stopbabiesandpuppies.com to enter

It would be hard to overstate that this was an exciting evening, filled with optimism and an expanded view of the AMP mission.

As advertising, marketing and entertainment become basically the same field, AMP members are poised to profit from the myriad new markets for their music and talents as composers, sound designers and audio producers. **Liz Myers** closed the meeting in the Olympic spirit, moving that the group return in one year's time on the last Tuesday of January 2011. The motion was seconded by **Judy Santi**. The formal portion of the meeting was adjourned at 9:15 p.m., and was followed by much socializing and camaraderie!

