



AMP 13th Annual General Meeting
COLOR
January 25, 2011
Minutes

Meeting called to order @ 7:10pm
Liz Myers presiding.

Welcome & introduction of the National Board members by Liz Myers

- All in attendance introduce themselves (NOTE: Over 25 AMP member companies were represented at the meeting.)
- Introductions of National Board members and recognition of Regional Boards (<http://www.ampnw.com/index.php/about/board/>) – thanks to all for their hard work throughout the year.
- Moved that the minutes from last years meeting be accepted into the record
- This was motioned and seconded and then voted in

2010 minutes are now part of the record

- Special thanks to Jeff Rosner, AMP members, for hosting our meeting

Bylaws resolution introduced

Overview of the amendment to the bylaws presented to the membership

- Creates the National Board made up of nine Directors from the various regions
- Allows Associate Members to be on local boards only
- Focus of National Board is oversight, budget and policy
- Most of power remains at the local level
- Expands the definition of AMP as professionals in a wider business than just commercials
- Motion made to accept the amendment which was seconded and voted in unanimously by the membership

By-Laws resolution is now part of the record 7:30pm

Liz Myers: thanked the assembly with the thought that since she began in the business in 1984, the manner in which our work is presented in the media has changed. “We’re not all watching the same TV shows on Monday night anymore.” The music doesn’t speak for itself the way it used to. Therefore we

need to band together to promote great work and improve industry standards where we can. AMP provides that “conversation” and Myers asked the members to get more involved with AMP.

She finished by saying, “The more isolated you become, the less successful you will be.”

Matt Miller, President and CEO, AICP: The State of the Industry

- Evolution in advertising will not only continue to create new challenges, but also new opportunities. Therefore...
- You cannot succeed by allowing your business to be driven by fear
- You can help to stop the commoditization of music by not working for free
- And by continuing to articulate the value of music as a group

Larry Pecorella (Comma Music) – Mid West report

- Business is good in Chicago, but working harder for less money
 - There has been attrition in the amount of music companies
 - Suggested removing regional chapters as it doesn’t matter where you are any more and we all work everywhere
- “My competition isn’t down the street anymore, its in.....London or Seattle.”

Fritz Doddy (EliasArts) – read the West report from PJ Hanke (Sovereign/LA)

- Encouraged reading “[AMP's Stand on Spec Work](#)” and “[Good Business Practices](#)” at the AMP website
 - These were the result of seminar in LA in June 2010
- (Please [click here](#) to see the letter from AMP/West president PJ Hanke)

Sallie Moore (The Lodge) – read the Southwest report ([click here](#) to view, from Jon Slott of Breed Music)

- Upcoming SXSW event – March 14th co-hosted by Wally Williams at Tequila Mockingbird in Austin
- Major magazine article about AMP to be published
- Composer “Cattle Calls” noted – is crowd sourcing a main issue that AMP should look into?

Sallie added a personal observation that in New York:

- Non Union music is prevalent and we should get our heads together on this

Chapter reports complete @ 7:45

Liz Myers introduces Steve Keller from iV in Nashville & Frankfurt (please [click here](#) to view his full report)

- Introduces us to the “Macro View” or “Big Picture”
- Read to the audience a number of observations which resonated
- Amp is a “Connector” and an “Amplifier”

Event Committee is introduced led by Jason Menkes

Thanks the Event Committee

Dana Kaproff at Dana Kaproff Music

Georg Bissen at Metatechnik

Bernie Drayton at Last Minute Entertainment

Theresa Notartomaso at Headroom Digital

Lyle Greenfield at BANG

Wally Williams at Tequila Mockingbird

Ongoing goal for the Association of Music Producers (aside from business-to-business issues)

- Promote the art of original composition to the larger advertising community
- Promote the incredible talents within the AMP community

Inspired to create an event to support those goals:

- A night of original composition
- Live performance
- Venue: Le Poisson Rouge

Theme of the Event: (muse to music)

Eight of our AMP composers will create music tracks (3 to 5 minutes in length) inspired by 4 different verbal, written, or visual prompts from top Creative Directors—the muse.

Freedom to create whatever music they want for any ensemble of musicians they can put together

Getting the advertising communities' attention, we have reached out to Presidents and Chief Creative Officers of major agencies:

- not for creative direction
- no reference tracks
- no competitive demos
- many of them are writers, poets, lyricists
- Will bring industry press attention
- Will bring agency employees
- Opportunity for potential clients to hear your talents outside of a :30 spot or 10 minute reel

CURRENTLY INVOLVED:

David Lubars (chairman and chief creative officer of BBDO)

Tor Myhren (president and chief creative officer of Grey NY)

Jason Koxvold (creative director at Strawberry Frog)

TBA

OPENING ACTS (from AMP Members)

We sent out a Talent Search call and received tremendous talent search submissions

It was a difficult choice as to this concert.

➤ Senadee (from Metatechnik)

➤ Dede (from Tim K music)

These two bands complement each other and should give a kickass live show.

MOVING FORWARD:

- Involvement is open to any AMP composers in good standing
- No competition for placement
- Programming decisions will be made only to ensure a fun, diverse show (no creative/qualitative eliminations)
- Submit either two examples of your longform (longer than 2 minutes) writing style or one longform recording plus an explanation of the genre/style or type of ensemble for which you'd like to write

AMP is going to need volunteer help:

- lighting designer
- sound consultant
- production assistants
- ticket salesmen
- creative direction on how to maximize these long form compositions with video, lighting and staging.

This report was received with enthusiasm by the audience.

Dana Kaproff to speak about the event location:

Le Poisson Rouge

Bleeker between Thompson and Sullivan

former site of the historic Village Gate

redesigned in 2008 with incredible acoustics (John Storyk - built Electric Ladyland

Studios, Jazz and Lincoln Center)

7' concert grand piano/28' x 21' stage/ projection screens

Advance Tickets (contact info@ampnow.com)

\$40 each ticket or a package of 8 tickets for \$300 as a special offer.

Jan Horowitz regarding Sponsorships

- Brief history of AMP, how it began
- Happy to see that member perks are growing
- Based on personal relationships

JMB Insurance (please [click here](#) to view a report from Renee McGovern)
Guitar Center (Neil Jason in New York, Jason Cropper in LA)
PC Mall (Jeff Bulgiarelli)

Neil Jason from Guitar Center

- Good deals at Guitar Center
- Neil wants to be thought of as a Concierge service
- Members can call Neil from anywhere in the country
- Take the relationship to another level focused on service

Doug Wood on the board of ASCAP

- Spoke about fingerprinting
- ASCAP is using the data from Competitrack
- There is a need to establish digital recording standards for fingerprinting
- If you are looking for Doug Wood Google -- Doug Wood + Ascap
- He is here to help

Closing Comments from Liz Myers – the Future of AMP

“How do we know when our work is good?”

- Reminder that the AICP Awards for Original Music, Musical Arrangement and Sound Design are calling for entries now
- Reminder that we need to fill the house on March 21, 2011 at the AMP “Muse to Music” event (flyer attached)
- Asked interested composers to notify Liz or Jason, look for “Call for Composers”
- Consider getting involved in leadership at AMP

Meeting adjourned at 8:45pm

Respectfully submitted: Ray Foote, AMP Secretary