

PROGRESSIONS

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UNITY • HARMONY • ARTISTRY

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PRESIDENT'S LETTER

It's also Election Season for Local 368

First, the big news is that we have a new home in the Unity Center on Kings Row in Northwest Reno. I am here most Friday afternoons taking care of the business of your local. Give me a call and drop by if you can. Thanks to Peter Supersano for helping me paint the office space before we moved in. FYI, I have been the musical director here since February and it is a great fit for us. And the rent is less!

Every two years all your board officers and board members are to be elected. Look inside to see what our bylaws direct us to do for electing your board members and officers. Come to our next General Membership Meeting on October 29th. Just prior to that meeting will be holding our Nomination meeting. To nominate a candidate all you must do is be there and be a member in good standing. If no new nominations are made at the upcoming nomination meeting your current Board Members & Officers will be re-elected by acclamation. Are you interested in serving? Talk with me or one of your board members!

Local 368 also has a new member to give a shout out to:

David Haskins, David plays violin, viola & the piano. He is also a contract member of the Reno Philharmonic Orchestra.

Thanks go out to member Marcy Benner for organizing our participation in the Labor Day Parade in Virginia City. Thanks to Corky Bennett, Cherie Shipley, Miguel Jimenez –Cruz, Mark McKinnon for performing at the lunch after the parade. And thanks to Ann Owen and her husband for walking with us in the parade! A good old-fashioned fun time was had by all!

- John

LOCAL 368 BOARD MEMBERS

President-Sec./Treas.: John Shipley Vice President: John Beckman
Board Members: Paul January— Peter Supersano— Catherine Matovich—

MEMBERSHIP NEWS

This is your official notice of Local 368's
**GENERAL MEMBERSHIP MEETING &
EXEC. BOARD & OFFICER NOMINATION MEETING**
Monday October 29 @ 7PM
Unity Center 2207 Kings Row Reno NV

Article 4. Nominations and Elections

1.1 Nominations

- 1.1.1 Nominations for all Officers, Delegates to the Federation Conventions and Conferences of the AFM shall be opened and closed at the October meeting immediately preceding the elections every two (2) years.
- 1.1.2 At least fifteen (15) days prior to the nominations meeting, the Secretary-Treasurer shall mail written notice of such meeting to all members. The notice shall contain the date, time and place of the meeting and the positions subject to nominations. The notice of the nomination meeting also should specify the date, time and place for the election.
- 1.1.3 The nominations meeting shall be held as called, regardless of any quorum requirement.
- 1.1.4 Any Full Member in good standing at the nominations meeting shall be entitled to nominate any eligible candidate of his/her choice. The nominee shall be present at the meeting or his/her nominator must present a written signed statement of acceptance of nomination from such nominee.
- 1.1.5 To be eligible for nomination a member must have been a member of the American Federation of Musicians in continuous good standing for at least one (1) year immediately preceding the election.

1.2 Elections

- 1.2.1 Election of all elective offices shall be held every two (2) years, at the headquarters of Local 368, in the month of December.
- 1.2.2 Election of Officers, Executive Board Members and second (2nd) Delegate shall be by Secret Ballot vote mailed to the Local 368 Membership.
- 1.2.3 Ballots
 - a) Names of the candidates shall be arranged on Ballots in alphabetical order for each of the following offices: President, Vice-President, Secretary-Treasurer (Delegate by virtue of office), three (3) Executive Board Members and second (2nd) Delegate.
 - b) In preparation of Ballots for any election of Local 368, immediately under the name of a candidate for reelection must appear the word "incumbent". The Secretary-Treasurer shall preserve election results for one year following the election.
- 1.2.4 Biennial elections shall be conducted by either:
 - a) an Election Committee; or
 - b) the American Arbitration Association or similarly accredited organization. Determination will be made by the Executive Board.
- 1.2.5 No sooner than forty-five (45) days nor later than thirty (30) days before the election, the Election Committee (or bonded representative of Local 368) shall mail each Full Member an official ballot with instructions and two envelopes. One envelope shall be marked only with the word "BALLOT"; the other envelope shall be larger, shall be pre-addressed to the Election Committee at a Post Office Box to be secured by the Secretary-Treasurer; and shall have on its reverse, printed lines identified for the member to sign and give his/her address.
- 1.2.6 Writing of names of persons not nominated or listed on the Ballots is prohibited and will result in void vote for that office.
- 1.2.7 On election day the Election Committee (or bonded representative of Local 368) shall pick up all ballots returned to the Post Office Box, verify the validity of each from the list of Full Members in good standing and then open envelopes and tally votes, after which each representative shall sign the vote tally sheet(s) which the chairman shall give to the Secretary-Treasurer who shall publish results to the Full Member.
- 1.2.8 A plurality of votes cast shall elect a candidate to office.
- 1.2.9 Newly elected officers shall assume office at the first meeting in January of the Executive Board.
- 1.2.10 Any candidate dissatisfied with the count of election board shall have the right to a recount upon filing with the Secretary-Treasurer within five days of said count, a petition signed by ten members who voted at the election. Re-count of all Ballots cast at said election shall be final for any office. If a recount petition is not presented to the Secretary-Treasurer within five days of said election then the count of the Election Committee shall be final.

Are You Ready For Crowdfunding? - guest blog from Debe Fennell

Is crowdfunding right for you?

Crowdfunding isn't going to work for everyone. If you don't participate in social media, have an active mailing (email) or understand how to ask for donations, you can stop reading right here. I get inquiries about projects every day and I've developed a series of basic questions to help people figure out if they can play in this arena.

The first question has to do with whether you are serious about succeeding. Do you have a business plan and how long have you been working on your music, business or project? Next, I try to find out if the person has any marketing ability. How big is the database and do those lists include Facebook, LinkedIn and Twitter or other sites, like, Instagram and Pinterest. At this point there is a math exercise to help highlight the correlation between the amount of money you want to raise and the number of people you have the ability to market to.

So, the next conversation is about how you need to *think* about your "crowd" or database. Your lists should include people who will also have lists. There will be people you can call to ask if they will pass your email on to their friends and colleagues or post in Facebook, Twitter, etc. There may be colleagues whose business clients or vendors could benefit from the success of your product or service, so they might be more inclined to want to help you find success. The whole point of crowdfunding is to spread the word about your project, what you're trying to do, and get others talking about it, sharing it and widening your sphere of influence to a larger and larger group of people.

Then those people become your "crowd" and they'll give you money and continue to be part of your database. You can continue to communicate with those people throughout your business launch and beyond. It's up to you to create a community with the people

who've shown an interest in what you're doing. If you're pre-selling a hard, tangible product like an EP or album, crowdfunding can also provide product testing, market research, and (if you're asking the right questions) can provide customer research on how you can improve your product. Plus, you have now established a list of potential return customers for your next, new and improved product or your newest product in your company's line of wares.

Too many people think that if you simply put up a crowdfunding project, people will just show up and give money. It just doesn't happen that way. People have to be told about the project, the great reward they'll get for donating to the project or pre-purchasing that "cool" thing, but they have to be given the link to the project's website.

Think about it this way. If I opened a cute little shop with wonderful gifts and goodies, but it was off the main streets and away from traffic flow and I didn't tell anyone about it, how long do you think I'd stay in business? But if I built this adorable boutique filled to the roof with affordable, creative, hand-made, one-of-a-kind gifts and offered free hot chocolate and cider for the holidays and I posted on my Facebook page, my LinkedIn page, Twitter, blogged on my website, handed out flyers and emailed everyone I've ever known in my entire life, what do you think would happen? Well, in the first scenario, I'd probably take a lot of naps with all my free time. Now, in the second scenario, I'd probably be busy handling new customers who heard about it from me, a friend, saw my flyer, and got a Tweet about it, and so on. If I was really resourceful, I'd call the people who do local radio, TV, magazines, newspapers, and Internet blogs and ASK for them to do an article, a show, an interview or blog about my project.

We know this works. We know it works because that's what the really

successful crowdfunding projects have done. And they don't just use one medium, they use ALL of them. They blog, they Tweet, post on Facebook, they do interviews and write articles. They attend networking events and mixers. They ask their relatives, friends and business associates to help them. They talk about it to everyone and anyone who will listen. They ask their friends for help with their video or hire someone to do a great video for them. They get the help of college students to tell their friends through social media. Whatever it is at their disposal to promote their project, that's what they do. They don't sigh and say, "I don't know how to do social marketing", they figure out how and get it done.

Crowdfunding isn't for everyone, but it can be one of the tools you use to raise funds for your business. It can be a rung on the ladder to get started, to get to the next level for greater funding, to get pre-sales for your product and move along the road to success. It takes work, but the rewards can be great. You can sure that if you don't do the work, marketing, no one will ever know.

- Debe Fennell, music industry veteran of more than 20 years, moved her skills in marketing and promotion to online and social media, including co-founding a crowdfunding platform. She became known as an expert in crowdfunding campaign management and lectures at UNR's College of Business, the Ozmen Center for Entrepreneurs and other educational entities. Her background as a client manager of web-based affiliate marketing campaigns, including content and brand management, leads list management, vendor management; sales page and sales email funnel alignment, and joint venture/affiliate acquisition and relations.

Subject: Local 368 Bylaws Amendment to be discussed and voted on at October 29, 2018 General Membership Meeting

Whereas our current Bylaws have no language for handling uncontested elections by acclamation, and Whereas research indicates that an uncontested election cannot be decided by acclamation if an association's "bylaws" require balloting, therefore Be it resolved that the following change be added to the Local 368 Bylaws:

Article 4.2.11 If the election is uncontested and all nominated candidates agree, the presiding officer shall declare the nominees elected by acclamation.

At this time, here is your slate of officers and board members

John Shipley, President

John Beckman, Vice-President

Paul January, Board Member (Secretary/Treasurer emeritus) 😊

Catherine Matovich, Board Member

David Gupton, Board Member

Peter Supersano, Board Member

Other nominees will be accepted at the meeting.

RENO MUSICIANS' UNION LOCAL 368 A.F.M.

Mailing Address:

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We are now in the Unity Center at:

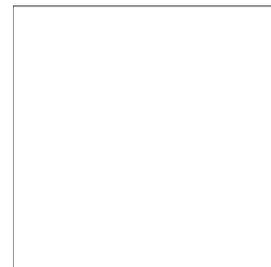
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PEOPLE ARE WILLING TO PAY **\$5**
FOR A CUP OF COFFEE THAT
...COST PENNIES TO MAKE
...TAKES MINUTES TO PREPARE
...IS GONE FOREVER AFTER ONE USE

BUT PEOPLE DON'T PAY **\$1**
FOR A SONG THEY LIKE THAT
...COST THOUSANDS TO RECORD
...CAN BE USED OVER AND OVER AGAIN
...TOOK YEARS OF PRACTICE TO CREATE
...AND LASTS A LIFETIME

RESPECT THE ARTIST
BUY THE MUSIC

The graphic is a vertical poster with a green top section and a black middle section. The top section features white and green text comparing the value of a \$5 coffee cup to the value of a \$1 song. The middle section continues the comparison, highlighting the high cost and long-term value of music. The bottom section has a red background with white text that reads 'RESPECT THE ARTIST BUY THE MUSIC'. A small coffee cup icon is on the right side of the green section.

new
**EXPOSURE
BUCKS**
• PAY YOUR LANDLORD,
BUY YOUR GROCERIES •
= ACCEPTED EVERYWHERE! =
"NO NO, JUST PAY ME IN EXPOSURE"

The advertisement is a black and white illustration. At the top, a small black box contains the word 'new' in white. Below it, the words 'EXPOSURE BUCKS' are written in large, bold, red letters. To the left, a woman's face is shown in profile, looking at a small stack of 'Exposure Bucks' held in her hands. Below the main title, there is a line of text: '• PAY YOUR LANDLORD, BUY YOUR GROCERIES •'. At the bottom, the text '= ACCEPTED EVERYWHERE! =' is written in a stylized font, and a black box contains the quote '"NO NO, JUST PAY ME IN EXPOSURE"'. The background is a light gray with some faint, sketchy lines.