



2020

Board of Directors Election

All Candidates List

BOARD MEMBERS UP FOR RE-ELECTION

KRISTINA LAO



This year has been an unforgiving one. There are no two ways about it: live music is suffering, industry members' wellbeing are under more pressure than ever, and we are undeniably conscious of necessary social change. Meanwhile, we are navigating a pandemic, and the environmental, economic and societal fallout that comes with it.

It is my firm belief that, in this time, we have big, bold decisions to make. There is no longer a 'normal'; technology, careers, the world at large is changing at breakneck speeds, and it is up to us to be the change we want to see. To me, I have found my particular contribution to that cause in education and mentorship.

I will advocate for the next Amplify fund, and other funding and income initiatives. I will support the vision of Music BC, and its strategic goals. In addition, I would like to take the next year to help to elevate and educate emerging voices in our community, so that I can pass this baton on to the next generation of Board Members.

Thanks for your consideration of my application for this position. It has been an honour to serve on the Board of Directors for Music BC for the last two years.

ABOUT KRISTINA LAO:

Kristina Lao (she/her) is a BC-based creative and arts advocate from Hong Kong with over ten years of experience both in front of, and behind the scenes of Media and Entertainment. A graduate of the London School of Musical Theatre and RMIT (International Business), Kristina has hosted and performed at local and international music festivals, toured in theatre productions in the UK and Hong Kong, and is an actor on network television. In parallel to her creative career, Kristina's experience in post-secondary arts education includes managing industry relationships, partnerships and public-facing projects with some of the world's leading audio brands, public figures and production facilities. Kristina is now the Executive Vice President of Corporate Social Responsibility for Prolific Media Holdings, designing global initiatives to create greater career pathway visibility in Media & Entertainment Careers for underrepresented communities.

Kristina is currently on the Board of Directors for Music BC, Fio Entertainment, and Cushy Entertainment. She is a host and speaker on industry panels, workshops and events, believing in an ongoing commitment to mentorship and support of the next generation of our creative leaders.

BOARD MEMBERS UP FOR RE-ELECTION

BRANDON FLETCHER



As someone who has spent more than half their life in local music scenes, and has worked with Music BC in one capacity or another since 2007, I have a good understanding of the struggles facing local artists ranging from financial to access to resources to personal development.

My personal experiences living as a queer man of half-Mexican descent have taught me about the challenges facing persons of mixed or other heritage trying to make it in a world and industry not inherently built for them. It has helped develop in me a personal passion in the fight for equality and access to opportunities that might not otherwise be available to all. My first two years on the board allowed me to be a part of big plans for the future of BC music industry, working to address these exact issues. I would love the opportunity to help see these plans through and foster new opportunities for everyone working in the industry.

ABOUT BRANDON FLETCHER:

Brandon Fletcher is a multidisciplinary artist and Director currently working in the music industry. He has spent 15 years in production, from acting as the Creative Director and Manager of live music venue Habitat in Kelowna, Creative Director and a Producer of The PEAK Performance Project, Co-Founder/Developer/Producer of music festivals like Pop Okanagan and Keloha as well as a Host volunteer for BreakOut West 2010 in Kelowna. More recently, he has directed and produced dozens of music videos for domestic and international artists while running creative studio Faked Potatoes out of Vancouver. He currently sits on the Board of Directors for Music BC.

BOARD MEMBERS UP FOR RE-ELECTION

MARGAUX HENNEBERY



I have served on the board for the last two years in the role of Treasurer. I feel my background in accounting provides me with a unique financial perspective on the BC Music Industry which allows me to better serve our membership. I look forward to continuing to serve on the board should I be reelected.

ABOUT MARGAUX HENNEBERY:

Margaux joined DMCL Chartered Professional Accountants in 2011 on the Entertainment Group. She specializes in providing taxation, accounting, and business management services to the entertainment industry, with a focus on musicians.

NEW MEMBERS UP FOR ELECTION

AMBER LEIGH



There is trauma, and the music industry is grieving. There needs to be support in place now and in the future. This is a response to the existing challenges that musicians and other persons within the industry face, such as persistent multiple barriers, inclusion, oppression and diversity. There is a strong need for accessible, preventative measures to support the mental health of all individuals in the music industry NOW.

If I am selected as a candidate on the MusicBC's Board of Directors, my focus for 2020-2022 will be on developing mental health resources for the MusicBC Industry Association. These resources must be made readily available and accessible for members and non-members of MusicBC.

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NEW MEMBERS UP FOR ELECTION

AMBER LEIGH

Taking care of mental health is an essential preventative measure that can reduce daily suffering. More individuals are currently facing mental health challenges as a result of socio-economic breakdowns from COVID-19. Mental health support will aid the industry's recovery by giving opportunities for resilience, now and in the future.

When a person is faced with crisis or trauma, early support, intervention and prevention are key. My name is Amber Leigh; I am from The Crescent Cardinal. I hope to lead and become a role model for resilience by creating ripples of change immediately around mental health with the MusicBC Industry Association.

Being selected as a board member means I will continue to take action, and build upon the existing headway from previous board members during 2018-2020. However, there is an urgent need for accessible mental health resources to reduce and prevent further suffering and trauma.

We are grieving, and need help to heal.

ABOUT AMBER LEIGH:

Amber Leigh resides in Maple Ridge, British Columbia. A young, resilient woman with a passion for music, nature and art, Amber is known for giving back to her friends, fellow creatives and the local community. She is an advocate for oppressed voices in the world, speaking up and taking action on issues such as mental health, disability, drug abuse and the rights of indigenous people.

She is also the mind and visionary behind her musical sobriquet, The Crescent Cardinal. An authentic blend of self-taught and classically trained material, these songs are a window into Amber's creativity as a singer-songwriter. She bolsters this with her second skill set of being a modest multi-instrumentalist, with the acoustic guitar, ukulele, keyboard and—of course—human voice all featured. The collaborative effort Live At The Creative Café, an online group that hosts virtual performances once a month, is one channel through which Amber offers her musical output to the world.

Amber's songs are inspired by, and represent, a journey of being vulnerable, having imperfections, healing, and cultivating resilience with love. An active user of social media, she spreads her positive message and vibes via Instagram, Facebook, Twitter, YouTube and Twitch, forging bonds with contacts new and old.

NEW MEMBERS UP FOR ELECTION

ANDREW SPINDOR



The music industry in British Columbia is something that I care deeply about, and serving on the Board of Directors would allow me to contribute to its ongoing economic growth and success.

As a mastering engineer, I speak with many different artists, producers, recording and mixing engineers, and studio owners on a daily basis. This, combined with a diverse background working on projects of all sizes, across all genres, puts me in a unique position to gain perspective on the interests and concerns of individuals and music companies across the many facets of our industry.

Thank you very much for your consideration.

ABOUT ANDREW SPINDOR:

Andrew Spindor is a Juno nominated recording and mastering engineer, and owner of Railtown Mastering.

While most days are spent mastering a wide array of genres, Andrew continues to work as a recording engineer for the Vancouver Film Orchestra, an 80 player strong symphonic ensemble dedicated to recording motion picture scores, and for Muxia Music, a Seattle based record label focussed on cultural preservation projects, and hi-res releases of world music, recorded on location.

Muxia Music has brought Andrew to Cuba 7 times over the last 5 years, and is currently in the pre-production stages of projects to be completed in Portugal, Scotland, and the Philippines. His work in Cuba has been recognized internationally, and was a winner at the last Cubadisco Awards in Havana.

Notable music projects include work with Marianas Trench, Bilal, John Stetch and Vulneraville, as well as for Disney, Sony Pictures, Warner Brothers, Apple, DreamWorks, and Coca-Cola.

Andrew has served as an official Juno judge, and is heavily involved in the Vancouver chapter of the Audio Engineering Society. He also mentors students at the Langley Fine Arts School on various digital media projects, and is involved with Darkspark, a Canadian not-for-profit arts organization focussed on youth based social change. Their recent project "Life into Lyrics: Bridging Cultural Divides Through Song" received the Intercultural Innovation Award from the United Nations Alliance of Civilizations (UNAOC).

NEW MEMBERS UP FOR ELECTION

BILLIE-JO AASEN



My company is The Festival Company, a one-stop-shop for everything festivals. I've produced over 20 festivals across NA and also own Extreme Mudfest, Canada's Largest Mud & Music Festival. In 2019 I was brought on as the official entertainment consultant to BC Place Stadium and in 2020 I partnered with country artist Dallas Smith and award winning producer, Scott Cooke, to form LocalHay Management; Our artists roster includes JoJo Mason, Andrew Hyatt, Shawn Austin, Kristin Carter and Kelly Prescott. I am extremely passionate about our industry and the growth of both the businesses and artists within it.

I would love to be a part of the Music BC board to assist in creating and executing future goals of the organization, along with forging new and fostering existing relationships to help the organization and music entities within the province thrive.

ABOUT BILLIE-JO AASEN:

With over a decade of experience in producing live music events and talent procurement, Billie Jo Aasen is the President of TFC Promotions Inc (TFC), previously known as 542 Entertainment which has produced over 20 festivals across North America and worked with some of the top talent on the globe.

Starting her career in entertainment at the age of 18, and eventually building her own festival from the ground up at 23, Aasen knows what it's like to take a risk. Her unconventional 'get it done' attitude has provided her with an organic education and extensive knowledge of the festival and entertainment industry.

With a core belief in building strong relationships alongside strategic planning, hospitality and dedicated plan execution, Aasen has quickly become known as a mover and shaker within the music industry. In 2016, Aasen was named one of the BC Business Top 30 under 30 Entrepreneurs and named one of the Top Eight Festival Pros to Know and Watch by Billboards, Amplify Magazine.

The operations of TFC are divided into two main divisions: The Festival Company and The Promotions Company.

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NEW MEMBERS UP FOR ELECTION

BILLIE-JO AASEN

The Festival Company is a hands-on talent buying and full-service festival production company, specializing in live entertainment, brand development, event product and tech solutions and marketing. Since inception, the company has hosted and worked with over 20 music festivals across North America, including the inhouse-created and owned Extreme Mudfest, Canada's largest Mud & Music Festival, and has worked with dozens of artists helping turn their brands into household names.

The Promotions Company is a new division of TFC created to help bring rockstar branding and personal marketing to the entrepreneurial sphere. People want to know the face behind the business, the story behind the journey and the 'why' behind the brand. This is why The Promotions Company exists. Through online communications and offerings, built around core brand values, The Promotions Company helps strategically position clients as the leaders of their industries.

Aasen has not slowed down for a minute since launching her first business, and she now owns and runs three companies and is the executive chair and founder of The SuperHero League, a non-profit organization dedicated to empowering, inspiring, and promoting youth in rural and impoverished communities. It gives them tools and encouragement to dream big and unlock opportunities through healthy food, sport, music and education.

NEW MEMBERS UP FOR ELECTION

DAWN PEMBERTON



My name is Dawn Pemberton and I am writing to you to express my intent to run for a seat on Music BC's Board of Directors. I feel called to serve on the Board of Directors because I am invested in my musical community and would like to give back. I am eager to learn more about and contribute to the business aspects of the music industry. I am a hardworking and dedicated person and have strong interpersonal and organizational skills and I enjoy working within a team dynamic. Also, I believe that my experience as a professional musician and educator would be an asset to Music BC. Ultimately, I feel called to serve the under represented members of our industry with integrity and respect. I believe that I would be a strong advocate and would help to create space for and amplify the voices that often go unheard. In closing, as a woman of colour, I think it's extremely important to seek out positions of leadership as a way to increase visibility and cultivate diversity in the world. My hope is that my lived experiences will encourage others and provide a fresh perspective while supporting and enhancing Music BC's vision and mission.

ABOUT DAWN PEMBERTON:

Vibrant, genuine and soulful, Dawn has deep musical roots that take her powerful voice from gospel and soul to jazz, funk and world music. She has become a staple of the Vancouver music scene and can often be found tearin' it up as a vocalist, pianist, teacher, adjudicator, choir director and "go to girl" for live performances and studio sessions. She currently spends her time touring with her own original music project as well as with Canadian blues juggernaut, The Harpoonist & The Axe Murderer and The Blues Berries. Dawn has toured extensively throughout Canada and Europe and has performed with musical greats such as Betty Levette, John Boutte, Kenny Werner, Kurt Elling, Robert Randolph & The Family Band, Randy Bachman, Ruthie Foster, The Hamiltones, Linda Tillery and has opened for musical heavyweights Maceo Parker, St. Paul & The Broken Bones, The Philosopher Kings and Lee Fields. Dawn is the founder and Artistic Director of Roots 'N' Wings Women's Choir and teaches masterclasses and workshops all over North America. Her debut solo album, *Say Somethin'*, released on DoRight! Music won Best Urban Recording at the 2015 Western Canadian Music Awards and has received praise from around the globe forecasting her as "...the new queen of Canadian soul." A passionate educator and performer, Dawn approaches music with a sense of adventure, quirkiness, and serious groove and shapes it into her own unique and dynamic package. Tight, expressive and bold, Dawn will hit you where it counts, funk you up and make you say "Go 'head!"

NEW MEMBERS UP FOR ELECTION

FARNAZ OHADI



As a minority, identifying as female, from Middle Eastern heritage I have now lived half my life in either countries of Iran and Canada, having immigrated here 30 years ago in 1990.

Since my arrival as a 17 year old and upon completion of my secondary education in Interior Design/International politics and Music I have been deeply immersed in the arts. Since 2002 I have dedicated a great portion of my life to the pursuit of music and specifically to Persian Flamenco as a vehicle of delivering my message of social justice for Iranian women whose voices are denied.

I have been serving on Iranian Musician Association of BC as a dedicated, hard working and committed founder and board member for the last 3 years. I also had the privilege of serving on the student council in Ryerson Polytechnic University for two years, representing Applied Arts Students in the governing council of that school, in Toronto.

I believe as a professional musician and artist, I am able to serve both my communities of musicians in BC with a vision and perspective, uniquely my own. I have been deeply grateful to be living in Canada and very proud to be a multiple grant recipient of grants from Music BC. It is time that I give back to help further the fine mandate of this wonderful organization.

ABOUT FARNAZ OHADI:

While growing up in her native land of Iran, Farnaz sang at every available opportunity but longed to find her authentic artist's voice. Upon her move to Canada, she studied Operatic vocal training, Persian folk singing, then Flamenco cante through the instruction of Oscar Nieto, Vicente Griego, Naïke Ponce and Lucas Ortega among others. Farnaz's love of music and performance art inspired her to create the collaborative project "Mashregh Ensemble" in 2012, which combine's Persian poetry with Flamenco music.

Her debut album "Bird Dance" was released on October 1st, 2016 with very positive enthusiasm and garnered her a Canadian Folk Music Awards, "Solo World music artist of the year". Her second album, live in concert was released in February 2019. She completed her first Canadian tour to great success in March of 2019. She is now working towards her third and fourth album, slated to be released on November 2020 and May 2021.

Throughout her artistic and musical career Farnaz has been passionate about giving voice to the unique view point of Iranian female singers whose voices are denied in Iran, being forbidden to record or perform in public to mix audiences. Her songs always have a social message, be it delving into challenges of immigration, love in a new country or finding the artist path in uncharted waters. She remains deeply grateful to her second home, Canada for providing her the wings by which she flies as high as the sky is the limit and a voice by which to express herself fully.

NEW MEMBERS UP FOR ELECTION

**FINLEY
PARKES**



My main objectives to join the Board of Directors are to facilitate better support and advocate for marginalized artists, cultural producers and DIY art spaces as well as facilitate opportunities and mentorship for Queer/Trans Youth. This demographic is in dire need of safe environments for “all ages” events, away from intoxicated adults. Having more music programs and mentorship aimed at youth would positively impact their lives and inspire them to get involved in their communities. A lot of youth in the suburbs don’t have much to keep them entertained and many families cannot afford to provide music lessons to their kids.

I don’t believe that many organizations are responsibly fulfilling their inclusivity and equity mandates. Through my experiences as a Queer & Trans person with mental disabilities, ableism and discrimination is rampant in the Music Industry. Having folks with different backgrounds and experiences in positions of power and influence are necessary to make sure these intersections are being considered and their mandates are being executed as they claim.

Everyone has different needs and hurdles that we jump over and require different types of support. The one size fits all approach is deeply problematic. Having Queer, Trans and Neurodivergent representation at Music BC and public visibility in the greater Music Industry is extremely important for these communities. Most of us grow up not seeing anyone like us and it is incredibly isolating, not to mention the ridicule we face due to lack of general understanding. The general public needs to see all types of representation in order to normalize it and keep us safe. A huge part of our work with Public Disco is Queering the streets, whether folks recognize it or not.

There are compelling and innovative projects happening within these communities with incredibly driven leaders pushing the envelope forward that deserve to be recognized and supported. I believe strongly in the value of elevating marginalized and underrepresented communities by identifying, and subsequently dismantling the barriers that hold them back from progressing, prospering and thriving.

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NEW MEMBERS UP FOR ELECTION

FINLEY PARKES

ABOUT FINLEY PARKES:

Public Disco - Project Manager & Curator/Social Innovation
Vancouver Mural Festival - Program Manager/Curator & Project Coordinator
JUNOS Committee - Electronic Category

Finley prides themselves on being a facilitator of connection and social innovation through music, art, education, advocacy, and activating public space through various projects over the last 10 years. They have deep roots within the music community here having been born and raised in Greater Vancouver. Finley always strives to curate environments that allow for folks to build genuine friendships and connections for creative collaboration. They're a strong believer of "sharing is caring". Sharing knowledge, sharing space, sharing ideas.

Recently, they have begun diving deeper into Education Facilitation and Advocacy, both technical and social to raise awareness and shift cultural and societal norms within the Music Industry. Finn has not only witnessed, but experienced a significant amount of discrimination within the Industry over the years and has faced several barriers when trying to access grant funding, safe spaces for events and support from industry professionals. Finley values access for all and breaking down barriers that are keeping artists and organizations at bay.

Finley is a vocal advocate for marginalized artists, cultural producers and venues in Vancouver. The majority of the projects they are involved with are community based at their core. These projects have revolved around supporting and providing a platform to emerging, undersupported artists and queering the industry. Recently, they have joined the JUNOS committee and are being contracted by Music BC to develop an Education Program to raise awareness around societal issues and barriers that marginalized artists face everyday.

Their ultimate goal is to facilitate a much needed shift in the Provincial and National Music Industry, shining a light on the vibrant communities that have been in the shadows for far too long. The historical influence of BIPOC & LGBTQ2A+ on many veins of arts and culture is undeniable. This begs the question: why are we not seeing the elevation or representation of these groups, outside of their respective communities?

Finley Parkes is a Non-Binary Transmasculine Neurodivergent Settler residing on the unceded territories of Squamish, Tsleil-Waututh & Musqueam Nations

NEW MEMBERS UP FOR ELECTION

KATHRYN CALDER



Hi everyone! My name is Kathryn Calder and I am interested in running for the Board of Directors for Music BC.

I have been a member of Music BC for many years, and I very much support the advocacy work of the organization in bringing opportunities, funding support, and information to its members and the broader music community.

I would bring a wealth of experience as a performer, musician, and small business owner to this role. Because of my B.C. roots, I understand our unique music community here, but I have also spent many years as an artist in the broader Canadian and global music industry. This gives me a valuable perspective on the needs of B.C.-based artists working today. Much of the work I already do revolves around promoting and supporting the careers of artists in B.C., and I would love to continue this work through my position on the Board of Music BC.

I am a huge believer in equity, diversity and resilience through community, as well as investing in the future of our industry by supporting the careers of upcoming generations of musicians. I greatly appreciate this opportunity, and thank you for taking the time to consider my nomination!

ABOUT KATHRYN CALDER:

Kathryn Calder is a musician, songwriter, and record label and studio owner based in Victoria. For the past 15 years, Kathryn has been recording and touring as a vocalist/keyboardist with indie rock group The New Pornographers. She has also released three solo records, five albums with Immaculate Machine, and one album with her latest project, Frontperson.

Composing musical scores for feature films has been another focus of Kathryn's in recent years, including 'A Matter of Time', a documentary about her mother's battle with ALS. She continues to raise money and awareness for ALS research through performance and public speaking. Kathryn is the founder of Oscar St. Records, an artist-run boutique record label based on Vancouver Island. She also owns The Hive recording studio with her husband, producer/engineer Colin Stewart.

Calder is currently Chair of Victoria's Music Advisory Committee, tasked with researching and providing advice and direction to City Council and staff on the planning, development and implementation of a Victoria Music Strategy. In July 2019, Calder was selected as Artist in Residence for the City of Victoria, which involves working with the City in the realm of public art and community engagement for a two-year term. Kathryn loves her hometown of Victoria and is dedicated to promoting the arts on the Island and in B.C.

NEW MEMBERS UP FOR ELECTION

MICHAEL KAESHAMMER



My name is Michael Kaeshammer. I'm a touring & recording artist, songwriter & producer. I started my career in British Columbia's music industry in 1996. The opportunities BC has given me were instrumental in launching my career throughout the country and internationally. I greatly benefited from the support our province continues to give to the arts, and value the platforms available to emerging and established artists. I'm always proud to represent British Columbia on my travels, and make sure all my work stays within BC (studio recordings, DVD recordings, booking agency, PR partners, etc).

At this point in my career, I aim to use my experience and skills to serve the BC music community in a positive way. I believe that the industry relationships I have honed during my career can only be an asset to Music BC. I'm a driven person who always believes in room for improvement. Interested in seeing the BC music industry grow further, I would make use of my connections in Canada, the US, Germany, and China to help propel that mission forward. I'm convinced that I'm a great fit and could help provide an honest artist's perspective.

ABOUT MICHAEL KAESHAMMER:

Michael Kaeshammer is a touring & recording artist, songwriter, and producer. Over the past 22 years in the music business, Michael's well-honed skills as an artist and performer have placed him in real demand. Besides regular performances in Europe and North America, he annually plays multi-city tours in China (pre-Covid), and was a featured performer at the opening ceremony of the 2010 Paralympics in Vancouver. He has worked and recorded with The Neville Brothers, Randy Bachman, Colin James, Amos Garrett, Jarvis Church, Denzal Sinclair, and Curtis Salgado. His recordings have garnered numerous JUNO and WCMA awards. Michael's interest in supporting and growing the recording and performing industry in British Columbia inspires his application to join the Board of Directors for Music BC.

NEW MEMBERS UP FOR ELECTION

**NATE
SABINE**



In the late 1990s I began producing live hip hop shows which lead to artist management and volunteered music industry tasks - Junos judging, FACTOR juries and the like. I'll never forget the difficulty I had navigating the grant systems, finding mentorship for myself and my groups, and overall seeing any possibility of success if we stayed in Vancouver.

For the last 8 years I've been at Blueprint, currently in the role of Director of Business Development. Blueprint is one of the west coast's leading concert and festival producers - as well as venue owners and artist managers - and I'm lucky to be positioned to see our industry's challenges from a few different perspectives - artist, venue, sponsor, and promoter.

In 2018 I was intimately involved in reversing the City's position on an "early lockout", wherein venues in downtown Vancouver would not be permitted to allow new patrons through their doors well before their operating hours ended. As evidenced by similar lockouts in other major cities, this would have devastated the City's nightlife. To do a proper dive into the ramifications, a working group of all key stakeholders - industry, licencing, police, health, BIA - was formed. As a team we opened the City's eyes to the potential of the "Night Time Economy", with a formal motion passed to research and form a Night-life Council for Vancouver, mirroring the efforts of other major cities such as London, Amsterdam and New York. Through this process I realized the advantages to working together with government, global and local industry and the public; the ability to get things done when all the right people have a seat at the table.

Since 2019, along with partner Garret "Gman" Louie, I've produced two mental health seminars for people in the industry. Called "Mental Wealth", this series of talks serve to shine a light on mental health issues, help to remove the stigma associated with them, and offer resources to our community.

When the COVID-19 pandemic began, I was fortunate to work with Music BC and several notable local producers to launch the SoundON music industry relief and recovery program. Together, we were able to disseminate over 250K to our local BC music industry professionals.

I'm running to be a board member of Music BC because I care about the industry and the people in it, and believe I can help to strengthen us collectively, and elevate BC's and Canada's standing in the eyes of the music industry worldwide.

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NEW MEMBERS UP FOR ELECTION

NATE SABINE

ABOUT NATE SABINE:

Nate has had a successful career in the Vancouver entertainment and hospitality businesses for over 20 years. Producing club nights, live hip hop shows and managing various local artists in the late 1990s and early 2000s lead to a lengthy stint as director of brand and marketing at Donnelly Group, ownership in ventures from retail to restaurant, and to his current role as director of business development at Blueprint. Dealing variously with government, brand partnerships, public relations, and sponsorship for the company, Nate touches every one of Blueprint's ventures in BC, Alberta, and across the country. Along with being a director of the Hospitality Vancouver Association and serving on the DVBIA Board of Directors, Nate is also a dedicated family man, music lover, tennis player, skateboarder, and mental health advocate.

NEW MEMBERS UP FOR ELECTION

NATHAN CHIU



We are currently living through the most uncertain times. In the midst of pandemic, political polarization, and rampant social injustices, our wellbeing is held by very thin strings. Hello, I am one of those strings - and so are you. With technology advancing at rates nearing the speed of light, industries dissolving like pillars of salt, and humans longing for some divine intervention to wake us up from this night-terror, the storyteller finds themselves at the nucleus of the antidote.

Right now if we open our smart devices, we will find one or more social media applications. How would we cope without them, especially in a pandemic? The answer to this question points to one truth: storytelling is vital to our wellbeing. We are the storytellers. Did you know 88% of songs on Spotify's most popular playlist are signed to a major label, 8% are label affiliated, and only 4% are independent? In the age of commercialized art, too many of us independent storytellers continue to remain disconnected from the populus. This situation motivates me to help independent artists reach their goals in developing an audience, accessing resources necessary to succeed long term, and keep up with a rapidly evolving industry. I don't know how to solve this overnight, but the responsibility I feel, the debt I owe to the storytellers who have and continue to save my life everyday, requires me to try.

Since the beginning of 2020, I decided to take a temporary step away from music production for hire and decided to focus on a career in songwriting under the artist name, Wayfie. Along with my management team, I plan to create a collaborative creative environment where up-and-coming artists can develop their careers and gain access to educational resources, professional coaching, and a professional recording space.

ABOUT NATHAN CHIU:

Nathan Chiu, professionally known as Wayfie, is a graduate of the esteemed Nimbus School of Recording Arts with a diploma in Advanced Studio Production. He is a mixed ethnicity, extraordinarily talented multi-instrumentalist, songwriter, producer, and audio engineer. With only 8 years in the music industry, this young up-and-comer has worked alongside countless independent artists in Vancouver, and gained a unique perspective having begun a career during such a pivotal time in music history. While making beats for rappers in high school, it became evident that the artists were not finding the answers to their questions and often did not know the right questions to ask. Along with advancing his skills in the role of music producer & audio engineer, Nathan often found himself sharing his acquired knowledge with his peers/clientele and guiding them through the steps necessary to be successful. This included monetizing their craft, becoming aware of the professional components involved in a music career, and generally understanding the process of how to participate in the rapidly changing online market. In 2020, because of all the relationships he built, Nathan was a member of four co-writing teams in Music BC's Songwriting Challenge, with three of those teams reaching the top fifteen. Nathan would eventually place as a winner in the final top five teams with Vancouver based artist JESSIA. He is currently setting up his studio and plans to create a safe and collaborative space for up and coming artists.

NEW MEMBERS UP FOR ELECTION

RACHEL CRAGG



For the first 16 years of my career in the music industry, I resided in Los Angeles, CA. Within this incredibly fast-paced and competitive landscape, I learned what is needed to take an artist's raw talent to a world-class stage. Twenty months ago, I moved to Vancouver from LA to join the executive headquarters at Nettwerk Music Group and be closer to my Canadian family. As I become oriented with the music industry landscape in BC, I see an opportunity to increase opportunities and exposure and further develop music talent in this market.

In addition to my full-time role at Nettwerk, I am currently pursuing an Executive MBA at Simon Fraser University. I intend to expand my traditional business skills, so combined with my extensive industry knowledge, I can increase my work's impact.

I wish to serve on the Board of directors for Music BC to thoroughly understand the industry and community challenges to move forward conversations and potential solutions. I intend to bring a more international perspective and strategy to create constructive dialogue and foster critical action. I am personally excited to continue to learn and grow within this community to contribute to taking local talent to a global level.

ABOUT RACHEL CRAGG:

Rachel Cragg is the Director of A&R and Management for Nettwerk Music Group. Within her roles at Nettwerk, Rachel scouts and signs new musical talent and develops her client roster to maximize long term artist success. Additionally, Rachel has vast experience freelance consulting for music festivals over the last 16 years, including Coachella, Bonnaroo, and Stagecoach. She has spoken on panels at conferences and institutions around the world such as SXSW (Austin, TX), BIG SOUND (Brisbane, Australia), The Great Escape (Brighton, UK), FOCUS Wales (Wales, UK), Breakout West (Kelowna, BC), Musicians Institute (Hollywood, CA), UCLA (Los Angeles, CA). Throughout her career, Rachel has had the opportunity to work with many artists, including the Beastie Boys, Jimmy Eat World, The Mars Volta, Sarah McLachlan, Hermitude, Radical Face, Mallrat, and NEIL FRANCES, to name a few.

Previous to Nettwerk, Rachel worked at Silva Artist Management. She is currently pursuing an Executive MBA at Simon Fraser University in Vancouver, Canada, alongside her full-time roles.

NEW MEMBERS UP FOR ELECTION

SANDY POWLIK



Hello *bonjour*,

My name is Sandy. I am a BC born & raised, female Indigenous musical artist-entrepreneur. **MISSION:** to be a cultural broker - to give and be a voice, grow, learn and share what I learn.

MUSIC: Singer-Songwriter, Creator of Pop Soul Folk

- Instruments: voice, piano, self-taught guitar
- 5 continents, 5 albums, led 3 Western Canada tours

New release No Apologies was inspired at a First Peoples' Cultural Council program: artists, most of mixed ancestry, were encouraged to own all of who we are, stand strong in our roots.

WORDS: Journalist, writer of cultural travelogues and about inspiring people and leaders

- former Managing Editor - women's lifestyle magazine
- former Writer, Editor, Photog, Performer – Powherhouse women's leadership startup

EDUCATION: 7 years of post-secondary (psychology, anthropology, music, languages) **EXPERIENCE:** 8 sectors (incl. music, service, admin, finance) = diverse environments

- organized, analytical, detail-driven
- English, French, some Spanish
- creative, critical thinker, empathic, open-minded, passionate, problem solver

CULTURE: travel to 30+ countries: everywhere connecting through music.

COMMUNITY: juror for Music BC, BCTC, FACTOR, WCMA, FPCC.

- Focused on building community and being involved in more ways - juror, mentor, etc.
- Love learning what people are up to, who's out there creating, collaborating, innovating.

As an awards and grants recipient, and attendee of countless workshops, conferences, info sessions - I know how essential Music BC and like organizations truly are for BC artists.

It would be an honour and privilege to serve on the Music BC Board.

Situated on unceded, traditional and ancestral territories of the Coast Salish peoples.

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NEW MEMBERS UP FOR ELECTION

SANDY POWLIK

ABOUT SANDY POWLIK:

SANDY POWLIK is a Vancouver-based singer-songwriter who has been turning heads for years. From fronting a 17-piece big band, co-founding and being sole lyricist/vocalist for original folk rock group, Sonnenblume, she has since staged her own show, LOLA PARKS, for over a decade. A nationally recognized multi-award winner, including "Most Outstanding Musician – Vocal Jazz" and "Female Songwriter of the Year," her 2011 release (Here) garnered three Vancouver Island Music Awards nominations and continues to receive international and play-list attention.

Her music has best been described as "boho chic" Pop Soul Folk carried by dangerous lyrics and a seductive voice. She is a skillful and intelligent songwriter, straddling genres while staying true to her jazz roots and allowing her world pop sensibilities to surface.

A female Indigenous Canadian musical artist compelled to create, cultivate and share her art, her mission is to give and be a voice: cultural and social brokerage through music and words. A 12th generation Canadian of Montagnais, Ukrainian, French and British ancestry, her heritage deeply influences her songwriting and music.

Over the past 20+ years, she has created a fiercely independent musical history that includes numerous studio session recordings, collaborations and performing around the world. She has led several Western Canada tours and had TV/film/radio placements including on TV's "Higher Ground", indie film "The Orchard" (Mutant Films) and CBC Radio's current "Early Edition" theme song. Unreleased track "Hey Hey" aired on CBC Radio, BC Culture Days 2019 and the Talking Stick Festival 2020 promo video.

Amid the pandemic, Lola did 10 weekly Facebook livestreams, a special Canada Day virtual concert and recorded and released her 4th studio album, No Apologies, featuring singles "Dreamer," "Freight Train" and songs that dare you to dream: awake and empowered. Available on all major platforms now.

NEW MEMBERS UP FOR ELECTION

TEON GIBBS



Moving to Kelowna from Botswana in 2010, I immediately immersed myself in the Okanagan music industry which was an incredibly challenging transition. After going to school for audio engineering, working on sessional songwriting, producing and playing in several bands - I grew to understand that I had hit a ceiling for my own aspirations. I decided to pursue a fully solo career in 2016 and it became necessary to move to a larger market. People told me to go to Toronto but I felt in my heart that I needed to stay here, so I moved to Vancouver.

As a young Black artist, I knew coming to Vancouver would have its own set of challenges. I didn't know anyone or anything about the scene. I was doing the utmost - going to events, connecting with artists and networking with club owners, producers, DJs, promoters, podcasters and even reaching out to barbers. I was trying to connect with anyone in the industry, just hoping someone could get the ball rolling. I didn't have the network that other artists did having been born and raised here. I had to pivot and create my own opportunities instead of waiting for others. I worked consistently for three years; everyday I was writing, recording, mixing, mastering, booking my own shows, and promoting them - doing whatever I could to create opportunities.

Talent is everywhere in BC but the infrastructure isn't built out to develop that talent at the necessary speed; especially if we want to be leaders in industry. I envision building these bridges so our artists don't move to LA or Toronto to further their careers. My story is like many others, and I really believe I have the necessary drive, insight and the know-how to foster more opportunities and engagement here in BC.

ABOUT TEON GIBBS:

Teon Gibbs is quickly becoming one of the most recognizable and influential voices in Western Canada. Teon has learnt to not be afraid to take risks with his art. His pen touches on everything from social issues, to relationships, to industry politics and of course to an introspective look into his own come up. This fearlessness, coupled with great songwriting and his rich vocal tone is the reason why he is able to shine so consistently on tracks.

Having spent his formative years in South London and Botswana before settling in his native of Canada, Teon has developed a heightened level of perspective and self awareness. He has been able to build a name for himself through collaboration, authenticity, and pushing the artistic envelope while maintaining the charisma and bravado of some of the more popular mainstream artists of the day. In Vancouver he has also started a company called 100 Collective which is meant to showcase BC based talent, so that they can have some form of platform to be discovered that is high production value and draws media attention.

With features already on CTV, eTalk, CBC and Complex, several tours and festival placements in the bag, Teon has been able to build a real buzz in the Pacific NorthWest. Teon is one of the shining stars in Vancouver's current renaissance era. An artist from the culture and for the culture.