



Long & McQuade
MUSICAL INSTRUMENTS

presents

Long & McQuade University
featuring:

- Songwriting with Patrick Ballantyne
- Home Recording w/ Metalworks Institute
- Producing & Recording w/ Mladen Alexander
- Live Sound with Jeff Muir
- Jazz Drumming with Ted Warren
- Facebook Promotion with Jim Norris
- Songwriting with Jim Vallance
- Forward to the Future with Dan Clancy
- Intimate & Interactive with Rik Emmett & Dave Dunlop
- Vocals with Paula Shear
- Hand Drumming with Larry Crowe
- Amp Shootout with Emile Deon



**FREE
CLINICS
THROUGHOUT
MARCH**

**LONG & McQUADE
UNIVERSITY**



Long & McQuade
MUSICAL INSTRUMENTS
www.long

A SERIES OF FREE
CAREER-ENHANCING
CLINICS SPECIFICALLY TAILORED
TO THE NEEDS OF MUSICIANS,
SONGWriters, PRODUCERS AND
HOME STUDIO ENTHUSIASTS.

Saturday, March 6, 2010 | 2-4pm (Mississauga)

Songwriting with Patrick Ballantyne

Patrick co-wrote many songs on Big Sugar's gold and platinum albums, and was an unofficial member of the band in the early stages of its career. He has co-written songs for the Trews, Mr. Chill and the Witnesses (featuring Kelly Hoppe of Big Sugar), and Gordie Johnson's current Austin-based band, Grady. Patrick recently completed a CD of original material and plays live with Mr. Chill.

Wednesday, March 10, 2010 | 7-9pm (Oshawa)

Home Recording Basics with Metalworks Institute

An informative course based on ProTools LE MBox and M-Powered hardware and software. Recording Engineer Alf Annibalini will discuss proper speaker placement and microphone technique, and the use of software plug-ins in home recording. Alf is an accomplished recording engineer, having worked with The Tea Party, Our Lady Peace, Danko Jones, Big Sugar, Nelly Furtado, Blue Rodeo, The Trews, Kardinal Offishall and more. He currently works as a freelance recording engineer and mixer, working with SRO Mgmt and Maverick Records.

Saturday, March 13, 2010 | 2-4pm (North York)

Producing and Recording with Mladen Alexander

Mladen is a songwriter, producer, and multi instrumentalist who has appeared on numerous hit records and is a driving force on the artist development front. He played guitar, co-wrote and recorded with Triumph and played guitar on Tom Cochrane's multi platinum Mad Mad World CD. Over the years he has shared studio and stage with John Mayer, The Foo Fighters, Joss Stone, Macy Gray and others. In July 2007, Mladen signed with OLE MUSIC PUBLISHING and is writing, producing, and delivering music to labels, television and motion pictures.

Tuesday, March 16, 2010 | 7-9pm (Markham)

Live Sound 101 with Jeff Muir

This seminar will cover everything from set-up to tear-down: system & mixer basics, system optimization, wired & wireless mics, mixing tips & tricks. Learn how to handle common challenges like feedback & working within the limits of your equipment. Jeff is currently the head technical engineer & service producer at Agincourt Pentecostal Church, and works at Long & McQuade in Markham.

Tuesday, March 16, 2010 | 7-9pm (Burlington) - BEING HELD OFFSITE AT BURLINGTON MUSIC CENTER (2311 NEW ST.)

Jazz Drumming with Ted Warren

Join jazz scene staple Ted Warren as he covers the concept of Jazz timekeeping, as well as melodic soloing, brushwork and dynamics. Ted teaches in the Jazz Studies programs at Humber and Mohawk College, and is a well-regarded clinician and adjudicator. An active member of Canada's jazz scene, Warren has a

solid reputation as a musical, versatile drummer. He fronts his own quartet, Ted's Warren Commission, which released its debut CD, First Time Caller, to critical acclaim in 2004. He has played with Rob McConnell's Boss Brass, Maynard Ferguson, Chuck Mangione, Jeff Healey, Gerry Bergonzi and more.

Wednesday, March 17, 2010 | 7-9pm (Burlington)

Recording Basics with Metalworks Institute

See March 10th seminar for description.

Thursday, March 18, 2010 | 7-9pm (Toronto)

Using Facebook to Promote Yourself, Your Band or Your Business w/ Jim Norris

Facebook is the largest and fastest growing social networking site, with over 350 million members worldwide. This seminar will show how to join and set up your profile, acquire a qualified friend list, use postings for self-promotion, set up and customize a Facebook page, set up a group and use Facebook ads. Useful tips and tricks will be covered with practical examples. Jim is the publisher of Canadian Musician, Professional Sound and Music Directory Canada.

Monday, March 22, 2010 | 7-9pm (Toronto)

Songwriting with Jim Vallance

Jim Vallance (Aerosmith, Heart, Bryan Adams, Ozzy Osbourne) will discuss strategies for building and improving your song skills. Lyrics, melodies, verses, choruses, bridges - how to organize your ideas and create radio-friendly music. This is an interactive workshop, so bring your questions, and bring one of YOUR songs on a CD. A few of them will be randomly selected for critiquing.

Tuesday, March 23, 2010 | 7-9pm (Oshawa)

Moving Forward in to the Future with Dan Clancy

Presented by the lead singer of Canadian super-group Lighthouse, Dan will focus on forecasts, opinions, processes and objectives gleaned from what's happening and where today's music industry is headed. He will delve into content management, music distribution, touring, social media and online tools for creators, the digital age entrepreneur, DIY viral radio and video, stewardship of intellectual property, personal contact strategies and other anecdotes to enlighten the motivated indie artist who chooses to embrace the journey.

Thursday, March 25, 2010 | 7-9pm (Toronto)

Intimate and Interactive with Rik Emmett and Dave Dunlop

The Strung-Out Troubadours began in 2006 as a collaboration between Rik Emmett and Dave Dunlop. Given the audience response to their stunning dual-guitar work during Rik's live shows, they decided to write & record an acoustic mix of styles that eventually settled under the banner of smooth jazz. In this clinic co-sponsored by Traynor Amps, Rik and Dave will discuss their love of music, their gear and will be performing some of their songs.

Monday, March 29, 2010 | 7-9pm (North York)

Learn to Sing with Power, Range and Control with Paula Shear

Dynamic Singer/Vocal Coach Paula Shear will show you how to open your voice to unlimited power. Gain octaves and discover the beauty of singing with ease. Learn the secrets behind soulful, powerful vocals for a diversity of styles: Pop, Rock, R&B and Jazz. Paula will guide you to dramatic results for a natural, radio-friendly sound, laser-beam precision and vocal freedom.

Tuesday, March 30, 2010 | 7-9pm (Brampton)

Hand Drumming with Larry Crowe

This clinic will feature a demonstration of various hand drums and percussion from around the world, and a discussion of various rhythms and patterns from different cultures. Participation by audience members is encouraged, and all ages and levels are welcome. Larry has taught drums for over a decade and has worked with award-winning musicians in a variety of genres.

Wednesday, March 31, 2010 | 7-9pm (Mississauga)

Amp Shootout with Emile Deon

Emile Deon, Humber College's youngest faculty member and amp enthusiast, will demonstrate a number of classic amplifiers including:

- Tweed 50's-era Fenders
- Marshalls from the 60's and 70's
- Black Panel 60's-era Fenders
- Early Traynor amps
- 60's Vox amps

REGISTRATION:

Please note that there is no advance registration for the seminars. Admission is on a first come, first served basis. If you have any questions about the content of a seminar, please contact the store at which it is being held.

LOCATIONS:

BRAMPTON | 370 Main St N | 905.450.4334 | brampton@long-mcquade.com

BURLINGTON | 3180 Mainway Dr | 905.319.3330 | burlington@long-mcquade.com

MARKHAM | 9833 Hwy 48 | 905.209.1177 | markham@long-mcquade.com

MISSISSAUGA | 900 Rathburn Rd W | 905.273.3939 | mississauga@long-mcquade.com

NORTH YORK | 2777 Steeles Ave W | 416.663.8612 | steeles@long-mcquade.com

OSHAWA | 902 Simcoe St N | 905.434.1612 | oshawa@long-mcquade.com

SCARBOROUGH | 1133 Markham Rd | 416.439.8001 | scarborough@long-mcquade.com

TORONTO | 925 Bloor St W | 416.588.7886 | bloor@long-mcquade.com