



Long & McQuade
MUSICAL INSTRUMENTS

presents

**Long & McQuade
University featuring:**

So You Want to Play
in a Band?
with Gerry Atwell

Conn-Selmer Pro
Instrument Tour
with Micah Heilbrunn

PA 101
with Tom Kowalsky

Sideman Clinic with
Charlie Crowe and
Slammin' Sammy K



**FREE
CLINICS
SATURDAYS
IN MARCH**

**Long & McQuade
UNIVERSITY**

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

Saturday, March 6, 2010 | 1-3pm

So You Want to Play in a Band? with Gerry Atwell

You might be a novice, a weekend warrior, or someone looking for a career change. Whatever your current situation and dream, if you are not playing in a band and want to, then you can benefit from this workshop. Gerry will cover the basics of evaluating your stylistic interest and skill level, and explain the importance of compatibility (not similarity) of band members, basic band etiquette and a do's and don'ts check list for forming a band and getting gigs.



For over 30 years, Gerry has worked with bands in bars & nightclubs, festivals, theatre, one-nighters, TV, radio and tours. His more notable bands include 80's New Wave group Apocalypse, 90's Reggae/Alternative band Voice of Boom, Disco group That 70's Band (formerly the Boogie Knights Band) and Juno winners Eagle & Hawk, with whom he has performed in the US and Europe and with the Winnipeg Symphony Orchestra. He has also performed as a sideman for singers like Cecile Brown, Mark Reeves and Keith Secola. Currently, Gerry is writing and recording with Ministers of Cool, with whom he backed up Dan Aykroyd in 2009. Gerry has performed in over 50 original and cover bands and has learned what it takes to join or form a band and get gigs in Winnipeg.

Saturday, March 13, 2010 | 1-3pm

Conn-Selmer Pro Instrument Tour with Micah Heilbrunn

Enjoy this clarinet clinic featuring Winnipeg Symphony Orchestra's Principal Clarinet, Micah Heilbrunn. Conn-Selmer representative Brian Engstrom will be in all day, showing off an assortment of Conn-Selmer pro instruments and offering in-store specials!



Micah is a graduate of the Interlochen Arts Academy and received his Bachelor and Master's degrees from the University of Michigan. His teachers include Jerome Summers, Deborah Chodacki, Robert Crowley and Joquin Valdepenas. He has served as Principal Clarinet with the WSO, Royal Winnipeg Ballet, Symphony Nova Scotia and the National Youth Orchestra of Canada. Micah has taught clarinet at Brandon University and the University of Manitoba and has been heard in live broadcast on the CBC and National Public Radio. An advocate of new music, he has been a member of the Aspen Contemporary Ensemble, Brave New Works ensemble and has played with Toca Loca and New Music concerts.

Saturday, March 20, 2010 | 1-3pm

PA 101 with Tom Kowalsky

Tom's courses strive to increase all participants' awareness of hearing perception while encouraging them to preserve their hearing - especially when pertaining to a small sound system setup in a club. Learn the right things to avoid ear splitting feedback and spend more time sounding good! Tom is a veteran engineer and live sound specialist.



Saturday, March 27, 2010 | 1-3pm

Sideman Clinic with Charlie Crowe & Slammin' Sammy K

Charlie Crowe is a Nashville guitarist with a powerhouse sound & unique style that incorporates a soulful blend of rock, country & blues. Though known for his 12-year touring stint as lead axe man for mega-duo Brooks & Dunn, he is also a BMI award-winning songwriter, having penned the top-five radio hit "Chicks Dig It" for Capitol recording artist Chris Cagle. He has performed with ZZ Top, Sheryl Crow, Johnny Cash, Reba McEntire, Faith Hill, Dwight Yoakam, Keith Urban & more.



Sammy K is a Grammy-nominated LA-based musician. As a performer & clinician he has appeared or been an adjudicator at: Brandon Jazz Festival; Montreux/Detroit Jazz Festival; Indianapolis Jazz Festival; Bands of America International Marching Competition and more. He has multiple Down Beat Awards & has appeared on TV (Ally Mc Beal, Wayne Brady Show, Unsung Heroes, Titans), in film (Fast and the Furious) & with the LA Laker Band. Sammy was the drummer on the Dove Award winning Song & Album of the Year, has been an instructor for award winning Drum Lines, & has recorded for The Walt Disney Company, NBC, Ferrari, Burt Bacharach, Six Flags, Daimler-Chrysler, Harry Connick Sr & Grammy winners Ray Bardani & Mike Acosta. He is an Educational Artist for Remo, Zildjian & Yamaha, & a Drum Circle Facilitator for Remo & UpBeat Drum Circles. Website: slamminsammyk.com.

REGISTRATION:

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.

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