

Who's Who In A&R At EPIC

INTRODUCTION

Although many companies claim to have an "Open Door Policy," often this claim is not totally justified. The A&R Department at Epic, however, is truly "Open." It is interesting to note that in the New York office there is no elaborate screening process each time you visit (other than the standard CBS building security). It is not a quiet or conservative office, people pop from one room to another and the sound of song demos, test pressings, and newly finished masters can be heard in the hallways. As Lennie Petze, National V.P. of A&R, explains; "We listen to everything" — and they do! There is also a feeling of camaraderie among the staff. You can't help but get the impression that they are not only co-workers, but also friends.

A special thanks is in order to Laura Curtin and Frank Rand for their assistance in assimilating the material necessary to complete this write up.

EPIC RECORDS ARTIST & REPERTOIRE



Seated left to right: Doreen Reilly; Andi Santivaschi, Becky Shargo, Kelly Traynor. Standing left to right: Frank Rand, Bruce Harris, Mike Atkinson, Larry Schnur, Lennie Petze, Don Dempsey, Bonnie Garner, Bobby Colomby, John Boylan, Russell Timmons, Tom Werman, (Dick Wingate not present).

EPIC ARTIST ROSTER

NASHVILLE

BOBBY BORCHERS
ED BRUCE
CHARLIE DANIELS
MICKEY GILLEY

GEORGE JONES
AUDREY LANDERS
DAVE LOGGINS
CHARLY McCLAIN

O.B. McCLINTON
LOUISE MANDRELL
JODY MILLER
JOHNNY PAYCHECK

JOE STAMPLEY
JOHNNY RODRIGUEZ
TAMMY WYNETTE

EAST & WEST COAST

JESUS ALVAREZ
AVIARY
RUSS BALLARD
JEFF BECK
BIDDU ORCH.
BOSTON
THE BOYZZ
BROWNSVILLE
FELIX CAVALIERE
CHAMPION
MARSHALL CHAPMAN
CHEAP TRICK
THE CHOCOLATE JAM CO.
CLASH
CLOUT

CRAWLER
CHARLIE DANIELS
GEORGE DUKE
THE EUCLID BEACH BAND
THE FABULOUS POODLES
DAN FOGELBERG
ELLEN FOLEY
FREE LIFE
LANI GROVES
MOLLY HATCHET
HEATWAVE
THE HOLLIES
ENGELBERT HUMPERDINCK
BOBBI HUMPHREY
THE JACKSONS

THE JERRY KELLY BAND
TOM JONES
JUSTICE
KAPTAIN KOOL & THE KONGS
PATTI LABELLE
WEBSTER LEWIS
DAVE LOGGINS
MEATLOAF
MELBA MOORE
MOTHER'S FINEST
MTUME
MICHAEL MURPHEY
NANTUCKET
RICK NELSON
TED NUGENT

PAGES
EDDIE PALMIERI
JACO PASTORIUS
REAL THING
REO SPEEDWAGON
SAILOR
STARCASTLE
LIVINGSTON TAYLOR
TONIO K
TRILLION
ANGELLE TROSCLAIR
WET WILLIE
WILD CHERRY

EPIC A&R — EAST COAST

DON DEMPSEY: Senior Vice President
Epic/Portrait/Associated Labels

FRAN BERSTELL-WEINER: Secretary to Don Dempsey

LENNIE PETZE: Vice President of Epic A&R

LINDA BRODERICK: Secretary to Lennie Petze



After graduating from High School in Boston, Lennie worked as a musician for several years before beginning his professional music business career in 1968 as a promotion man for Mercury Records in the Boston area. In '71, Petze moved over to Epic Records as local promotion man. Soon thereafter he became Northeast Regional Promotion Manager. In 1975, Lennie moved from promotion to A&R as East Coast Director of A&R. In January of 1977, he was promoted to his present position as Vice President of Epic A&R.

In this present capacity, Lennie is responsible for determining the composition of the Epic roster and developing and maintaining a competent, efficient staff; he recommends, approves and controls all recording, talent, departmental and capital budgets; approves all finished product for release and determines its scheduling; and generally coordinates the entire A&R department and its inter-relationships with artists, producers, members of his staff and the many other related departments.

Lennie is especially proud of his personnel and the spirit of teamwork that pervades his department: "We thrive on the challenge and excitement of breaking a new act." Petze also emphasizes the importance of Don Dempsey's leadership and the special marketing expertise that Dempsey provides.

During his tenure in A&R, Lennie has been directly responsible for signing such artists as Boston, Heatwave, Meatloaf, and Wet Willie, to name only a few.

In discussing his musical preferences, Lennie is quick to note the "well rounded nature" of the Epic roster as evidenced by the different musical areas represented by artists signed to the Epic label.

DICK WINGATE: Assistant to the Vice President, A&R

JANESE CORIO: Secretary to Dick Wingate

In 1971, after graduating from Brown University, Dick worked in radio as station manager and program and music director and D.J. at WBRU in Providence, R.I. In 1974, he went to Chess-Janus records as East Coast Director of Promotion. When Chess closed its New York offices, Janus made him Director of East Coast Operations, where he worked with Al Stewart, among many others. While still at Janus, he was moonlighting as Assistant Music Director at WPLR FM in New Haven, Conn. Wingate moved to Columbia as Product Manager in 1976, and just this past year he was promoted to the position of Director of East Coast Product Management working with artists like Bruce Springsteen, Elvis Costello, Nick Lowe and Pink Floyd. Dick wanted to move into A&R, however, so when the present position recently opened, he accepted it.

In Dick's present slot he directs the Epic A&R Department and attends all its meetings in the absence of the Vice President, A&R; coordinates Epic A&R activities with Business Affairs and A&R Administration; schedules and conducts the Epic portion of the E/P/A singles meeting; completes all paper work for the timely scheduling of product for assigned acts; decides which album product is to receive advance internal distribution, initiating cassette production, and overseeing actual distribution; accompanies the Vice President on all key business trips; and generally, under the Vice President's direction, oversees all A&R activity.

FRANK RAND: Director of Independent Production

LAURA CURTIN: Secretary to Frank Rand

In his capacity, he is responsible for maintaining contact with Epic's growing roster of production companies. In addition to seeking out, evaluating and recommending new talent, he also deals with independent producers and master purchase opportunities. Frank's scope is worldwide.

Frank brings a wealth of music industry experience to his position. For the past six years he had his own production company in Chicago and has worked with such artists as the Ides of March, Chase, Jim Peterik and Essence. Prior to 1971, he served as Columbia local Promotion Manager in the Chicago market.

MAJOR INDEPENDENT PRODUCTION AGREEMENTS

CITY LIGHT PRODUCTIONS; Principals: Barry Griff & Barry Bergman; Artists: Mighty Clouds of Joy

CLEVELAND INTERNATIONAL; Principals: Steve Popovitch, Stan Schnyder, Sam Lederman;

Artists: Alvarez, Boyzz, Ellen Foley, Meatloaf

FULL MOON; Principals: Irv Asoff, Bob Buziak; Artists: Dan Fogelberg, Tonio K

PARK LANE; Principals: Brian Lane; Artists: Aviary, Fabulous Poodles

TREE INTERNATIONAL; Principals: Buddy Killen; Artists: Audrey Landers, Louise Mandrell, O.B. McClinton

BRUCE HARRIS: Director of A&R, East Coast

NANCY DeFOREST: Secretary to Bruce Harris

In his capacity, Bruce is responsible for the coordination of all east coast A&R activities: organizing, release schedules etc. In line with this function, he works very closely with the Epic Merchandising Department and other Marketing Departments to coordinate these releases on a timely basis. He is also responsible for signing artists, finding songs and producers, and coordinating the activities of assigned artists on the Epic Roster.

Before taking his position in Epic A&R a year and a half ago, Bruce held the position of National Director of Merchandising and Product Management for Epic, Portrait, and the Associated Labels since 1973. He had joined Epic one year prior to that as product manager. Previous to that he was National Director of Advertising and Publicity at Electra Records and a well known freelance writer whose work has been published in Rolling Stone, Circus, Cream and the like.

EPIC A&R — EAST COAST (Continued)

RUSSELL TIMMONS: Director of Progressive Music, East Coast

In his present capacity, Russell is responsible for all R&B and progressive artists and recording activities. This includes evaluating and recommending new artists; liaison work with the Black Music Marketing Department; song selection and assignment of arrangers and producers; scheduling of product; and overall product supervision.

Russell started in the music business as a DJ on various stations in the South and from there moved into promotion for Louisiana based, Jewel-Paula Records. His next move was to Southwest Regional Promotion and Marketing Director for CBS out of Dallas over 5½ years ago. In 1976, Russell relocated to Los Angeles as West Coast Director of Marketing & Promotion and in January 1978 it was off to New York and his present A&R position.

DOREEN REILLY: Manager of A&R, East Coast

Doreen is responsible for auditioning new artists via demos and live performances; reviews songs and works as a liaison with music publishers; recommends producers; and helps to coordinate the activities of the A&R department.

Doreen joined CBS Records in 1973 as a secretary in the promotion department. From January '76 through April '78, she worked as administrative assistant to Ron Alexenberg, who was at that time Senior Vice President and General Manager of EPA. When Ron left last year, Doreen was promoted to her present A&R position.

ANDI SANTIVASCI: East Coast Administrative Assistant

Andi's responsibilities include the coordination of all singles' and albums' paperwork for East Coast projects, the booking of studio and mastering time, and monitoring all deadlines for needed information and materials.

Andi came to CBS Records in 1973, as secretary to Bruce Harris, who was then in merchandising. In 1977, she moved with Bruce into A&R and in April 1978, she was promoted to her present managerial position.

EPIC A&R — WEST COAST

BOBBY COLOMBY: Vice President of Epic A&R, West Coast **ATLEE AUSTIN:** Secretary to Bobby Colomby

Bobby directs the West Coast A&R offices. In this position he seeks out, evaluates and recommends artists, producers and master purchase arrangements; is in charge of developing and maintaining a competent West Coast staff; coordinates with business affairs on negotiations with artists and producers; and generally sets the tone for the L.A. office.

Bobby's career began back in the 60's when, while a graduate student at CCNY, he played with artists like Eric Anderson and Odetta. It was also during this period that he helped to form "Blood, Sweat and Tears." From 1967, when they signed with Columbia, until 1975, Bobby played with and produced "BS&T". In 1975, however, he began to work as an independent producer as well; his first such production was Jaco Pastorius for Epic.

In August 1977, he joined Epic as Vice President of A&R, West Coast, and in this capacity has produced "Pages," "Eddie Palmiere" and many others. Among his most recent work is that of executive producer, with Mike Atkinson, of the Jackson's album "Destiny" and production of the soon-to-be released "Mother's Finest Live" album.

LARRY SCHNUR: Director of Talent Acquisition, West Coast

Larry joined CBS Records in June, 1974 as a Marketing Finance Analyst. After serving in positions of increasing responsibility he was selected in 1977 by incoming Epic A&R Vice-President Lennie Petze to be his assistant. Larry was recently promoted to Director of Talent Acquisition and has relocated to Epic's West Coast offices.

MICHAEL ATKINSON: Direct of A&R, West Coast

KIM THURSTON: Secretary to Mike Atkinson, John Boylan, and Tom Werman

Mike directs all West Coast recording activities which include release scheduling, and insuring that all necessary deadlines are met for recording, referring, mastery and obtaining approvals. He also coordinates with the West Coast Marketing Departments; approves test pressings and references; seeks out and recommends new artists and listens to masters available for purchase; and establishes and maintains effective relationships with artists, their managers and producers.

He came to CBS in 1970 as Epic's Local Promotion Manager in L.A. after previous promo stints with MGM and Avco Embassy. After moving to West Coast Regional Manager for the Columbia Label and winning various CBS and Billboard Promotion Awards, Mike moved on in 1977 to his present position, Director of Epic A&R, West Coast. His most recent project has been Executive Producer, with Bobby Colomby, on the Jackson's latest album, "Destiny."

JOHN BOYLAN AND TOM WERMAN: Staff Producers

As staff producers, John and Tom produce albums and singles with artists on the Epic roster. This includes budget recommendations; assembling musicians, vocalists, arrangers and engineers for recording sessions; submitting all necessary union and company forms; post production work; edits and EQ's; reviewing material for artists on the roster; evaluating and recommending, rehearsal, recording and mastering facilities; and overall recording supervision.

John was an independent producer for ten years before joining Epic Records in 1976 as Executive Producer located on the West Coast. He has made records with such diverse artists as Linda Ronstadt, Pure Prairie League, The Association, Danny O'Keefe, Commander Cody, The Dillards, Roger McGuinn and Brewer & Shipley. Since coming to CBS he has produced Boston, Michael Murphey, Charlie Daniels Band and the highly successful Australian group, Little River Band for Capitol Records.

After working as musician and a brief stint in advertising, Tom Werman came to Epic in 1971 as assistant to the A&R Director. His first signing was REO Speedwagon, which led to his promotion to Director of Talent Acquisition and then to Staff Producer in 1978. Tom was responsible for signing Ted Nugent to the label and with Lew Futterman, produced Ted's First EPIC album. His first solo production was Mother's Finest and since then has also produced such artists as Cheap Trick, Molly Hatchet and Brownsville Station. (See "New On The Charts" Aug., 1978 cover story)

EPIC A&R — WEST COAST (Continued)

BECKY SHARGO: Director of Talent Production, West Coast

Along with the normal A&R functions of screening material, and working with artists and producers, Becky negotiates rates and books all the time at West Coast studios; maintains a daily compilation of recording and talent costs, coordinating with producers and A&R Administrators; oversees the distribution, stage and mastery of all West Coast projects; insures that all deadlines are met; and approves test pressings and references.

Becky came into the record business from a musical background. Prior to joining the Columbia Records A&R Staff in New York in 1972, Becky was the principal cellist with the New Orleans Symphony. Her experience with Columbia Records and Blue Sky Records in New York led her to California in late 1973, where she joined the Epic A&R staff as an A&R Coordinator, later working her way up the ladder to her current position as Director of Talent Production.

KELLY TRAYNOR: West Coast Administrative Assistant

Kelly coordinates all administrative functions of the A&R Department. This includes file maintenance; assembling and distribution of all single and album release information to appropriate company personnel; contract preparations and processing payments to musicians and vocalists through proper channels; booking of studio time; obtaining supplies and services for the office from outside agencies where necessary; coordinating test pressing requests; working with A&R executives to budget projects prior to recording and processes the necessary paperwork therewith; arranging travel, lodging, per diems and equipment rentals for musicians and producers during recording projects; and generally coordinating the day-to-day office operations.

EPIC A&R — NASHVILLE

It is interesting to note that Epic Records does not have a separate staff in Nashville, but is part of the overall CBS Records Nashville Division.

BILLY SHERRILL: Vice President of A&R

CARROLL WHALER-RUCH: Secretary to Billy Sherrill

Born the son of a traveling Evangelist preacher in Alabama some 37 years ago, Sherrill got his early musical training playing piano at his folks' meetin's. After high school he took to the road, playing sax in honky tonk bands throughout the south.

After a stay at the Jinmachi Club in Fort Campbell, Kentucky, where, Sherrill isn't likely to forget, a man was killed there the first night his band played. He found himself in Nashville, eventually working for Sam Phillips, founder of Sun Records, in Sam's Nashville Studio. Sherrill learned the ins and outs of recording and producing records and eventually some of the masters he had made for lease to record labels brought him to the attention of Epic Records who signed him as a producer.

During his early days at Epic, Sherrill came to be more familiar with country music, as well as the myriad of sounds — R&B, pop, and gospel — that he turned out.

The success of "Almost Persuaded," his first hit, cast the die. The record was not only close on a million seller and a number one country record, but went top ten pop as well.

The Sherrill touch is perhaps most evident from the artists who have benefited from his attention: Tammy Wynette, Tanya Tucker, David Houston, Johnny Paycheck, Barbara Mandrell, Barbara Fairchild, most recently Charlie Rich. There are others, many others.

If he is as brilliant a producer as his track record shows, it is even more evident that he is one of the leading writers as well as discoverers of great songs.

Starting with "Almost Persuaded" Sherrill has written, by his count "75" or "100" songs. Of these nearly every one has been on the country charts and nearly 80% have gone on to become number one records; a record of success that is probably not challengeable by any other writer in the world.

From the classic "Stand By Your Man" to "Apartment No. 9," "My Elusive Dreams," "The Most Beautiful Girl," "This Time I Almost Made It," "Too Far Gone," . . . the list does not end!

Much of Billy Sherrill's working day, that part not consumed in the studio or reviewing the efforts of other CBS Nashville producers, is spent listening to material submitted to him: both songs for artists, and artists with or without their own songs. At any given time a visitor to his office will face a wall of white boxes, filled with tapes, hiding the man behind the desk.



BONNIE GARNER: Director of A&R

MARGIE ULLRICH: Secretary to Bonnie Garner

After graduating from the University of Southern Illinois with a degree in Communications, her first job was in the Playboy Mansion as secretary to Hugh Hefner. From there she moved to Talent Coordinator at the Hungry I Club in San Francisco. Next, it was T.V.; first with "Playboy After Dark" and then "The Dick Cavett Show." Bonnie was then back into the music business with a stint at the old Filmore East, headed by Bill Graham and Kip Cohen. When Kip moved to Columbia A&R, Bonnie joined him there. Five years ago, Bonnie relocated to Nashville where she is now in charge of all A&R administration and acts not directly handled by Billy. She also works in a liaison capacity between CBS and independent producers for the label.

EMILY MITCHELL: Manager of A&R

After more than 10 years as assistant to Billy Sherrill in the Nashville office, Emily has recently been promoted to a managerial position and works very closely with Billy in guiding the Nashville A&R operation.