November 14-16, 2013

The 2013 COCA Central Regional Conference

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46 Charterhouse Crescent, London, Ontario N5W 5V5

Welcome to Coca Central Conference 2013

Dear COCA members,

Hello, and welcome to the 2013 Central Regional COCA conference!

We at Western are excited to host this conference for you, and I sincerely hope that we, along with the multiple volunteers from throughout the organization, have put together a weekend that will provide learning, networking and some memorable moments.

The regional conference is a great opportunity to share our experiences from the first semester, and to learn from each other. The best way to do that is to get out to the events, shake hands, talk and tell your stories. Ed sessions can spark great discussions on how each of us operates in different areas; Showcases provide an opportunity to get a real feel for the acts we are considering, share reactions and are great for social networking; and Biz Hall is where we can engage in some formal networking with those that have helped us build and survive our events, and to discover new ways and new partners to build our events in the future!

I encourage you to read through your manual, take note of the busy program, and participate in everything!

Thanks for being here, welcome to Western… I truly hope you have a great conference!

Josh

Whether you're here for the first time or back again for another visit, welcome to Western! On behalf of the University Students' Council (USC), we're honoured to be hosting you for the 2013 COCA Regional Conference.

As long-time members of COCA, we are once again looking forward to a fun weekend and hope you have a great time in London and on our campus. Josh Clark and the COCA team have put together some great activities for us and we're excited to get started!

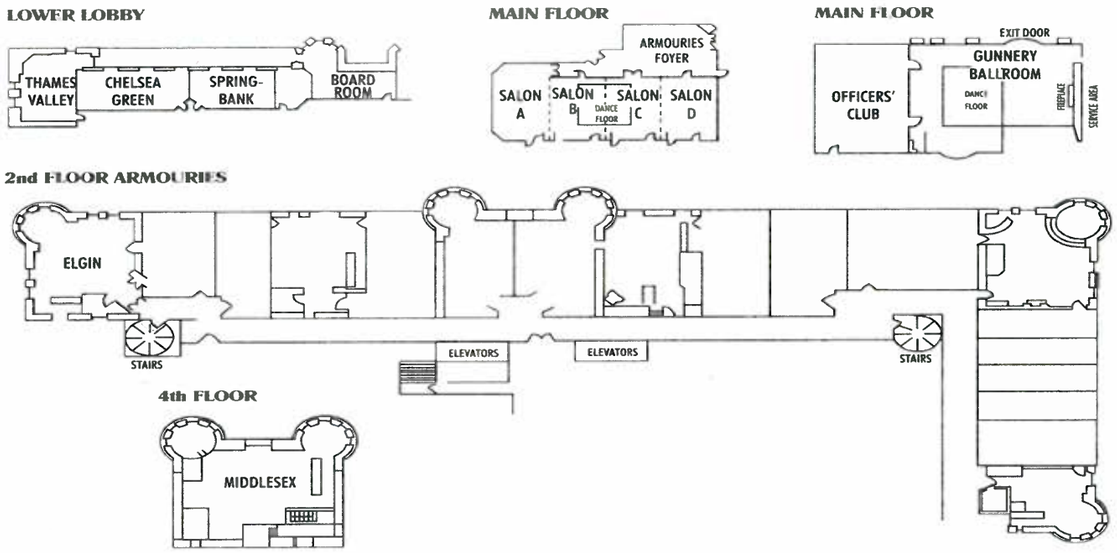
All the best,

Adam Smith

Vice-President Student Events

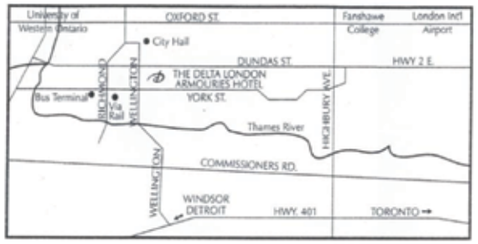
run away with coca CENTRAL
LONDON2013

Hotel Layout
Delta London Armouries Hotel
325 Dundas Street, London



From Michigan Area: 2 hrs approx
-Follow Hwy 401 East (402 merges with 401)
-Exit #189 Highbury Road North

From Toronto Area: 2 hrs approx
-Follow Hwy 401 West
-Exit #189 Highbury Road North



Once in London: **10 minutes approx**
Follow Highbury north to Dundas
Turn left on Dundas St
Approx 15 min drive
We are on the corner of Dundas and Waterloo St.

Self Parking available at $12.000 per day includes in/out privileges
Valet Parking available at $20.00 per day includes in/out privileges

DELTA
LONDON ARMOURIES

325 Dundas St, London, Ontario N6B 1T9 519-679-6111

2013 CENTRAL REGIONAL CONFERENCE

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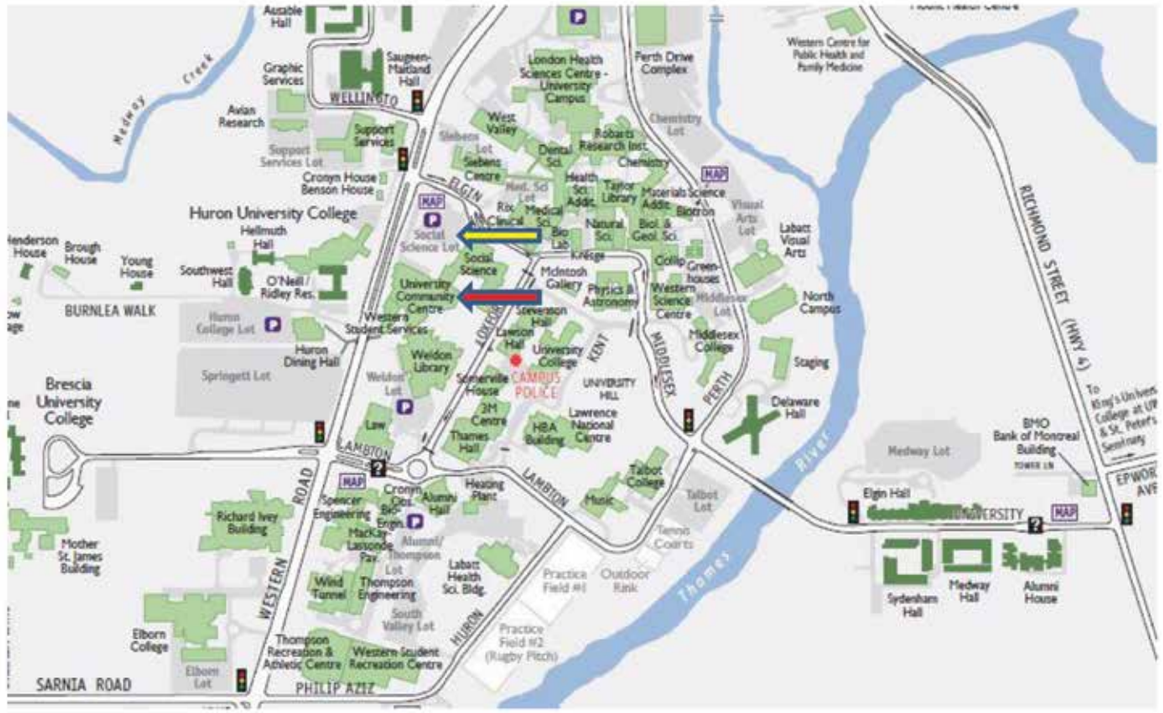
Directions to Western University

University Community Centre Directions



Directions from 401:

Exit the 401 at Highbury Ave
Follow Highbury North until Oxford St.
Turn Left on Oxford and follow until Wharncliffe Ave.
Turn Right on Wharncliffe
Follow Wharcliffe North – it will become Western Rd, passing Sarnia Rd.
Drive Past Western Gates – and turn Right Elgin Drive
Follow Elgin Drive to first parking lot on right.

Paid Parking is available at Social Science parking lot – marked on map above with a yellow arrow.
Events are in University Community Centre – also marked above with a red arrow.

BLOCK SCHEDULE – 2013 CENTRAL REGIONAL CONFERENCE

Time	Thu - Nov 14	Fri - Nov. 15	Sat - Nov 16	Sun - Nov 17
9:00 am		Registration 9-5	Registration 9-5	Check Out by 12 noon
9:30 am		Coffee 9 - 9:30	Coffee 9 - 9:30	
10:00 am	**Travel to London:** **(ideal arrival 2-3 pm)**	Ed Sessions #1 3 Sessions 9:30 - 10:30 am	Ed Sessions #4 3 Sessions 9:30 - 10:30 am	
10:30 am	**Delta London Armouries Hotel**	Break 10:30 - 11 am	Buses to Western 10:30 - 11 am	
11:00 am	325 Dundas Street London, ON N6B 1T9	Opening Brunch w/ Keynote Speaker 11 - 12:45 pm Armouries Ballroom	Campus Activities Biz Hall (trade show) 11 - 1 pm Mustang Lounge West	
11:30 am				
12:00 noon	519-679-6111 deltalondonarmouries.com			
12:30 pm		Break		
1:00 pm	**Guest Room Check In** 3 pm	Ed Sessions #2 3 Sessions 1 - 2 pm	Buffet Lunch 1 -2 pm Mustang Lounge East	**Departure** Safe travels everyone!
1:30 pm				
2:00 pm		Lecture / Variety Showcase 2 - 3:45 pm Armouries Ballroom	Singer / Songwriter Showcase 2 - 4 pm McKellar Room	
2:30 am				
3:00 pm				
3:30 pm	Registration 3 - 5 pm Waterloo Room Lower Level			
4:00 pm		Break	Buses to Hotel 4 - 4:30 pm	
4:30 pm		Ed Sessions #3 3 Roundtable Discussions 4 - 5:30 pm	Ed Sessions #5 3 Sessions 4:30 - 5:30 pm	
5:00 pm				
5:30 pm	Dinner On Your Own 5 - 6:30 pm	Break 5:30 - 6 pm	Break 5:30 - 6 pm	
6:00 pm		Buses to Western 6 - 6:30 pm	Closing Banquet w/ Keynote Speaker 6 - 8 pm Armouries Ballroom	
6:30 pm	Welcome Reception 6:30 - 7:30 pm Ballroom Foyer	Reception 6:30 - 7 pm		
7:00 pm		Banquet 7 - 9 pm The Wave Restaurant & Nightclub UCC Building		
7:30 pm	Buses to Hideaway 7:30 - 8 pm			
8:00 pm			Buses to Western 8 - 8:30 pm	
8:30 pm	Comedy Showcase 8 - 10:15 pm The Hideaway Records & Bar 545 Richmond St.		Mainstage Showcase 8:30 - 11:30 pm Wave Nightclub UCC Building	
9:00 pm				
9:30 pm		Mainstage Showcase 9 - 12 pm Spoke Tavern UCC Building		
10:00 pm				
10:30 pm				
11:00 pm	Buses to Hotel 11 - 11:30 pm			
11:30 pm				
12:00 pm	Hospitality Suite 11:30 Special Showcase Goliath Paw	Buses to Hotel 12 - 12:30 am	Buses to Hotel 12 - 12:30 am	
12:30 am		Hospitality Suite 12:30	Hospitality Suite 12:30 Special Showcase Wannabe	
1:00 am				
1:30 am				

SCHEDULE - 2013 CENTRAL REGIONAL CONFERENCE

THURSDAY NOVEMBER 14TH

Thursday November 14th

3:00 pm	Check-in – Delta London Armouries Hotel Registration – COCA Office – Waterloo Room, Lower Level
5:00 pm – 6:30 pm	Dinner on Your Own
6:30 pm – 7:30 pm	Opening Reception – Armouries Ballroom Foyer, Main Floor
7:30 pm	Buses to Hideaway Records & Bar
8:00 pm -10:15 pm	Comedy Showcase @ The Hideaway Records & Bar 545 Richmond Street, London 1. MC – Christophe Davidson 2. Patrick Haye 3. Dylan Mandlsohn 4. Jy Harris 5. Matt Obrien Alternates: Dylan Gott / Chris Locke
11:00 pm	Buses back to Hotel
11:30 pm	Opening Hospitality Suite – Gunnery Ballroom, Main Floor** featuring showcase act Goliath Paw **

FRIDAY NOVEMBER 15TH

9:00 am	Registration – COCA Office –Waterloo Room, Lower Level
9:00 am – 9:30 am	Coffee, Lower Level
9:30 am – 10:30 am	Ed Sessions #1 1) Programming 103 – Springbank Room Presenter: Chad "Buddah" Cardinal (Operations Manager - Hideaway Records and Bar) In this session we will Recap the fundamentals learned in the survey courses 101 &102. You will also learn how to evaluate your first quarter and develop skills to keep your Programming going strong all year long. 2) Re:Sound Information session - Thames Valley Room Presenter: Matthew Phillips (Senior Representative of Licensing – Re:Sound) Re:Sound is the Canadian not-for-profit music licensing company dedicated to obtaining fair compensation for artists and record companies for their performance rights. On behalf of its members, representing thousands of artists and record companies, Re:Sound licenses recorded music for public performance, broadcast and new media. In this session, you will learn how on-campus programming is related to this company's mission, and how to ensure you're fully aware of, and prepared for your responsibilities. 3) Video Marketing in a Viral World – Chelsea Room Presenter: Stephen Kosh (Marketing and Communications Manager – Mohawk College) "Move over posters… Let's Go Viral! Are you finding that your posters, fb posts and tweets just aren't covering it? This session is dedicated to the world of videos! Learn how to make effective video advertisements to market to your students. We will cover how to make a video that will leave an impression on your students with just one click of a button! "
10:30 am – 11:00 am	Break
11:00 am – 12:45 pm	Opening Brunch – Armouries Ballroom Keynote Speakers – Hal Johnson & Joanne McLeod Sponsored by National Speakers Bureau
12:45 pm – 1:00 pm	Break
1:00 pm – 2:00 pm	Ed Sessions #2 1) Pub Programming – Springbank Room Presenter: Chad "Buddah" Cardinal (Operations Manager - Hideaway Records and Bar) Booze is not a Dirrty (Larry) word! Come to this session for ideas on how to run a successful Bar Program that will boost Food and Beverage sales and help you compete with off campus establishments. Be more than just a DJ & Drinks... 2) Building an Effective Street Team – Thames Valley Room Presenter: Baldeep Randhawa (Event Programmer - Mohawk College) There's more to marketing your on-campus programs than sending tweets with links to the Facebook event. Learn how you can reach your students at the front lines and make real impressions and get real results with real people.

SCHEDULE - 2013 CENTRAL REGIONAL CONFERENCE

FRIDAY NOVEMBER 15TH

cont: 1:00 pm – 2:00 pm	3) One Love: Inclusivity and Awareness Programming – Chelsea Room Presenters: Rich Caccamo (Manger – Volunteer services – Western U.) Adam Smith (VP Student Events – Western U.) Samanta Krishnapillai (VP Internal – Western U.) WESTERN'S ONE LOVE RALLY is an annual event held during Orientation Week which features an assortment of acclaimed artists, performers and international speakers who perform and speak in support of creating a community of respect and tolerance on campus. The event highlights how privilege and disadvantage, based on sexuality, gender and mental wellness, shape the lives of students and organize social relations in colleges and universities. One Love uncovers latent, unspoken and deep-rooted feelings, beliefs and behaviours towards marginalized people – originating from media, pop culture, social mores, religious morality, family customs and cultural values – and then denounces their presence on Western's campus. This ed. session will examine the success of the One Love Rally as a vehicle to inform students about campus community standards and educate them about the importance of being allies.
2:00 pm – 3:45 pm	Lecture / Variety Showcase – Armouries Ballroom 1. Nova Browning Rutherford 2. Wes Barker – Stunt Magician 3. Gregg Terrence 4. Mega Magic – Magician Mike D'Urzo Alternate: Spidey
3:45 pm – 4:00 pm	Break
4:00 pm – 5:30 pm	Ed Sessions #3 – Roundtable discussions The "Round Table" sessions will provide delegates with an opportunity to discuss ideas, share stories, ask questions, and make comments regarding their experiences with campus activities so far this year. There will be three different rooms running open forum conversations simultaneously, concentrating on three different basic topics; Marketing, Programming, and Professional Development. Delegates are free to come and go from each conversation as they please, but are encouraged to attend the sessions that are most relevant to their positions at their schools. Marketing – Springbank Room Programming – Thames Valley Room Professional Development – Chelsea Room
5:30 pm – 6:00 pm	Free Time
6:00 pm	Buses to Western University
6:30 pm	Reception – The Wave Restaurant & Nightclub – University Community Centre
7:00 pm	Dinner Banquet – The Wave Restaurant & Nightclub
9:00 pm - midnight	Mainstage Showcase #1 – Spoke Tavern – University Community Centre 1. Autumns Cannon 2. The Beaches 3. Paper Lions 4. Sherman Downey & The Ambiguous Case 5. Tim Hicks Alternates: The Little Black Dress
12:15 am	Buses back to Hotel
12:30 am	Hospitality Suite – Gunnery Ballroom, Main Level

SATURDAY NOVEMBER 16TH

9:00 am	Registration – COCA Office – Waterloo Room
9:0 0 am – 9:30 am	Coffee & Pastries, Lower Level
9:30 am – 10:30 am	Ed Session #4 1) MusicOntario – Canada`s Youngest Music Industry Association – Springbank Room Presenter: Scott Honsberger (MusicOntario) MusicOntario is a non-profit, membership-based division of the Canadian Independent Music Association. Their mission is to provide professional development, industry education, information, services, & support to the music industry in Ontario. This session is an opportunity to learn how MusicOntario can help your school connect with and support Ontario's music scene. It is also an opportunity for associates to learn about MusicOntario and the services they provide. 2) Wearing Different Hats without Losing Your Head –Thames Valley Room Presenter: Tim Fraser (Programmer – Fanshawe College) Just because you are a "Jack of all Trades" doesn't necessarily mean that you are "the master of none". Tim Fraser relishes this phrase and will spend the hour sharing his experiences working

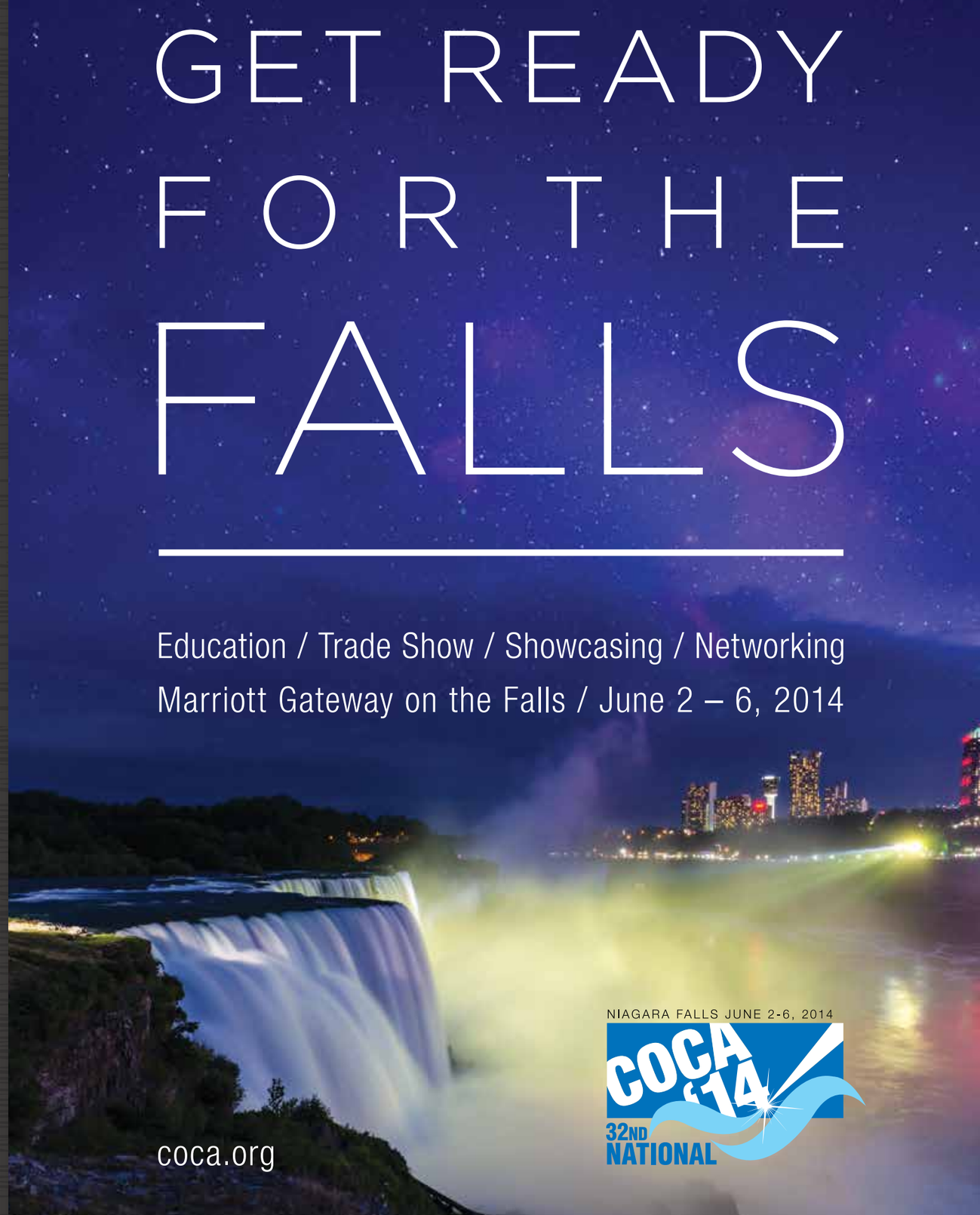
SCHEDULE – 2013 CENTRAL REGIONAL CONFERENCE

SATURDAY NOVEMBER 16TH

cont: 9:30 am – 10:30 am	in different facets of the music industry from radio stations and record labels, to artist management and concert promotions. Learn how being well versed in multiple areas can do nothing but benefit your career in the long term. 2) Left Brain – Raising the Bar: Setting Metrics & Goals to Drive your Marketing Strategy and Campaigns – Chelsea Room Presenter: Kat Lourenco (Director Marketing Communications Wilfred Laurier University) Left Brain vs. Right Brain – Impress your president and GM by showing them how math, science and a little bit of soul can make you a better marketer. Left Brain What are metrics and why do they matter to Marketers? Finding the right things to measure: How data can improve your products / services. Measurement toolbox: What tools are available to help? Creating a plan to collect and use data to inform your day-to-day decisions.
10:30 am	Buses to Western University
11:00 am – 1:00 pm	Biz Hall (campus activities trade show) – Mustang Lounge West – 1st floor University Community Centre
1:00 pm – 2:00 pm	Buffet Lunch – Mustang Lounge East - 1st floor University Community Centre
2:00 pm – 4:00 pm	Singer/Songwriter Showcase – McKellar Room – 2nd floor University Community Centre 1. Patrick Dorie (host) 2. Ken Yates 3. Sarah Smith 4. Maddy Rodriguez 5. Raquel Cole Alternates: Darrelle London / Luke Austin
4:00 pm	Buses back to Hotel
4:30 pm – 5:30 pm	Ed Session #5 1) Building a Resource from Retrospect– Springbank Room Presenters: Pete Munro (Far Beyond) Adam Sylvester (The Agency Group) Chuck Erman (Senior Manager –Sheridan College) Baldeep Randhawa (Programmer - Mohawk) Help be a part of creating a resource for future first time programmers by providing feedback and information regarding your experience so far in your programming position. Whether this year was your first frosh or fiftieth, let's brainstorm ideas of what we can include in a "Programmers Handbook" including FAQ's, event planning checklists, deadlines, and tricks of the trade. 2) Right Brain – Beyond Just Marketing: Put a Culture of Creative Problem Solving to Work For You – Chelsea Room Presenter: Kat Lourenco (Director Marketing Communications Wilfred Laurier University) Left Brain vs. Right Brain – Impress your president and GM by showing them how math, science and a little bit of soul can make you a better marketer. Right Brain: How to be more creative (even if your job isn't inherently creative) - proven methods for sharpening your creative abilities to tackle your task list more effectively. Drawing useable insights from data and customer feedback. Putting your Marketing to work for you: Using integrated campaigns to deliver better products / services.
5:30 pm – 6:00 pm	Break
6:00 pm – 8:00 pm	Closing Banquet – Armouries Ballroom Keynote Speaker – Jeff Perera Sponsored by National Speakers Bureau
8:00 pm	Buses to Western
8:30 pm – 11:30 pm	Mainstage Showcase #2 – Wave Nightclub – University Community Centre 1. Jutes 2. BlakDenim 3. M.O. Littles 4. BPM KREW 5. The Soul Motivators Alternate: Zolo
12:00 midnight	Buses back to Hotel
12:00 pm – 2:00 am	Final Hospitality Suite – Gunnery Ballroom ** featuring showcase act Wannabe: The Spice Girls Tribute Band **

SUNDAY NOVEMBER 17TH

11:00 am	Check out and return home



GUNNERY BALLROOM

Goliath Paw

Exciting! Energetic! Relatable! Fun! Interesting! These are just some of the words used to describe the type of music produced and performed by Goliath Paw. Careful beat selection paired with the right lyrics along with leaving his signature personality on his songs, engages listeners and promises to deliver a unique experience to all. By incorporating different genres into his music Goliath Paw is able to connect with a wider audience and also bring a new school sound to the old school Hip Hop drum loops and melodies.

As a child, growing up in a small town gave Goliath Paw a unique perspective on people and life which influences his songwriting to this day. His mother encouraged him to join the church and school choir from a young age, thus spurring on his lifelong love for music. This musical background from such an impressionable age has helped shape Goliath Paw into the multi talented individual he has become today.

Following high school, Goliath Paw wanted to pursue a career in music but decided to follow his mother's advice and attended college and then University to better prepare himself for a career in entertainment.

Gevoni Thomas // PropAway // 6475344512 // booking@goliathpaw.com // www.goliathpaw.com // www.facebook.com/goliathmusic

Christophe Davidson

How is this bio going to be different? Well, for starters, I'm speaking to you in the FIRST person. That's right, it's me, Christophe Davidson, talking to you personally because that's how I like to swing it.

Forget all those other bios where the artist talks to you under the thinly veiled guise of the third person. We all know it's really just them talking about how great they are. Poppycock, I say! (I've never said poppycock before.) If anyone is going to talk about how awesome I am, it'll be me. No bells or whistles. Why? Because bells and whistles aren't really that impressive anymore. Have you seen an iPad?!

But I digress.

I started comedy in Montreal. In 2007, I was invited to the Just For Laughs festival, which is kind of a big deal. Since then I have taken my silliness to comedy clubs and festivals around the world (US, UK, Australia, Croatia and even Singapore…cool huh?). This summer, I performed in the Just for Laughs Homegrown Competition and opened for Brian Posehn. Okay, I'm starting to sound like a bit of a horn tooter. I can see why people pretend to be someone else when they write these. I can't help it. I just gotta be 4 real.

Beth Fraser // Yuk Yuk's Booking Agent // 416-967-6431 x227 // beth@yukyuks.com

Notes

Patrick Haye

Patrick Haye is definitely one of the new breed of Comedians to keep an eye out for.

A runner-up for the prestigious 2007 Tim Sims Encouragement Award which was televised on the Comedy Network.

In 2010 Patrick made it to the finals in the $25,000.00 Yuk Yuks Great Canadian Laugh Off, again televised on the Comedy Network.

In 2013 he performed in both the Halifax Comedy Festival, and the Laugh Out Loud Sudbury Comedy Festival.

He was featured on the Panel on CBC's, George Stroumboulopoulus Tonight.

Patrick has also opened for Gerry Dee ("Mr. D"), Brian Callen (Mad TV, "Hangover"), and Eddie Griffin ("Undercover Brother").

His hilarious observations and storytelling has him busy performing at Clubs, Colleges, Universities, and Corporate events all over the country.

Patrick has been Acting and Modeling for over 10 years and has appeared in several television commercials, and print. He's also appeared in the feature film "How She Move", and the television series "XIII", and "Nikita."

Beth Fraser // Yuk Yuk's Booking Agent // 416-967-6431 x227 // beth@yukyuks.com

Dylan Mandisohn

Dylan Mandlsohn's rubber face and array of charismatic stand-up characters have made history by making him the first Canadian comic to be a back-to-back finalist at the prestigious San Francisco and Seattle Comedy Competitions.

Dylan recently starred in his own Comedy Now Special for The Comedy Network and CTV. This won him a prominent spot as a member of the critically acclaimed The Groundlings Improvisational Troupe that take stage in Los Angeles California.

Recent achievements include booking a major motion picture called Brand Dead and a role on the popular television show Nakita where Dylan flexes his serious acting muscles as a CIA agent.

Beth Fraser // Yuk Yuk's Booking Agent // 416-967-6431 x227 // beth@yukyuks.com

Notes

Jy Harris

Jy is a standup comic and slam poet who has been performing around the world for over a decade. Highlights include appearances at the Just For Laughs festival, the top late night talk show in Amsterdam: 'Raymann Is Laat' and his own one hour 'Comedy Now' special on CTV and the Comedy Network. Acting highlights range from a recurring role as a failed porn star on 'The Jerry Springer Show' to the comedic lead in the movie 'Bong Of The Dead'. Jy has red hair and loves cats more than humans.

Beth Fraser // Yuk Yuk's Booking Agent // 416-967-6431 x227 // beth@yukyuks.com

Matt O'Brien

He is the winner of Canada's Next Top Comic by XM/Sirius Radio, and Best Stand-Up at the LA Comedy Festival.

He has been featured on MTV, Video on Trial, and recently debuted his one hour comedy special on The Comedy Network.

"O'Brien does not have a stale or hack bit at any point in time during his performance, his take on things is very fresh" TheSeriousComedySite.com

He can also be heard regularly on XM Radio's Laugh Attack, and iTunes hosting his Podcasts "ReHash" and "Bit Shop" with over a thousand subscribers weekly.

Beth Fraser // Yuk Yuk's Booking Agent // 416-967-6431 x227 // beth@yukyuks.com

Notes

COMEDY THURSDAY NOV 14

Dylan Gott

ALTERNATE ACT

Dylan Gott has had his own one man show at the Toronto Fringe Festival, performed stand up at Just for Laughs Toronto, the North by Northeast Music Festival, on BITE TV and was nominated for a Canadian Comedy Award.

He's also the host of The Sport Brahs on Sirius XM Radio's channel Canada Laughs and has been hand picked to open up for Comedy Central favourites; Todd Barry, Todd Glass, Brian Posehn, The Sklar Brothers and Joe Rogan.

Comedian Dylan Gott can frequently be caught performing in the Toronto area, at places like Yuk Yuk's, Absolute Comedy, and The Rivoli. He's opened for a few big names on the comedy scene, and he's appeared on XM Radio, and Bite TV, where he competed in the Stand Up & Bite Me comedy competition.

Beth Fraser // Yuk Yuk's Booking Agent // 416-967-6431 x227 // beth@yukyuks.com

Chris Locke

ALTERNATE ACT

Chris Locke is a stand up comedian, actor, and writer from Toronto, Canada. NOW magazine has called him "Best stand up of 2012." He has been performing his own distinct brand of stand up, sketch, and improv since 2000. Chris performs stand up all over Canada and the U.S. in comedy clubs and independent shows. Performing at many festivals, most notably Just For Laughs, San Francisco Sketchfest for Rooftop Comedy, The Bridgetown Comedy Festival in Portland, The Ottawa Comedy Explosion, and NXNE in Toronto. With his fun and unique style of comedy he has opened for Todd Barry, Hannibal Buress, Pete Holmes, Todd Glass, Neal Brennan, and toured with Kyle Kinane. From 2005 - 2011 Chris was the host and co-writer of; Let's Get Hot, with Chris Locke and Aaron Eves, a monthly comedy show put on by Laugh Sabbath at the Rivoli in Toronto.

Chris has appeared on many television shows and is most recognized for his appearances on Scare Tactics on Much Music, Cock'd Gunns on Showcase, The Jon Dore Television Show, The Cream of Comedy on The Comedy Network, and has lent his distinct voice to CBC's Radio One.

Beth Fraser // Yuk Yuk's Booking Agent // 416-967-6431 x227 // beth@yukyuks.com

Notes

OPENING BRUNCH
11AM ARMOURIES BALLROOM

Hal Johnson & Joanne Mcleod

Hal and Joanne will inspire and motivate others to succeed. They will share their wealth of personal experiences, fitness and wellness knowledge and entrepreneurial business attitude in a simple, energetic and positive manner.

Their public service message to Canadians for more than 2 decades has been: "Keep fit and have fun!" Under the umbrella of BodyBreak, Hal Johnson and Joanne McLeod have been communicating to Canadians the important message that making small lifestyle changes can benefit an individual and their families for a lifetime. In their TV programs, syndicated radio show, presentations, media interviews or the products they endorse, they heighten the awareness of the benefits of a healthier, active lifestyle and show Canadians how practical and easy it is to do. But most of all, it's "Fun".

Hal and Joanne believe that by encouraging and communicating their message in an entertaining, upbeat and positive fashion, Canadians will begin to fully realize the implications of their actions and take responsibility for their total well-being. In turn, it will benefit us all. Hal and Joanne are fixtures of Canadian media and have established trust and longevity with Canadians of all ages.

Now Hal and Joanne are celebrating their 25 years of healthy living, team work and positivity on CTV's The Amazing Race Canada as Team BodyBreak. One of 9 teams being challenged physically and mentally as they compete and travel across Canada. Why Hal and Joanne? The Amazing Race Canada Executive Producer, John Brunton, called them "special" and 'unique". As noted by Toronto Life magazine: "In a stroke of casting genius, Amazing Race Canada has signed legendarily chipper BodyBreak pair for its first season."

While best known for their BodyBreak segments, Hal Johnson has also represented Canada at the Baseball World Championships. Besides having a successful baseball and business career, his extensive sales background and enthusiasm to keep fit helped launch and sustain BodyBreak's longevity. In his "spare" time you might find him golfing, playing hockey or working out on his treadmill. Joanne was a member of the Canadian Track and Field Team and was a 4 time National and 7 time Provincial hurdle champion, representing Canada at several international competitions including the World Cup. Her business and health background in the insurance industry also helped to further BodyBreak's success. This dynamic duo are married and have a daughter who loves hockey and Irish Dancing.

Amanda Dawson // National Speakers Bureau // 416 324 9491 x28 // adawson@nsb.com

Notes

Mike D'Urzo

As the founder and creative director of Mega Magic, Mike D'Urzo performs in hundreds of shows annually for some of the largest corporations, theatres, theme parks, festivals and television networks across Canada. Mike was the winner of the 2012 & 2013 "Performer of the Year" award presented by Festivals & Events Ontario and was nominated for 2010, 2011 & 2012 "Entertainer of the Year" by the Canadian Event Industry Awards. He was also nominated for the BizBash Magazine "People's Choice Awards" and the "Notable TV" Entertainment award presented by the Metro Newspaper and City TV. His theatre show "Mind Kontrol" premiered in Toronto and has attained great success over the years. The show was created to put twists on the classics of magic and has been featured at some of the most prestigious theatres & events across the country!

His unique style of magic and a modernized approach have made him a popular form of entertainment at virtually every type of event. D'Urzo performed in an international tour across China for over half a million people. He is a member of the prestigious Canadian Association of Magicians and International Brotherhood of Magicians.

Mike D'Urzo // Mega Magic // 416-910-2674 // mike@megamagic.ca // www.MegaMagic.ca

Greg Terrance

As the owner and President of a thriving entertainment company Indie Pool, Gregg Terrence has established himself as one of Canada's top music industry entrepreneurs. While the music industry has been in turmoil for the last decade, Terrence has bucked the trend through innovative solutions, creative team building and progressive management. Indie Pool has working relationships with over 12,000 independent Canadian recording artists providing them with many essential services.

Terrence serves as President of the Canadian Independent Recording Artists' Association (CIRAA), Canada's only non-profit association dedicated exclusively to independent recording artists, currently serving over 10,000 members. As an industry leader, Terrence is also the writer and producer of "The New Indie", an audio series about the new realities facing the music industry, downloaded and streamed over 100,000 times by Canada's musicians.

Terrence offers energetic, meaningful and motivational solutions to a generation that are largely educated and hard-working, yet overcome by choices, uncertain about their futures and unaware of the new career marketplace.

Amanda Dawson // National Speakers Bureau // 416 324 9491 x28 // adawson@nsb.com

Notes

Nova Browning Rutherford

Nova Browning Rutherford is a Personal Development Coach, Speaker and On-Air Personality who has helped thousands of young people in limbo develop a thorough understanding of their emotional and spiritual values. A London, Ontario native, Nova has connected with audiences across North America, by reminding people that they are "better BECAUSE of the B.S". Popular topics include: Confidence Building, Toxic Relationships, Coping with Love & Work Transitions, Surviving Depression, and Material vs. Moral Values. Self-deprecating humor and a sincere storytelling style is how Nova connects with audiences.

Nova Browning Rutherford // self-represented // 647-774-3674 // butilovememore@gmail.com // www.novabrowningrutherford.com // www.butilovememore.com

Wes Barker

Is Wes a magician?

YES, but not in the way you think.

Wes Barker - Stunt magician is a high energy, full fledge comedy show that happens to have mind blowing magic and stunts!

There is nothing else you need to know. Watching Wes is the only way to full understand just how much fun you can have. From comedy clubs, to massive theatres, to TV, to college auditoriums, Wes has a show that will blow the roof off any venue!

*Wes promises he is not some boring, dancing, fog-machine, rabbit-out-of-the-hat type magician. You will actually love it!

Wes Barker // Act // 604-825-8611 // wesbarkermagic@gmail.com // www.stuntmagician.com

Spidey

ALTERNATE ACT

Spidey's performances have been deemed nothing short of amazing by the press and his audiences have been overwhelmingly impressed with his highly charismatic entertainment style. This Just For Laughs entertainer has been performing hypnosis, mentalism and magic shows professionally for many years and has been officially endorsed by Guzzo Cinema for 2012.

Kevin Cruz Antunes // KCA Entertainment/KCA Group // 514-813-3758 // manager@spideymagic.com // www.spideymagic.com

Notes

Autumns Cannon

"A visceral outpouring of emotion fueled by the searing guitars and wailing keys" Lynn Saxberg, The Ottawa Citizen Born in the fall of 2009, this Canadian rock group is described to have an Americana flavor joint strongly with raw emotion. You can expect vulnerability capped with a relentless energy when watching Autumns Cannon perform. Hailing from Vancouver, British Columbia, is front man and singer-songwriter Shaun Francisco. The passing of his mother in the winter of 2009 brought about a desired change of pace, and a drastic move from the roots of his childhood to the Capital city of Canada. Through a blitz of networking, the rock n roll group united to form the music that delivers a message of hope and perseverance. Amongst the five-piece are Ottawa natives, Nick Beaton, Mike Hogg, Mark Laforest, and Marty Sobb, each of them bringing life and energy to the band's sound. After two years of working together, Autumns Cannon has been crowned a 1st place victory and $155,000 of talent support through Live 88.5 and "The Big Money Shot", and invitations to play well recognized and respected music festivals and venues around the country.

Joel Baskin // The Feldman Agenc // 416.598.0067 // baskin@feldman-agency.com // www.autumnscannon.com // www.604records.com/604/home/artists/autumns-cannon

Tim Hicks

There are few safe bets in life, even fewer in the music business; however Niagara native and Country music's hottest new star, Tim Hicks is as close to a sure thing as can be found.

A crowd pleasing live performer, Hicks is a man who has lived, loved and worked hard along the way. His music is accessible, energetic and ambitious, reflecting how he wants his songs to reach people.

"I want my music and stories to connect with as many people as possible," Hicks explains. "That's what it's about for me – giving all I've got to lift spirits and raise the roof."

Fueled by a love of music and a desire to learn, Hicks honed his talent and built a loyal and dedicated fan base in his hometown of Niagara, ON, early on by frequently playing at the local pub in between his full time job of being a dedicated husband and father. It's apparent that Hicks is ready for a big year of music and friends. His desire to carve his place in the music business keeps him hungry and it's that hunger that translates into a well-crafted, high-intensity Country music debut. And...in a world with few safe bets, he's guaranteed to deliver.

Joel Baskin // The Feldman Agency // 416.598.0067 // baskin@feldman-agency.com // timhicksmusic.com // www.facebook.com/timhicksofficial

Notes

Paper Lions

Paper Lions are an indie rock band from Belfast, PEI whose music shines with sunny melodies and tales of lost youth. Equally influenced by the clear-voiced harmonies of the Beach Boys and the clanging guitars of modern rock, at the heart of the band are long-standing friendships and vibrant pop songs taken from the sandy shores of their remote island province. Formed from a creative partnership that began in their adolescence, the band only truly found its shape in 2007. Brothers Rob and John MacPhee knew Colin Buchanan as their childhood neighbor and David MacDonald they met in high school, but it took time and effort, working in venues and clubs across North America to become the band they are now.

Darcy Gregoire // The Agency Group // 416-368-5599 x 3247 // Darcy Gregoire // 416-368-4655 // www.paperlions.com // www.facebook.com/

The Beaches

Hailing from the East side of Toronto, The Beaches are an All female Indie Rock band. Taking their cues from such artists as Patti Smith, Elastica and The White Stripes. The Beaches write and perform with an authentic, biting and hooky sound.Their debut single and Maxxis directed video for "Loner" has been heavily supported at MuchMusic as well as Western Alternative Radio in Canada and KXLU Los Angeles. The second single Absolutely Nothing awarded MuchFact grant for video production and release slated for Summer 2013. Self-titled EP was produced by Canadian rock luminary Raine Maida is slated for release in late-May 2013.

Joel Baskin // The Feldman Agency // 416.598.0067 // baskin@feldman-agency.com

Notes

MAINSTAGE1 FRIDAY NOV 15

Sherman Downey & The Ambiguous Case

Sherman Downey and The Ambiguous Case is a lively folk band from Newfoundland's west coast. With an energetic live show and an obvious love of what they do, they continue to grow a devout fan base – some even get songs stuck in their heads about muddy jackets, lost kittens and cheap suits.

Sherman and the boys' latest single, "Thick as Thieves," was voted as the winner of CBC's Searchlight Contest over thousands of other hopeful contestants. The single is the first of many off the band's latest album, The Sun in Your Eyes, that will be released in November 2013. The boys have also received immense support from Rich Terfry (CBC Radio's 'Drive') and Tom Power ('Deep Roots') who continue to expose the band's music to an international audience.

An energetic live show coupled with the band's obvious love of what they do continues to earn them a devout fan base. They have performed for at the 2010 Vancouver Olympic Games and the 2010 Juno Celebrations and have been making a name for themselves on the Canadian festival circuit with showcases at Evolve, Harvest Jazz and Blues, ECMA, and Indie Week Toronto.

Michelle Robertson // Kilbride Music Ltd. // 709-764-5000 // michelle@kilbridemusic.ca // www.shermandowney.ca // www.facebook.com/ShermanAndTheAmbiguousCase

Little Black Dress

ALTERNATE ACT

This high-energy Toronto-based foursome combines years of dedicated musical experience to create a melting pot of borderless, genre-crossing tunes. This is a band with a pop-sensibility that has secured their spot in the mainstream, while their intricacies and musicianship invite even the most discerning critics. The Little Black Dress can truly be described as having mass-appeal.

In October 2010, The Little Black Dress made it through 2 tough, industry-judged showcases to get to the final round of Indie Week International. The Little Black Dress have since been festival favourites at North By North East festival (NXNE), Canadian Music Week and S.C.E.N.E. fest. Undeniable next stop; SXSW!

"The Little Black Dress is a fusion of everything you've ever wanted in a band, and more. Heavy hitting drums, ridiculously tight bass lines, carefully crafted guitar, and soaring vocals to top off the mix... With the Strut EP coming out in the Fall, get ready to rock. Their music is as sexy, sultry, and classy as a bombshell redhead in a little black dress." -Mikey Reale

Ellian Bell // Full Capacity Concerts // 1.416.599.155 // ellian@fullcc.com // www.thelbdmusic.com // www.facebook.com/theLBDmusic

Notes

Patrick Dorie - Host

Though he credits his uncle with sparking his love of the guitar, it was the intervention of another artist years later that made him decide to take music more seriously. In 2005, Dorie began performing off-and-on at a weekly open-mic night at the Griffin Pub in Whitby. The open mic was run by Brad and Marylynne Stella, a husband-and-wife band better known to modern country fans as The Stellas – and as the parents of musical wunderkinds Lennon and Maisy, who have earned a massive international following playing Maddie and Daphne on ABC's "Nashville".

"Brad pushed me all the time to come out and play more," says Dorie. "They taught how to perform for other people, and how to be social...I grew up mostly inside my own head. The Stellas brought me out of my shell."

Over the next few years, Dorie slowly but surely built a catalogue of songs. He estimates that he writes and rejects about ten songs for each one he keeps. "You go through phases," he says. "I go through long lulls where I don't write anything, then suddenly I'll hit songwriter mode. It's never planned out, like 'I'm gonna write a song today.' It just happens. The songs that I sit down and plan to write are the ones I don't keep."

Peter Munro // FarBeyond // 647-748-6222 // pete@farbeyond.ca // farbeyond.ca/patrick-dorie.html // www.patrickdorie.com

Ken Yates

"Want to hear a great song? (I mean a REALLY great song?)" – John Mayer, one forty plus

Born and raised in London, Ontario, Ken Yates honed his songwriting skills at Boston's prestigeous Berklee College of Music, where he earned high praise from industry professionals. After the release of his first CD, "The Backseat EP", Yates received the opportunity to play a song in a showcase for John Mayer, resulting in a rave review from the artist. In a full page blog about Yates' ability as a writer, Mayer stated, "Ken Yates wrote a song called 'I Don't Wanna Fall In Love'... this song moved me when I first heard it and still does today". The EP received high critical acclaim, leading to a slew of online covers from fans. He has played numerous shows with veteran singer/songwriter and mentor, Livingston Taylor and his singles 'I Wanna Fall In Love' and 'Into The Backseat' are in heavy rotation on Sirius XM's The Coffee House.

His incredible song writing and busy touring schedule has built a strong following of fans, who recently demonstrated their support by funding Yates' Kickstarter campaign to record a full length album, which will be released early 2013.

Tim Fraser // Murdoch Music Management // 519-643-8788 // tim@murdochmusic.com // www.kenyates.com

Notes

SINGER/SONGWRITER SAT NOV 16

Sarah Smith

A London, Ontario native, Sarah earned national recognition with her rock band The Joys, who achieved certified GOLD status, charted nationally on College Radio in 2009 & 2010 and won Best Rock Act at the Jack Richardson Music Awards, also in 2010. Their music has saturated the industry through licensing to Sony Playstation, Teletoon, Majority Rules, CAKE the movie starring Heather Graham, and the OUT TV show, Chris & John's Road Trip.

By stepping outside the boundaries of The Joys to bring audiences her own voice, Sarah Smith cultivated a sound built on her experiences. She enjoyed immediate success as a solo artist, claiming awards for Best Singer/Songwriter in 2009 and 2010 at the London Music Awards, and was host of the Jack Richardson Music Awards in 2011. In 2012, Sarah won a radio contest, which then pushed her into Canadian radio fame, and allowed her to gain a #1 spot on Free FM 98.1.

She has also had the opportunity to share the stage with The Trews, Bif Naked, Ashley MacIsaac, Lucas Silveira, Anthony Gomes, The Tea Party and many more in her short time as a solo artist.

Sarah Smith // self-represented // 519-870-6686 // sarah@sarahsmithmusic.com

Maddy Rodriguez

Introducing 19 year old award winning singer/songwriter Maddy Rodriguez Winner International Acoustic Music Awards (All The Wasted Time) Winner UK Songwriting Contest (All The Wasted Time) Finalist John Lennon Songwriting Competition ("All The Wasted Time") Finalist and semi-finalist International Songwriting Competition (Un Poco de Ti and All The Wasted Time.) Honourable Mention USA Songwriting Competition (Falling Up) Airplay (US, Canada, Europe): All The Wasted Time, Don't Play With My Heart, Tahiti Music videos on TV (Canada): Falling Up and So Long Diana Placements (USA): Tahiti on Army Wives Season 6 Debut album: Don't Be a Stranger released in 2012. BIO When Maddy Rodriguez defines herself, she does so without hesitation, saying simply: "I write songs." For the Toronto-based singer/songwriter and recording artist, music means everything. "It's life," she adds. On her debut independent record, Don't Be A Stranger, Rodriguez shares her musical and personal life with a 12-song set of acoustic guitar based, country/pop that dwells on meeting every challenge and transition in life – large or small – head on and without regret.

Jaime Horwitz Rodriguez // Maddy Rodriguez // 416- 801-4558 // jaime@maddyrodriguez.com // www.maddyrodriguez.com // maddyrodriguez.tumblr.com/

Notes

Raquel Cole

Raquel Cole is a talented up-and-coming artist and songwriter with a panache for the guitar. At the age of nine, Raquel picked up the instrument effortlessly, which soon led to a love for writing songs and the start of a burgeoning career. Hailing from Vernon, British Columbia, Raquel spent her school breaks traveling to LA and Nashville to hone her skills as a young songwriter and work with fellow artists and award-winning songwriters.

Renee Behrman // Modern Management // 615-742-0099 // rbehrman@modmgmt.com // www.raquelcole.com

Darrelle London

ALTERNATE ACT

London's unique voice and playful songs have also caught the attention of fellow Canadian, songwriter Chantal Kreviazuk (writing credits include songs for Kelly Clarkson, Avril Lavigne and Josh Groban). The pair wrote three songs for Darrelle's new album, one of which Kreviazuk produced and sang backing vocals on. Of her sessions with Darrelle, Kreviazuk says, "she sings from her heart, and her gentle unique approach to music is so special, it is a pleasure to be immersed in."

Tammy Fox // The Collection Agency // 905.372.6161 // tammyfox@thecollectionagency.ca // www.darrellelondon.com // www.facebook.com/darrellelondon

Luke Austin

ALTERNATE ACT

The voice is unmistakable – immediately identifiable by those that know it and intensely intriguing to those that don't. It belongs to Luke Austin…

At 21 years of age, Luke Austin hails from Toronto, Ontario, Canada, and is making waves as far as Nashville with his Debut CD: "The Desert". Luke is the primary writer of his own music, melody and lyrics, and is delivering his own cool, mellow and downright clever, self-proclaimed "Desert Alternative" to his growing fans.

Brock D. Mclaughlin // Brock D. Mclaughlin // 647 869 1268 // info@brockdmclaughlin.com // www.lukeaustinmusic.com

Notes

BANQUET DINNER
6PM ARMOURIES BALLROOM

Jeff Perera

Jeff Perera realizes that with generations of many men raised with no real 'Maps to Manhood', we need a inspiring, accessible and positive approach to engage men and boys in embracing their full potential and become a part of change,

Jeff is Community Engagement Manager for the White Ribbon Campaign (whiteribbon.ca) the world's largest effort to engage men and boys in re-imaging masculinity and helping end gender-based violence/violence against women. Jeff speaks to people from all walks of life about how society's unattainable concepts of masculinity are effecting men and boys as well as impacting women and girls. Jeff also started Higher Unlearning (higherunlearning.com) an online space to explore how ideas of gender and masculinity play out in everyday life.

In 2013 he spoke at TEDxKingStWest on 'The Gender of Success and Failure'. Jeff explores how we have assigned a gender to the concepts of success and failure: defining masculine traits as those of success and deeming ideas of failure as feminine. These concepts, the valuing of aggression and domination and devaluing of empathy and connection, impact and limit men and women from the boardroom, to the playing field, to the dating scene.

He is the founder and director of the annual discussion-focused 'What Makes a Man' White Ribbon Conference and was event director for the first TEDxWomen event in Toronto, Canada. Jeff was named to Racism Free Ontario's Top 100 Person of Colour list spotlighting anti-racism activists. Jeff also co-founded the Ryerson Black History Awareness Committee & annual Viola Desmond Day Awards Ceremony celebrating strong Black/African Canadian women at Ryerson University. Born in Canada and of Sri Lankan decent, Jeff's awareness-raising initiatives to create inclusive spaces for people of all walks of life have earned him numerous human rights & equity awards.

He has organized, facilitated and spoken at numerous conferences and events including with the National Film Board of Canada, University of Toronto, Canadian Network of Women's Shelters and Transition Houses, the YWCA Canada Annual Membership Meeting as well as the 'Garden of Hope: Empower Women' Asian Conference in Taipei, Taiwan.

Amanda Dawson // National Speakers Bureau // 416 324 9491 x28 // adawson@nsb.com

Notes

Blak Denim

BlakDenim is a vanguard 11 piece hip-hop act that brings together clever lyricism and smooth vocal harmonies with a banging rhythm section and funkified horns. They infuse hip-hop, funk, rock, soul and jazz with lyrical content that ranges from the serious to the absurd, their tone from sweet to heavy, all connected by head-nodding melodies. The band's line-up includes drums, bass guitar, piano, turntables, electric guitar, trumpet, tuba, congas, cello, flute, male vocalist, female vocalist and an emcee. BlakDenim puts on a high energy live performance of compelling originals punctuated with crowd pleasing covers executed with BlakDenim's unique full sound. In their relatively short time together BlakDenim has created serious buzz by opening for global acts such as Chali 2Na (of Jurassic 5) and Hypnotic Brass Ensemble, and collaborating with notable songwriters/ producers including Greig Nori of Treble Charger, Eric Eggleston (Les Mosquitos, Harpoon, etc.) and James Robertson (Esthero, Down with Webster, etc.). The future looks bright as BlakDenim competes alongside the top 6-down from 60- in the LiVE 88.5 (Newcap Radio) Big Money Shot. Previous finalists have gone on to significant critical and commercial success as well as Juno nominations. Catch this band on the way up!

Kenny Bernard // BlakDenim // 613-203-1815 // kennycreole.is.precise@gmail.com

M.O. Littles

M.O. Littles Being raised in a blue-collar Canadian mining town, M.O. had no business wanting to be a hip hop star. Yet after a few years of hard work and determination, he has become one of Canada's most exciting artists. With a knack for crafting catchy hooks, a seemingly non-stop touring schedule opening for acts like Blackstar, Onyx, The Beatnuts & Statik Selektah & Termanology, and invitations to play some of music most prestigious events; The R&B/Hip Hop Billboard Awards in Atlanta and CMW in Toronto to name a few, M.O. has set himself up for success. All his hard work has not gone unnoticed, as he has enlisted the help of FACTOR and received demo grants on 3 occasions to assist in his progress. Now Fresh off his 3 month South American tour, promoting his "Short Days Long Nights" project, M.O. is back in the studio prepping his latest effort, No Matter What, all the while releasing monthly music videos and maintaining his annual Canadian Summer touring schedule.

Morgan Little // Act // 647-802-7626 // mdotodot@gmail.com // www.momusiclive.com // www.youtube.com/famnproductions

Notes

MAINSTAGE2 SATURDAY NOV 16

BPM Crew

The concept of the BPM Krew is simple: "We Replace The DJ". While they don't mean this in a complete literal sense, it's the art of DJ'ing that the BPM Krew emulates. Anything the DJ can do by seamlessly weaving, mixing and mashing up club songs, they can do with live musicians. However by performing the music live, they give the crowd the closest thing to seeing their favourite music artists on stage all at the same time. This combination creates a truly next-level live music experience.

Mark Franklin // Brian Pombiere Entertainment Inc. // 519-265-6628 // bpe@rogers.com // bpmkrew.com // www.bpliventertainment.com/live-act_detail.php?act_id=35&act_name=BPM-Krew

Soul Motivators

With a love of vintage rare groove and funk, The Soul Motivators are a unique band in Toronto. While other accomplished acts specialize in mainstream Motown, pop-funk and RnB, we provide an alternative - a review of those leftfield breaks from the late 60s and early 70s that paved the way for hip-hop and dance music; The JBs, Marva Whitney and Lyn Collins.

We have opened for diverse contemporary acts such as Orgone, Afrika Bambaataa, Bernie Worrell and Lee Fields.

Marc Shapiro // The Soul Motivators // 416-317-9988 // soulmotivators@gmail.com // www.soulmotivators.com

Jutes

Jutes is one of a new breed of hip-hop artists who likes to stand apart while creating a sound that is fresh, accessible and has broad appeal beyond the hip-hop community. Fusing a variety of genres, Jutes is developing a rep as both a talented songwriter and a charismatic performer. "Jutes is one of the most talented artists and has one of the most dedicated fan-bases….his music is so easy to get addicted to… although alternative hip-hop is a common genre, Jutes incorporates his own style making his music stand-out from the rest." (Infinity Beats – May 28, 2013)

Anthony Di Nardo // Jutes // 905-536-2018 // jutesmgmt@gmail.com // www.jutesmusic.com

MAINSTAGE2 SATURDAY NOV 16

ALTERNATE ACT

Dance/Pop Artist Zolo has always felt most at ease in front of a crowd. Long before the turntables and blistering beats, Zolo found an emotional outlet for himself on the soccer field, using the sport as a means to deal with some of his own inner demons. Being the center of attention came easily to Zolo, and his athletic skill soon piqued the interest of the Canadian men's national soccer team. Still, it was the passing of his father that had the most profound influence on the artist, and that motivated him to pursue his ultimate goal – to become a Dance/Pop recording artist.

Rory // Zolo World // 416-707-8614 // zolo.world.com@gmail.com // worldofzolo.com

HOSPITALITY SUITE – SAT NOV 16

AFTER MAINSTAGE

ALTERNATE ACT

When it comes to celebrations, epic dance parties and conjuring up serious 90's nostalgia, no one does it better than the darlings of Toronto's cover-band scene. Wannabe: The Spice Girls Tribute Band took the city by surprise when they emerged last winter, selling out their first two shows at The El Mocambo and Lee's Palace. Now, the platforms are higher, the accents are stronger, the dance party is wilder and the costumes more outrageous and spectacular than ever before. From back-up dancers to flash-mobs to gospel choirs to celebrity guests, each show offers a surprise twist, keeping Wannabe fans coming back for more.

Suzy Wilde // Wannabe // 647-281-2551 // suzy@suzywilde.com // 647 281-2551 // www.onesheet.com/wannabeSGT // www.facebook.com/WannabeSGT

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