



## Welcome to the October Breakdown!

You may have wondered what the CBA board is doing these days while our in-person events are on hold. Plenty! Working to make the CBA a truly state-wide organization. Keeping our Youth programs alive and vibrant. Upgrading our social media chops. Building alliances with other roots and ethnic music organizations. Supporting our great musicians through TYRO. Compiling a comprehensive CBA photo archive. And preparing - along with our great volunteers - for the eventual re-opening of our events and festivals, so we can hit the ground running.

To do all this and more in the time of pandemic takes an experienced, dedicated, diverse, and visionary board. We have included below a snapshot of each 2021 board candidate - their full candidate statements can be found here: <https://www.cbaweb.org/About/BoardCandidates>.

But none of this will work without your support. As our Membership Director Larry Phegley notes: **“It’s only your loyalty that will keep us afloat.”** The ugly truth is that we are losing more and more members each month as this pandemic continues. Why? We hope to learn more from our survey. Only current CBA members can vote for the board, but everyone can participate in the survey and we want to hear from YOU!

These are tough times in our association. But with your help we will emerge stronger.

## (re)JOIN CBA

<https://www.cbaweb.org/About/Join>

I am a licensed architect and bring creative thinking and project management skills. I come with an existing passion to support and strengthen the

reach of the youth program. I would continue to refine the CBA’s presence at IBMA and look for other beneficial outreach with other organizations to create a fuller experience for our membership. I want to continue the progress we have made on diversity. At this moment, would like to help raise visibility of talented Black musicians and outreach for more diversity throughout our programs. Finally, we will need alternative sources of funding for the CBA to continue its mission and will need to aggressively pursue grants and sponsorships for long term stability. *Lani Way*

As a retired small business owner, I am familiar with having to learn all aspects of an operation. Having survived prior economic downturns myself, I am well aware of the challenges ahead for the CBA. My primary goals are to expand CBA’s presence within the local So Cal communities, including associations, colleges, schools, parks and recreation, etc.; build liaisons with music organizations; and develop multigenerational learning and jam programs. The last couple of years I have been instrumental in developing music programs through the Osher Lifelong Learning Institute at CSULB and leading “Peer Learning” groups in Bluegrass mandolin, guitar, and jam practice. *Frank Swatek*

What is on the horizon for the CBA? I think we are going to see more “virtual” Bluegrass events for a while, and this will include our 2020 Membership meeting in October. As Board Chairman, I will work with the board to negotiate the pandemic and help to choose that moment when we can all safely get back together. In 2021, I hope to renew our efforts to attract pickers and fans from the Japanese community and begin to market our FDF week to bring in new fans. I am deeply involved with planning and management of our FDF week and representing the CBA to other organizations in California and elsewhere. *Geoff Sargent*

What a year! Everything is at a dead stop. Of course, there is still membership maintenance to perform. With my Area Vice President’s hat on I have been trying to keep the fans in my area engaged. There are certainly challenges for this next board. Trying to keep the Association financially stable while we watch with great apprehension the developments with a COVID vaccine. Keeping our membership at a meaningful level and even meeting a quorum in our election: these are all problems organizations involved in the performing arts are facing and many will not survive. It’s only your loyalty that will keep us afloat. *Larry Phegley*

As a CBA member volunteer, I have worked at Father’s Day Festivals and Turn Your Radio OnLine. I am a CBA photographer and helped develop and administrate the CBA Photo Website ([www.cba-photos.zenfolio.com](http://www.cba-photos.zenfolio.com)). I come from a background in the Information Technology industry and I understand the need to pivot quickly, make tough decisions, and adapt to new paradigms. Some of my goals for 2021 are to promote world-wide recognition of the CBA; to work together with other Bluegrass and Old-time organizations; to establish programs, jams, and new events in Southern California; and to encourage participation and membership among diverse groups, especially young people. *Robin Frenette*

My role as the CBA Corporate Secretary has kept me busy. This year I co-authored a new Social Media policy for CBA, along with Kara Kundert. When COVID began to appear in February, I led a contract and financial risk analysis of the Father’s Day Festival and created and implemented the plan for Turn Your Radio OnLine, which raised \$42,000 to support musicians, instructors and bands, as well as helped offset the financial impact of COVID on the CBA General Fund. This next year will continue to be challenging. I hope that my past experience in non-profit boards and running businesses and digital media technology will continue to aid in this effort. *Pete Ludé*

I hope we can all be together soon. Our CBA board has been working to keep the music and fellowship going in new and innovative ways during these trying times. We are also working hard to adhere to fiscal responsibility, as all of our in-person events have been canceled this year. I’m a big supporter of all our youth programs. I’ve seen young musicians, encouraged and nurtured by our community, who have grown into fine young adults carrying on music to the next generation. *Dave Gooding*

As an Old-time musician/fiddle/guitar teacher in San Francisco, I have been involved in the California & West Coast Old-time communities and festivals for years. I bring this community’s voice to the board. My interests on the board include furthering the co-mingling and working relationship between the Old-time and Bluegrass communities by giving a voice to Old-time; promoting awareness of diversity in the CBA; creating a statewide network of Old-time musicians to further collective communication and Old-time participation in the CBA; promoting live music in communities; and creating workable licensing scenarios for small venues in order to stop ASCAP/BMI predatory practices. *Karen Celia Heil*



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The CBA has had to shift gears. We all need to do our part to keep this wonderful organization moving forward by promoting Bluegrass and Old-time music in a diverse and inclusive environment for all. Part of that shift was our very successful on-line concert series, Turn Your Radio OnLine, that the CBA held in lieu of the festival. We hope to do more of those types of events until we can revisit the festivals we all love. Please, everyone, KEEP YOUR MEMBERSHIPS UP, volunteer, and support artists through virtual tip jars.

*Steve Ladonga*

I am a technical writer at Salesforce, which makes business software that can help nonprofits with fundraising, coordinating volunteers, and organizing events. I am also a graduate student in non-profit management at the University of San Francisco and serve as the statewide coordinator for the CBA Area VPs. I'd like to help the CBA make more room for Black, Latinx, Native, LGBTQ, and women's voices. Our commitment to traditional music can help build working alliances with organizations that represent other roots and ethnic musical traditions. My tech background will help the CBA develop and implement a comprehensive data management strategy to support fundraising and membership growth. It's time to get it done now. *Ted Kuster*

After a forty-year run, I retired from my vineyard and wine company, and brought along my international business, marketing, and communications experience to the CBA board. In my three years on the board, I have been involved with updating the Procedures Manual; coordinating the California Showcase band selection; publishing a more targeted and cost-effective *Bluegrass Breakdown* and developing the *CBA Report* (<https://online.pubhtml5.com/qbt/ehyl>); co-initiating and overseeing the new CBA Photo Website and CBA photographer pool; and hosting the North Bay CBA jam. I'd like to continue this work. But looking ahead, I am particularly committed to increasing CBA diversity and making the CBA a truly all-California organization: this commitment continues, pandemic or not. *Patrick Campbell*

CHANGE SERVICE REQUESTED

BLUEGRASS BREAKDOWN  
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## JOIN US!

<https://www.cbaweb.org/About/Join>

The CBA wants to make the California bluegrass community the greatest place to be. Go to <https://forms.gle/fFM87hW8fdrTMSAe7> and complete a quick survey for the chance to win one of the prize packs in our CD giveaway.

Whether you're a picker, a listener, or both -  
**we want to hear from you!**