



NORTH AMERICAN INDEPENDENT ROCK MUSIC ASSOCIATION

Members Handbook

2015-16



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GENERAL INFORMATION

THE NORTH AMERICAN INDEPENDENT ROCK MUSIC ASSOCIATION

The North American Independent Rock Music Association is the only organization specifically devoted to the growth and development of independent musical artists in the genres of Rock, Hard Rock, Metal, Punk and Hardcore.

The Association is comprised of nearly 1,500 members representing the independent music industry, including Performers, Producers, Directors, Engineers, Agents, Managers, Venue Owners, and Promoters, as well as various other artisans, technicians, and executives.

The Association recognizes creative and technical excellence through its annual NAIRMA AWARD Presentation Ceremony.

BOARD OF DIRECTORS / SELECTION COMMITTEE

Rob Agnello- Independent Producer
Frank Arena- CEO/President Project Backstage
Ric Chetter- CEO/President Radio Memphis
Kenny Colgate- Radio & Video Promotions Eclipse Records
Christine Collins- CEO Regeneration Media
Douglas Ensbury- President/Founder DEPro
Dianna Fryer- General Manager Radio Memphis
Stevil Helmer- Independent Artist Consultant
John Janatsch- General Partner GSPTV Houston
Nina Kelley-Rumpff- Owner Legendary Dobbs
Yvonne Loveland- CEO Voodoo Queen Management
David Lowry- President The Lowry Agency
Kieren McClelland- Production Executive
Mariella Nelson- President Evolution Publishing
Monica Parra- COO Project Independent Networks Inc
Michael Presti- Owner Neue Regel Radio
Jo Schuftan- CEO Horns Up Rocks
Elan Schwartz- CEO/Founder Bands4Bands Entertainment LLC
Bobby Siekkinen- CEO Shadow Entertainment Media
Joanne Spyridakos- Owner Red Door Management
Tony Toledo- President Mosh Pit Army / Locals & Legends
Jeffrey Totten- CEO Celestial Entertainment/On Stage Management
Jason Tyler- CEO ADHD Entertainment
Rob Wallace- CEO MetalheadRadio.com
Jason Wilhelm- CEO Closing Chapter Productions
Oycey Wilhelm- On Air Personality Metal World Radio
Tony Wilson- CEO/Founder The Lafayette Agency LLC / Operation RockFest

MEMBERSHIP

HOW TO JOIN

Association Membership is open to those persons who are at least sixteen (16) years of age and who have been actively engaged in activities related to the creation, performance, production, distribution or promotion of independently released musical works.

The Association represents music professionals from every field and new members must satisfy the requirements of the Association, as well as provide contact information for employment verification.

In addition, unless you have received a NAIRMA Award Nomination within the previous five years, you must provide the name of a sponsor. Sponsors must be Active Association members in good standing. Please contact the Sponsors to ensure that you are spelling their names exactly as they appear on their Membership Card. If you have received a NAIRMA Award Nomination within the last five years, the sponsor requirement will be waived.

Allow 4-6 weeks for application processing.

MEMBERSHIP TYPES & BENEFITS

GOLD MEMBERSHIP- \$100.00 per year

- Vote for NAIRMA Award Recipients
- Free Access to NAIRMA Live Screening Events & Education Seminars
- Vote for Board of Directors & Committee Member Positions
- Discounted Access to Annual NAIRMA Awards Presentation Ceremony

PLATINUM MEMBERSHIPS- \$175.00 per year

- Vote for NAIRMA Award Recipients
- Free Access to NAIRMA Live Screening Events & Education Seminars
- Vote for/Run for Board of Directors & Committee Member Positions
- Free Access to Annual NAIRMA Awards Presentation Ceremony
- Free Enrollment to Industry Services, Endorsements, & Discounts Program

LIFE MEMBERSHIPS-

Life Members are people elected for life by the Board of Directors for outstanding service to the Association or outstanding accomplishment in the independent music industry. Election shall be by a two-thirds majority of the Board of Directors. No dues shall be paid by a Life Member. Life Members shall have all the rights of Platinum Members. Any person who has been or is hereafter recognized for Special Achievement shall automatically become a Life Member at the time of such induction, without the need of being elected; any person who has served or hereafter serves on any Committee of this Association shall automatically be a Life Member, effective as of completion of his/her service as Committee Member, without the necessity of further election.



FOUNDING MEMBERS

Rob Agnello	Michael Alarid	Hovak Alaverdyan	Chris Appenzeller
Frank Arena	Neil Ballard	Bronic Bednarek	Don Belch
Doug Bigler	Ricky Brandes	Ric Chetter	Kenny Colgate
Christine Collins	Ryan Eiker	Douglas Ensbury	Andres Espinoza
Chris Evan	Dianna Fryer	Jason Gallo	Edgar Gonzalez
Henry Guthrie	Shon Harding	Echele Heinbuch	J. William Heitmann
Josh Hicks	Bryan Hillis	Sean Hutto	Jose Iban Garcia-Chon
Stevil Helmer	John Janatsch	David Jarvis	Henry Jarvis
Dustin Keimig	Nina Kelley-Rumpff	Chris Lafferman	Jonathan Lamers
Yvonne Loveland	David Lowry	Ashley Maccabee	Kieren McClelland
Andrew Movsissian	Rick Nagler	Brian Naill	Mariella Nelson
David Nichols	Tom Page	Monica Parra	Lonny Pasillas
Aaron 'Kajol' Poulsen	Michael Presti	Tammie Rios	Steven Robertson
Seth Roscamp	Andrew Santos	Jo Schuftan	Elan Schwartz
Vahe Shahinian	Bobby Siekkinen	James 'Zim' Smith	Jason Smith
Joanne Spyridakos	Nick Stolz	Chris Suitt	Tony Toledo
Jeffrey Totten	Jason Tyler	Erik Ulrich	Rob Wallace
Matt Watness	Greg Weber	Jason Wilhelm	Oycey Wilhelm
Tony Wilson			



THE NAIRMA AWARD

THE NAIRMA AWARD is the independent music industry's most prestigious award, presented annually by the North American Independent Rock Music Association and recognizing creative and technical excellence within the genres of Rock, Hard Rock, Metal, Punk, and Hardcore music.

AWARD CATEGORIES

OUTSTANDING ALBUM
OUTSTANDING SONG
OUTSTANDING MALE FRONTED GROUP
OUTSTANDING FEMALE FRONTED GROUP
OUTSTANDING LIVE PERFORMANCE
OUTSTANDING VIDEO
OUTSTANDING PRODUCER
OUTSTANDING VOCALIST
OUTSTANDING GUITARIST
OUTSTANDING DRUMMER
OUTSTANDING BASSIST
OUTSTANDING KEYBOARDIST
SPECIAL ACHIEVEMENT
MOST DEDICATED FANS
PEOPLE'S CHOICE

Award Recipients are voted on by the Association's Selection Committee and Members in Good Standing in accordance with the NAIRMA Artist Selection Process Guidelines.

NAIRMA AWARD TROPHY

The Official NAIRMA Award Trophy and its entire design is a registered trademark of the Association and is an original design by Roger Beukering, commissioned on behalf of the Holland based Diodak Mfg.

One trophy will be awarded on behalf of each Award Category.
Individuals recognized as members of an award winning group may purchase additional commemorative trophies at a nominal fee.

All nominated artists will receive a certificate.



NARMA AWARD CATEGORY DESCRIPTIONS

1- OUTSTANDING ALBUM

For vocal albums only. Instrumental albums are not eligible. Albums must contain at least 51% playing time of NEWLY RECORDED material.

2- OUTSTANDING SONG

A song must contain melody and lyrics and must be either a new song or a song first achieving prominence during the eligibility year. Songs containing prominent samples or interpolations are not eligible.

3- OUTSTANDING MALE FRONTED GROUP

For newly recorded performances in which vocal solos were primarily performed by a male artist.

4- OUTSTANDING FEMALE FRONTED GROUP

For newly recorded performances in which vocal solos were primarily performed by a female artist.

5- OUTSTANDING LIVE PERFORMANCE

For newly recorded live performances specifically performed during an Official Live Screening Showcase occurring during the year of nomination.

6- OUTSTANDING VIDEO

For an artist whose video was released for the first time during the CURRENT eligibility year and represents outstanding creativity in the area of video production.

7- OUTSTANDING PRODUCER

For a producer whose recordings were released for the first time during the CURRENT eligibility year and represent consistently outstanding creativity in the area of record production. Producer must have credit for at least 51% playing time of album. Or must have credit for at least 6 individual tracks or singles. These tracks or singles cannot be from albums released outside of the current eligibility year.

8- OUTSTANDING VOCALIST

For a vocalist whose recordings were released for the first time during the CURRENT eligibility year and represent consistently outstanding creativity and technicality in their area of performance.

9- OUTSTANDING GUITARIST

For a guitarist whose recordings were released for the first time during the CURRENT eligibility year and represent consistently outstanding creativity and technicality in their area of performance.

10- OUTSTANDING DRUMMER

For a drummer whose recordings were released for the first time during the CURRENT eligibility year and represent consistently outstanding creativity and technicality in their area of performance.

11- OUTSTANDING BASSIST

For a bass guitarist whose recordings were released for the first time during the CURRENT eligibility year and represent consistently outstanding creativity and technicality in their area of performance.

12- OUTSTANDING KEYBOARDIST

For a keyboardist whose recordings were released for the first time during the CURRENT eligibility year and represent consistently outstanding creativity and technicality in their area of performance.

13- SPECIAL ACHIEVEMENT

Honors individuals who have made contributions of outstanding significance within the independent music community, and in areas other than performance.

14- MOST DEDICATED FANS

Recognizes a particular cities fans based on their participation during the Live Screening Process and the Voting Process associated with the selection of the People’s Choice Award.

15- PEOPLE’S CHOICE

Recognizes artists and their works as voted on by the general public.



ARTIST SELECTION PROCEDURES

RECOMMENDATIONS- Members in Good Standing, and Accredited Industry Professionals including Agents, Managers, Venue Owners, Promoters, and others, submit recommendations for artists which they consider worthy of recognition in the NAIRMA Award process.
Jan 1 – April 1

ARTIST VERIFICATION- & SELECTION All recommendations are reviewed by the Association’s Selection Committee to insure that all artists meet specific program requirements in accordance with the NAIRMA Artist Selection Process Requirements & Guidelines. Artists are then selected to participate in a Live Screening Process.
April 1 – June 1

LIVE SCREENING- NAIRMA coordinates with local venues to provide nationwide live screenings allowing each artist the opportunity to showcase their live talents.
Sept 1 – Nov 1

NOMINATIONS- Announced Dec 1 Following the Live Screening Process, the Association’s Selection Committee will select FIVE (5) Nominees in each award category.

FINAL VOTING- Deadline Dec 20 The Association’s Selection Committee and Members in Good Standing will vote to determine the award recipients in each of the TWELVE (12) categories.

The **SPECIAL ACHIEVEMENT AWARD** is solely determined and awarded based on recommendation and selection by the Association’s Selection Committee.

The **MOST DEDICATED FANS AWARD** is solely determined and awarded based on the amount of participation by the general public from any particular city during the Live Screening Process and the Voting Process associated with the selection of the People’s Choice Award.

The **PEOPLE’S CHOICE AWARD** is solely determined and awarded based on Fan Vote.

RESULTS- Late Jan – Early Feb The voting results are delivered via sealed envelopes and the award recipients are announced during an annual awards presentation ceremony held in Southern California in conjunction with the NAMM show.



ARTIST SELECTION PROCESS REQUIREMENTS & GUIDELINES

Members of The Association, Record Labels and other Industry Professionals are not prohibited from promoting their releases during the NAIRMA Award season however, in order to protect the integrity of the voting process, it is imperative that the following guidelines be understood and observed.

LIVE SCREENING SELECTION-

All artists in consideration for participation in the Live Screening Process must receive a referral from an Industry Professional prior to receiving approval from the Selection Committee.

NO participating artist may have any current affiliation whatsoever with a major label.

A "major" is defined as a multinational company which (together with the companies in its group) has more than 5% of the world market(s) for the sale of records and/or music videos. This includes Sony, Warner and the Universal Music Group

NOMINEE & AWARD RECIPIENTS

All Selected Artists in consideration for receiving a NAIRMA Award must have participated in the Live Screening Process during the year of their nomination.

All Selected Artists in consideration for receiving a 2016 NAIRMA Award in one or more of the Creative and Technical Categories must have had a full length album released between November 1, 2014 and October 31, 2015. Releases must be professionally recorded and released in general distribution within the United States, Canada, or Mexico.

MEMBER CONDUCT

The Association's entry lists, nominees lists, finalists lists and ballots are the property of The Association, and are intended for exclusive use by Members in connection with the voting process.

Voting Members shall not be influenced by personal friendships, company loyalties, regional preferences, or sales figures.

Voting Members shall not accept money or anything of value in exchange for votes.

Voting Members shall not enter into any agreements or understandings on how to vote. This includes without limitation:

a. Voting Blocks- Groups of voters who agree to vote together. Such groups may include but are not limited to those voters affiliated with a particular record label, management company, or those voters linked through social media.

b. Vote Trading- Offering to vote or voting in any manner in exchange for another's vote.

Violation of any of these guidelines may result in disqualification of entries.

Any Member who violates or encourages others to violate these guidelines may be subject to sanctions by the Board of Trustees of the Association, including termination of membership.

THE FOUNDATION FOR A SOUND SOLUTION

GENERAL INFORMATION

MISSION STATEMENT- The Foundation for a Sound Solution is dedicated to preserving and celebrating independent artists by providing opportunities and grant funding for continuous education.

BOARD OF DIRECTORS- Jeffrey Totten, Chairman/CEO
Ric Chetter, Vice-Chairman
Echele Heinbuch, President/Executive Director
Rob Agnello, Secretary
Dianna Fryer, Treasurer

MEDIA RELATIONS- Monica Parra, Director of Marketing & Strategic Partnerships

CONTACT- foundation@nairma.net

PROGRAMS

PASSING NOTES- Keeps Music in the classrooms by providing grant funding and musical instrument donations.

MUSIC AS A BUSINESS- Nationwide Education Seminars further develop independent artists in the areas of musicianship, showmanship, and workmanship.

INTERNSHIPS- Technical Education and Career Development in various phases of entertainment business and production.

SUPPORT US

SUPPORT THE FOUNDATION

The Foundation for a Sound Solution utilizes contributions to develop and sponsor educational programs pertaining to the education and career development of independent artists. The primary focus of the Foundation is to preserve the cultural history and artistry of independent musicians by generating community support to ensure that future programs of the Foundation may be properly funded.

Credit Cards, Checks, and Money Orders

Contributions may be made online thru secure transaction by PayPal.

Contributions made by check or money order should be mailed to:
The Foundation for a Sound Solution
1433 Marcelina Ave #541
Torrance, CA. 90501

Pledges

Pledges may be made to the Foundation in support of current fund raising campaigns and are typically extended over a two to three year period of time. Contributors are encouraged to submit a *Foundation Pledge Form*.

Planned Giving

Contributors may wish to consider giving through such vehicles as life insurance, bequests, testamentary gifts or charitable trusts. Planned giving can be a way of reducing or avoiding estate and inheritance taxes. We encourage you to speak with your accountant when considering any type of planned giving.

Gifts-In-Kind

We are more than happy to receive gifts, certain goods or services, which may provide a budgetary savings or fulfill a particular need of the Foundation, however we recommend that you consult with your accountant regarding the tax benefits specific to your gift.

In Tribute

Contributions may be given in honor or memory of certain individuals. Tribute gifts may be given to honor special occasions such as birthdays, anniversaries and weddings, or can be given to honor the memory of a loved one or friend.

The Foundation sincerely appreciates the generous support of our contributors and recognizes both individual and corporate participation in the following categories:

FOUNDER	\$25,000
PATRON	\$10,000 – \$24,999
SPONSOR	\$5,000 - \$9,999
ASSOCIATE	\$1,000 - \$4,999
FRIEND	Under \$1,000

For Additional information, please contact:

Monica Parra
Director of Marketing & Strategic Partnerships
The Foundation for a Sound Solution
1433 Marcelina Ave #541
Torrance, CA 90501
Phone 424-731-2707
Fax 310-750-9301
foundation@nairma.net



MEMBERSHIP APPLICATION

1433 Marcelina Ave Ste 541 Torrance, CA 90501 t 310 528 4320 - f 310 750 9301
nairma.net - members@nairma.net

Please print and complete the entire membership application. **Incomplete applications will be disregarded.**
Submit by mail, email, or fax. Allow 3-4 weeks for processing.

I am applying for: GOLD Membership Status PLATINUM Membership Status

Name _____ Title _____

Company Name _____

Mailing Address _____ City _____ State _____

Phone _____ Home Office Cell

Email Address _____ Website url _____

Sponsor/Endorsers Full Name _____

PLEASE CHECK THE LINE THAT BEST DESCRIBES YOUR AREA OF EXPERTISE WITHIN THE INDUSTRY

- | | | | |
|---|------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Artist/Performer | <input type="checkbox"/> Executive | <input type="checkbox"/> Producer | <input type="checkbox"/> Publicist |
| <input type="checkbox"/> Booking Agent | <input type="checkbox"/> Manager | <input type="checkbox"/> Production Assistant | <input type="checkbox"/> Record Label |
| <input type="checkbox"/> Engineer | <input type="checkbox"/> Media | <input type="checkbox"/> Promoter | <input type="checkbox"/> Venue Owner |

NOMINATIONS AND/OR AWARDS RECEIVED WITHIN THE LAST FIVE YEARS

Year _____ Category _____ Recipient _____

I do hereby certify that the foregoing information is correct.

Applicant Signature _____ Date _____

PAYMENT MUST BE INCLUDED Gold Membership- \$100.00 * Platinum Membership- \$175.00

Checks and Money Orders payable to: NAIRMA

Paypal payments to: Foundation@Nairma.net

APPROVED BY:



ARTIST RECOMMENDATION FORM

1433 Marcelina Ave Ste 541 Torrance, CA 90501 t 310 528 4320 - f 310 750 9301
 nairma.net - recommendations@nairma.net

Please print and complete the entire recommendation form. **Incomplete recommendations will be disregarded.** Submit by mail, email, or fax. Allow 3-4 weeks for processing. Accepted artists will be notified via phone and mail, as well as listed on the nairma.net website.

Where do you receive mail? Home Office

 Name

 Company Name / Title

 Mailing Address City State

 Phone Home Office Cell

 Email Address

 Individual/Group Name of Recommended Artist

 Contact Person on behalf of Artist

 Relationship to Artist

 Mailing Address City State

 Phone Home Office Cell

 Email Address



FOUNDATION PLEDGE FORM

1433 Marcelina Ave Ste 541 Torrance, CA 90501 t 310 528 4320 - f 310 750 9301
nairma.net - foundation@nairma.net

Name (Please enter name exactly as it should appear in all area of recognition)

Mailing Address

City

State

Daytime Phone

Evening Phone

Email Address

Check if contribution should remain anonymous

My gift is in honor/memory of: _____

Checks and Money Orders payable to NAIRMA

Credit Card transactions via Paypal to: Foundation@Nairma.net

Your contribution to the Foundation is tax deductible.

For more information please contact foundation@nairma.net



TROPHY ORDER FORM

1433 Marcelina Ave Ste 541 Torrance, CA 90501 t 310 528 4320 - f 310 750 9301
nairma.net - info@nairma.net

Please print and complete the entire order form. **Incomplete forms will delay processing.**

Name Title

Company/Band Name

Mailing Address City State

Phone ___ Home ___ Office ___ Cell

Email Address

PLEASE CHECK THE APPROPRIATE CATEGORY

- | | |
|--|---|
| <input type="checkbox"/> Outstanding Album | <input type="checkbox"/> Outstanding Male Fronted Group |
| <input type="checkbox"/> Outstanding Song | <input type="checkbox"/> Outstanding Female Fronted Group |
| <input type="checkbox"/> Outstanding Video | <input type="checkbox"/> Outstanding Live Performance |

I do hereby certify that the foregoing information is correct.

Signature Date

PAYMENT MUST BE INCLUDED \$145.00

Checks and Money Orders payable to NAIRMA
Credit Card transactions securely via Paypal to: Members@Nairma.net

APPROVED BY:

