



# JAM!



## Jeff Carlisi, founding member of the band, 38 Special talks about his recently published book that describes the connection between rock and roll, the business world and life in general.

By Helen Marketti

Originally planning to become an architect, Jeff Carlisi found his way to be a member of **38 Special** instead. Jeff always had an interest in music and wanted to learn to play the guitar after seeing The Beatles on the Ed Sullivan Show. For those old enough to remember, seeing the four lads from Liverpool had a lasting impression on many career choices.

Being an original member of **38 Special**, Jeff saw great success with hits such as *Hold on Loosely*, *Caught Up In You*, *Rockin' Into the Night*, *Somebody Like You* and *Back Where You Belong* among many others. After

several years of being part of the band, Jeff chose to branch out and explore other options and interests. One of his roles is being a member of the Rock and Roll Hall of Fame house band. Another role he has successfully established since 2004 is being cofounder of Camp Jam Inc., where he works with young musicians and conducts team-building workshops for corporations.

Applying his knowledge and firsthand experience, Jeff incorporates the business side of music into his talks and workshops for companies. "Before you understand the music business, you're doing it to please yourself," explains Jeff. "When you're going from performing in small clubs for 100 people to

the Rolling Stones, they are actually an industry. You don't have just the people that work directly with the band; there are also concert promoters, record producers, merchandisers and so on."

Part of being in a band is working together as a team with each member doing their part for the common goal; the result is to be successful. "Ego can be good or ugly," said Jeff. "Everyone wants to be the quarterback but you need the whole team. Even with writing and recording for a band, everyone is part of the bigger picture." He continues, "We



38 SPECIAL (1986)

filling stadiums then you become more aware that you are actually selling a product so you have to approach it like a business because it is. When you think of a group like

don't go to a company as a bunch of musicians to tell them how to run their business. What we try to do is show them how to communicate with one another more



## New Years Eve Celebration

*-A Red Carpet Affair-*

Don your best 1950's threads and join the stars on the red carpet for a celebration that is sure to rock around the clock! This all inclusive package will be a blast so get cranked up and be sure to make the scene!

**\$359\* Overnight Package:**

**\$198\* Event Only:**

- Overnight accommodations
- Dinner for two including wine service
- Live entertainment from the Cleveland area band:
- \*Rick and the Cutting Edge Band\*
- Five hour Open bar
- Champagne toast at midnight
- Big screen view of the ball drop
- Gala celebration with party favors
- Endless snack bar
- Breakfast for two
- Late check-out of 1:00pm

\*\*For reservations, call 800-801-9982

- Dinner for two including wine service
- Live entertainment from the Cleveland area band:
- \*Rick and the Cutting Edge Band\*
- Five hour Open bar
- Champagne toast at midnight
- Big screen view of the ball drop
- Gala celebration with party favors
- Endless snack bar

\*\*To book the Event Only package, call 440-415-1597

THE LODGE AT  
**GENEVA**  
ON-THU-LAKE  
NEARBY WINE COUNTRY RESORT

For a schedule of the evening's events visit:  
[http://www.thelodgeatgeneva.com/New\\_Years\\_Eve.aspx](http://www.thelodgeatgeneva.com/New_Years_Eve.aspx)

4888 North Broadway | Geneva-on-the-Lake, OH 44041

## Duffy's Tavern

60 West Main St. • Madison Village • 440-428-9937

Open 11am to 2:30am Mon-Sat • Closed Sundays

EVERYONE  
WELCOME!



**DUFFY'S ANNUAL  
CHRISTMAS PARTY!**

**Sat. Dec. 19**

**All Drinks Half Price 6-9pm  
Serving Free Party Snacks**

**Karaoke 9pm**

**Additional Duffy's Parking with Entrance Behind Building**



effectively and efficiently.”

Most participants in Camp Jam have never played an instrument or have not touched one since high school. “It definitely is taking people out of their comfort zone,” said Jeff. “Camp Jam shows a company’s employees how important it is to work together because everyone needs to do their part.” Participants are divided into groups and will work with a veteran musician to learn three or four songs chosen from a set list. The workshop concludes the same evening with each group performing the songs for their coworkers and families at either a House of Blues or Hard Rock Café. Jeff said that it is great to watch some participants who are very reluctant at the beginning of the workshop finally step out of their comfort zone by evening and perform like a “rock star”.

“We do want to make it fun

because it can be intimidating. We usually go to mingling events the night before to interact with people, get them to relax about it,” said Jeff. “That way they get to meet us, interact, ask us questions and the ice is broken.”

Camp Jam Kids is for seven to ten year olds. Jeff said that most of the kids have never played an instrument before so they have an actual band backing them up. “It’s kind of like karaoke for that



**Liberty DeVitto (Camp Jam workshop)**

age,” said Jeff.

Camp Jam is also offered to 11 - 17 year olds and participants are required to have some experience in knowing how to play an instrument. “Working with the kids reminds me of myself at 11 or 12. I am reminded of the special spark and passion I had for music at that age,” said Jeff. “We’re giving them an experience to be with other like minded individuals. With kids, working together happens inherently. It’s easier and quicker with them than with the adults. There are no rules yet so the kids are eager to learn. I do think it’s important for the kids to understand

the music business and the nature of how it works. What I am seeing though that at ages 16 or 17, teens aren’t interested in the business side of things yet. They just want to play.”

Counselors that have lent their talented expertise and guidance to Camp Jam have included Liberty DeVitto (drummer for Billy Joel), Ricky Byrd (guitar/songwriter for Joan Jett and Roger Daltrey) and Christine Ohlman (long time singer for the Saturday

Night Live Band, George Harrison and Bob Dylan). “I usually have a core team of six people that I always count on,” said Jeff. “But the list does rotate with who is available and willing to participate.”

Whether you are working towards your own personal goals or strengthening working relationships, Jeff has sound advice. “It’s important to have your own originality. It’s ok at first to emulate what you see and admire but after awhile you need to develop your own style and personality. You can always put your own creative spin on anything whether its music, photography or art. Eventually you want to create your own signature sound or your own signature style. You’re now mixing your own part of the stew. Take a four, five or six piece band; if you change one of the players and replace them with another, the sound will not be the same. It may sound better or it could sound worse but what is important to remember is that everyone works together as a team, there is chemistry. You can’t bottle that.”

For more information about Camp Jam, please visit:

[www.campjam.com](http://www.campjam.com)

[www.campjaminc.com](http://www.campjaminc.com)

[www.jeffcarlisi.com](http://www.jeffcarlisi.com)



## Northeast Ohio's #1 ATM Provider!



Now offering  
a **FREE ATM** to  
local businesses!

Mention this ad  
when you call  
for more details.

(440) 251-0781

Kalpin Solutions, LLC

“setting the standard in remote banking”



**Gift Cards Available**

**Main Avenue Music**

**Call to Set up a Time for Recording!**

**RECORDING STUDIO NOW OPEN!**

All Band & Orchestra Instruments Books & Accessories for every School District in the County.

**Renters and Our Students Receive a 10% Discount on All Accessories!**

**Offering the Friendliest & Most Courteous Service**

**Come in For Great Year-End Deals!**

**The Newest & Biggest Musical Instrument Store in all of Ashtabula County**

**LARGE SELECTION OF USED PIANOS • BAND INSTRUMENTS • GUITARS • KEYBOARDS • RENT • BUY • SELL • LESSONS**

Open Mon-Fri: 10-6pm  
Sat 9-5pm

4435 Main Ave. • Ashtabula • 440-998-5453 • [www.mainavenuemusic.com](http://www.mainavenuemusic.com)