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VOICE Magazine

Vol. 10- Issue 21
November 17 - December 1, 2010

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LIVE MAGAZINE

ARTIE KORNFELD
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OF WOODSTOCK

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Wayne Mesker & Woodstock Entertainment Keep Rockin'

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 THAT 80'S BAND**

**SAT. NOV. 20:
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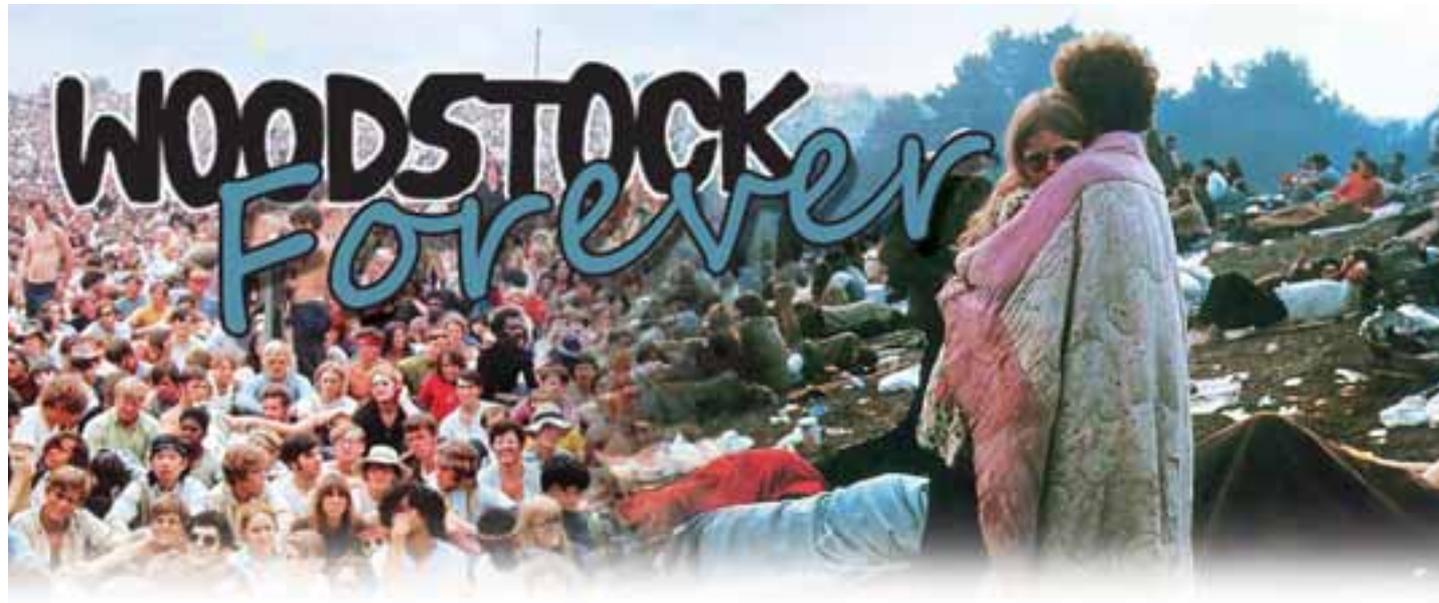
**FRI. NOV. 26:
 BRAVE YOUNGSTERS**

**SAT. NOV. 27:
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By Helen Marketti

It was a typical day during the summer of 2008 when Wayne Mesker finished his factory shift in Parma, Ohio for the day and was looking forward to going home and relaxing for the evening. In a matter of a few moments through an ad on the radio, Wayne's life changed forever. "Normally, I don't listen to the radio on my way home but on that day for some reason I just had a feeling that I needed to turn on the radio. Up until that time I had not heard nor seen

any ads for Rock and Roll Fantasy Camp coming to Cleveland," explains Wayne. "Then the ad came over the radio and that was it for me. What person wouldn't want an opportunity to sing and play with their favorite rock stars in person?"

Wayne continues, "At the time, my fiancé and



I worked at the same factory. She had gone on medical leave for an operation and even though times were tough, as they say, I still shared with her what I had heard on the radio about participating in Rock and Roll Fantasy Camp. She knew it was an opportunity of a life time so we both agreed that we could make this work so I signed up to

be a part of it."

Wayne was in a group of other "campers" (participants) lead by their "counselors" (rockers) and it was a moment in time that spoke volumes to him from the beginning. His camp counselors consisted of Elliot Easton (The Cars), David Ellefson (Megadeth) and Earl Slick (David Bowie and John Lennon). Wayne spent the day learning a few songs and played a gig with his group that same night at The House of Blues. While participating in the musical aspect was an incredible experience for Wayne, it was the words of Glenn Hughes from Deep Purple that influenced him the most. "I had always wanted to get back into music on the performing end as I've pretty much been involved with music and bands in one form or another my whole life. I had really never thought that much about the business end of music but after attending the Master Vocals class with Glenn Hughes I was really struck by what he told us," remembers Wayne. "He told us that we are blessed with musical talent and gifts. To be able to earn a living by it is a double blessing. Glenn went on to say that when you have such gifts; it's your obligation to share those talents with others. That is what inspired me to get back into the music business."

www.joeystaliangrille.com



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Daily Specials & More...

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Armed with inspiration, a passion for music and the desire to help other music talent succeed in their dreams as well, Wayne started his own company, Woodstock Entertainment. "I chose the name "Woodstock Entertainment" because I believe Woodstock '69 was a turning point for music," said Wayne. "It was an event in music history that really made an impact so that's why I went with that name because it inspired me."

Woodstock Entertainment has been around for nearly two years. Wayne is watching his business and client list rapidly increase while providing the best quality services to get careers started or refreshed. One of the clients that Wayne personally manages is Michael Allman (son of Southern rock legend, Gregg Allman). He also has arranged speaking engagements and book signings for Artie Kornfeld. Artie was the co-creator of Woodstock '69



Demian Bell

and he and Wayne work together on a regular basis. In fact, Wayne was responsible for bringing Artie to the University of Akron recently for his first ever college lecture. Wayne is also trying to form a Cleveland chapter of Musicians on Call where musicians will visit patients in hospitals and care facilities. Additional projects that Wayne is involved with are Teach the Dream and Music, Not Mischief.



David Peel

Teach The Dream Foundation is a program that is gaining momentum nationally and Wayne is working on bringing a chapter to Cleveland. Teach The Dream provides underprivileged youth a creative way to express themselves through music in a positive way, overcome obstacles and learn more about the arts and entertainment industry.

Music, Not Mischief is another youth outreach program that Wayne has plans to bring to Cleveland. This program will involve police officers who also have talent as musicians. Officers will participate in programs for at-risk youth through music.

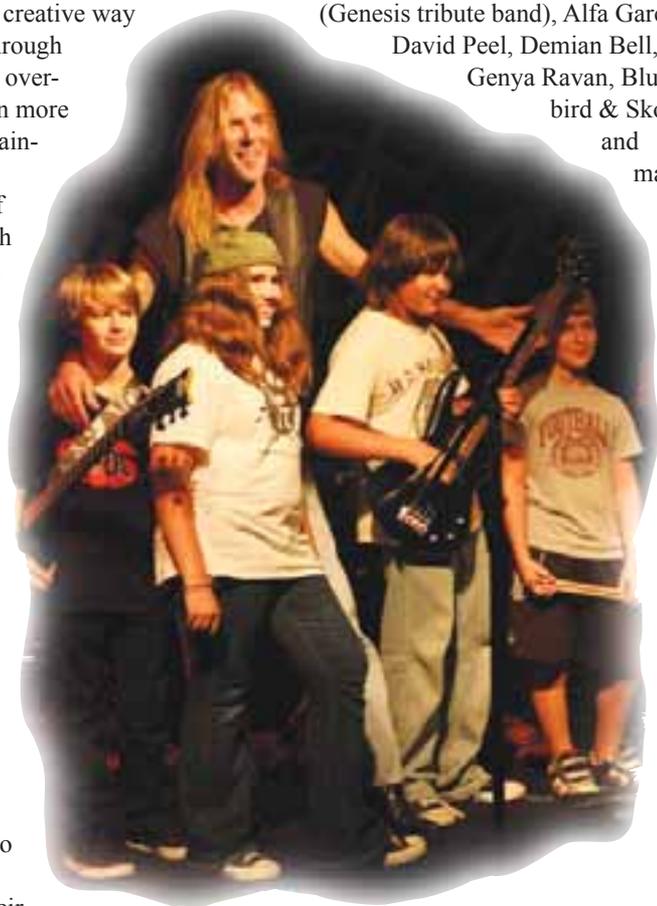
Young people will be involved with jamming with police officers, putting on community gigs and focusing on positive outcomes.

Wayne is also able to assist artists to get their music out through Little Fish Records. He started that business around the same time as Woodstock Entertainment. One of the artists that has music available through Little Fish Records is Cleveland talent, Robin Stone.

"To start this business, I instinctively knew what to do," said Wayne.

"Currently there are a variety of artists that are working with us at Woodstock Entertainment. We have Reggae, Country, Classic Rock, Americana, Avant-garde and Jazz artists... pretty much a variety of genres and

styles." Artists that Wayne has worked with on a local, national and international level include Alan Greene, Frankie Starr, Tracy Marie, One (U2 tribute band), Afterglow (Genesis tribute band), Alfa Garcia, David Peel, Demian Bell, Genya Ravan, Bluebird & Skoko and many



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more. "Some of my current projects include securing tour opportunities for Michael Allman and working on putting on a major concert here in Ohio next summer. I would also like to do something special for Woodstock's 42nd anniversary next summer in Bethel, New York, which was the site for the original Woodstock. My plan is to try to get a busload of Cleveland musicians to make the trip to play there. I'm working on it now. I have been recently invited to speak on a panel for The Music Revolution in Tampa, Florida. The panel consists of Marty Balin (original member/co-founder of Jefferson Airplane), Artie Ko-

rnfeld, Michael Allman and a host of other musicians and other professionals within the music industry. We are going to be talking about making positive changes in the music industry."

Wayne is also collaborating with people at I-tunes to get authors who have written music-related books to have their books available as E-book downloads. He has set this up for Artie Kornfeld in regards to his autobiography and is currently working with May Pang.

Another project that Wayne is involved with is giving back to the community through music and one of his projects for do-

ing so involves being part of raising awareness and funds for the Hunger Network of

Greater Cleveland. On Saturday, December 18 at Wilbert's (downtown Cleveland), Wayne's own band, the Stone Cold Killers along with some other great talent will be performing. Donations will be taken at the door with 50% of the proceeds benefiting the Hunger Network of Greater Cleveland. Wayne's growing list of clients, projects, ideas and dedication to make them work fall within the category of someone you can trust to get the job done.

Music should be something that brings people together instead of coming undone with competition. "People in the music industry often compete with each other for concert gigs then you have bands that compete with each other for those gigs. What we need to do is stop competing with each other and start collaborating. You can get more done by working together instead of trying to go against each other. I'm trying to promote cooperation."

For more information about Woodstock Entertainment www.woodstock4ever.biz



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