

SPECIAL 2017 issue of the SongFarmers Cultivator

A newsletter for all SongFarmer Chapter leaders



Greetings SongFarmers,

Let's talk about our name.

Whether you believe it to be true or not isn't the point – it's the acknowledgement of basic human nature. The first job God gave Adam in the Garden of Eden was to NAME the animals. What we have learned over a few thousand years is the human brain is wired to identify our world and our connections. Language and names are, frankly, important.

Thus our name: SongFarmers. Always one word. Always capitol F. Always with an "s" at the end.

In mercenary terms this is called "branding." I know, it sounds real corporate. Let's look past that for a minute. Just because companies go overboard naming and copywriting everything in sight doesn't mean an organized way of presenting our efforts is wrong by protecting our name. That is why the "SongFarmers" logo is being registered.

Our SongFarmers Chapters are growing across the country and inviting the front porch community to be part of our musical effort. Hometown chapters from Vermont to the Virgin Islands are getting local stories in newspapers, going on local radio stations, being interviewed on TV. Wonderful!

What we've noticed is that we don't have a common name for our hometown SongFarmers events. Is it a concert? No, because that implies we are selling tickets. Is it a meeting? No, because that implies it is some kind of company event. Is it a Gathering? No, because that interferes with the national SongFarmers Gathering.

It's a music jam. We are inviting friends and pickers to a hometown SongFarmers Music Jam. That explains exactly what folks are being invited to participate in.

For example: "SongFarmers of Cabot, Arkansas invite you to their next music jam! Bring a folding chair. Bring a song. Bring your voice. Bring your instrument. Especially bring your family! TIME, DATE, PLACE"

Remember, the more local you are, the easier things will be, the more fun you will have. At the SongFarmers Gathering this October 13 and 14 at Shaker Village near Lexington, KY we will be having several workshops on organizing local chapters, how to invite your community, what is "too large," how to handle the public, how to run a jam so that everyone is having fun and feels included ... and especially a workshop on the songs and music.

We want you there! Make sure your membership is up-to-date, invite your community to join the WFPA and become official SongFarmers, they will each get 5 free tickets to the October Gathering. Everything you need is on our website: SongFarmers.org

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