The Annual FAR-West Music Conference offers an affordable, intimate and interactive way for a wide range of primarily acoustic artists and presenters to focus on the music community in the western region of the U.S. and Canada. We welcome a wide variety of styles including folk, bluegrass, Celtic, country, singer/songwriter, and other genres and disciplines. We encourage musical and cultural diversity and excellence. We are building a stronger music and cultural folk community for all ages and we encourage you to join us as we share our performances, educational opportunities and more!

**May We Register You?**

FAR-West was incorporated in 2003 in California and is run entirely by volunteers. We encourage you to learn more and to get involved by contacting us.

The annual conferences rotate around the FAR-West region which includes in the USA: California, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming, Alaska and Hawaii, and in Canada: Alberta, British Columbia, Yukon and Northwest Territories.

**Sponsors, Donors & Partners**

FAR-West needs your monetary support for our Conference and other related activities. Opportunities abound! FAR-West is a 501(c)3 non-profit organization. Donations to FAR-West are tax-deductible to the extent allowed by law. It's easy to donate. If you would like to discuss details of a potential sponsorship, please contact Joel Tepp, Sponsorship Committee Chairperson, at: joeltepp@earthlink.net

October 8-11, 2020
at the
DoubleTree by Hilton Hotels
2050 Gateway Place
San Jose, CA

An annual 4-day conference open to artists, presenters and supporters
www.far-west.org
#farwestconnects
What is FAR-WEST?
Folk Alliance Region-West (FAR-West) (www.far-west.org) is the western regional chapter of Folk Alliance International. FAR-West fosters and promotes traditional, contemporary and multicultural folk and acoustic music, dance, storytelling, spoken word and related performing arts in the western parts of North America.

The conference is a 4-day event that combines many activities.
Here are just a few examples:

- Juried Showcases on the large stage – A chance to perform for venues and other talent bookers.
- “Guerrilla” Showcases – An entire hotel floor is transformed into 20 to 30 small clubs. You may find yourself playing for a talent agent who is sitting 5 feet from you or learning as you listen to other amazing performers. Every year, a number of very special moments emerge from this event alone.
- Panels & Workshops – Listen and learn. Large variety of topics related to the performance world. Performing, marketing, songwriting, musicology, self-care, social media, PR, and much more.
- Networking Center where you can promote yourself, learn about your fellow musicians, healthcare benefits for performers, musical instrument insurance, or examine instruments and accessories.
- "Best of the West Awards" presented annually – Previous honorees have included Chris Hillman, John McEuen, Joe Craven, Laurie Lewis, McCabe’s Guitar Shop, Wendy Waldman, The Guacamole Fund, Kate Macauley, Art Podell and many others.
- Socialize with presenters, DJs, fellow musicians, agents. Get to know each other in a relaxed setting.
- Jams. All night jams (and daytime, too).

This is your chance to see old friends, meet and jam or write with new friends, learn something, teach something, play for venues. Take a guitar or voice class. Listen to a panel of experts. View a range of amazingly varied showcases. That’s why so many people come back year after year.

What happens at the Annual FAR-WEST Music Conference?
A FAR-West conference is a full weekend packed with opportunities to fire up your passion for music and other folk arts and to remember why, or develop it as a big part of your life. Attendees are performers, presenters, venues, agents, DJs, managers, music fans, etc. They come simply for the love of the music and stories. It’s a special opportunity to hear a year’s worth of performances in one magical weekend and really get to know the people who devote their lives to creating the art.

Hang out. Take a chance. Make new friends and get inspired by their stories. Connect with artists who can welcome you to their hometowns when you travel to perform.
Most of all, find your community gathered together to entertain and inspire each other, then go back home and bring that magic back with you to your own neighborhood and spread the joy.

Photos by Penelope Salinger, Matthew Moran, Duff Ferguson, Sharon Hannah & Jeanette Lundgren from previous FAR-West Conferences
Attention Storytellers and Open Word Artists!

FAR-West is for you, whether you are an artist, teller, presenter, or fan. Open Words lead to open hearts and open minds. Most important, when we are open, we make connections between people, and connections are what FAR-West is all about. Connecting through stories and songs, handshakes and hugs, business and personal.

Seven years ago, FAR-West (which stands for Folk Alliance Region-West) launched a Story Expo Stage, which keeps on growing. In 2019, we changed the name to “Open Words” in order to include the many forms of the oral folk tradition of sharing original tales. Tellers of all stripes can widen and deepen this tradition while gaining performance, marketing, and networking skills, while also meeting potential venue and radio hosts. Past tellers include Guild performers, Moth winners, slam team members, and a recent Grammy winner. We know there are Open Word artists from Western Canada to Hawaii to Alaska to the PacNW. Our region is vast and varied. Let us hear if you are interested in being on the Story Expo Stage or want to tell your stories in one of the PGS rooms.

The 17th Annual
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www.far-west.org

What's a PGS?
The letters stand for Private Guerrilla Showcase. In the tradition of folk gatherings everywhere, when the lights go down on the evening main stage showcases, they come up in dozens of hotel rooms where FAR-West hosts feature stories and music. The intimate PGS setting is a remarkable way to share your talent, meet producers, house concert sponsors, radio and media folks, and other artists you might want to collaborate with. Yep, deals are made and engagements signed right on the floor.

Bring lots of business cards. There are workshop and mentoring opportunities as well. Conference registrants will receive a notice from our Panels & Workshops coordinator so you can submit to lead a panel or a workshop or suggest an idea for one. The seed FAR-West planted is growing like a California grape. The National Storytelling Network members may be hearing more about weaving story and music together as NSN and Folk Alliance International find ways to take the Story Expo (inter)national. Our organizations need to connect, just as we, on a person to person level, do. There’s much to offer tellers and there’s much tellers have to offer the folk community. Please register. Let’s fill those PGS rooms with great tales and musical stories and ignite the Story Expo with your words and your voice.

To learn more about the conference, go to our website: www.far-west.org
Or shoot an email to:
Mary Anne Moorman
Auntnmama@gmail.com
or our conference coordinator,
Jeanette Lundgren
coordinator@far-west.org

COME TEACH, SPEAK, NETWORK, AND ENJOY!
Open Words = Open Hearts and Open Minds. Stories Connect. #farwestconnects at #farwest2020

Photography by Penelope Salinger and Jeanette Lundgren