

# U.S. music biz finds its Canadian Rose

By: Sean Meyer, Our London

The National Association of Music Merchants (NAMM) is the place to rock for the music industry's biggest movers, shakers and rockstars this summer in Nashville.

Last year, for example, former Bon Jovi guitarist Richie Sambora played Summer NAMM, an American music industry tradeshow and conference described as, "the world's largest trade-only event for the music products industry."

While Canadians aren't usually well represented, this year's convention, set for July 11-15, will feature none other than London's own Rose Cora Perry.

"Obviously we're very flattered, very honoured, to showcase our talent, especially in front of the U.S. industry," Perry said. "The kind of people who attend these events, it's not only the instrument manufacturers, but other sponsored artists of much bigger merit than me. It's also record executives and bookers, people who really want to know what's on the up and up and developing in the record industry."

The only way to be selected to showcase at NAMM is to be sponsored by a company exhibiting at the trade show.

Fortunately, Perry cleared that particular obstacle 15 years ago.

Perry is going to

Nashville as a sponsored artist of Daisy Rock Guitars, an instrument manufacturer that specializes in crafting guitars specifically for female performers who are smaller in stature — like Perry.

In fact, the 31 year old is the American company's first Canadian artist.

"The guitars overall are lighter weight and easier to play, especially when you're a petite female like myself," Perry said. "It enhances the playing and performance experience because you are able to move the instrument in an easier way. I've played Daisy Rock guitars since I was probably 15."

The president of Daisy Rock reached out to Perry, asking her if she was interested in attending NAMM this year.

She's actually been asked a couple of times over the years, but didn't really consider it.

However, after speaking to her drummer Tyler Randall (who joins

the singer in her latest project, Rose Cora Perry & The Truth Untold), it was decided the trip was something they had to look into.

Perry's opportunity at NAMM represents a significant achievement in a music career that has been a big part of her life since she was hardly old enough to talk. Perry began performing at age four, started writing music at seven, and made the jump to CEO of her own record label at 15. She has also been a model, journalist, and TV host.

One thing she's never been able to hang on her resume is grant recipient.

She's applied for many grants over her career, but never found any success — until she took up the opportunity to go to NAMM.

To help cover the expenses of the trip, Perry decided to fill out an application for a Foundation to Assist Canadian Talent on Records — aka FACTOR —

grant. And much to her surprise, she was successful.

"Everything has lined up," she said. "We're going to Nashville, representing Daisy Rock, representing Canada, and the Canadian government has jumped on board to help us go. All our expenses are covered, so it's a triple-win right there."

Perry said the NAMM showcase is particularly exciting as it's different from performing in front of the typical audience of adoring fans.

Instead she will be performing in front of music industry insiders and performers who have seen it all and yet consider her good enough to be included among their ranks.

"That's significant in a whole other way," she said. "In the past, I've been lucky enough with my other projects to be showcased at Canadian Music Week and North By Northeast — big industry deals in Canada — so to be able to do the equivalent of that in the U.S., well I'm really stoked."

Front page photo by Erica White.



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