

2018	Ground Floor Lobby	Belk MR (was Assembly 1) Ground Floor	First PC Dallas MR (was Assembly 2) Ground Floor	Upstairs Lobby	Galax Dining Room	Convocation Hall	218 Dickson	230 The Living Room	234 Jeffrey Meeting Room	251 Dowd	Query Lakeside (2nd Floor)	303 Idewild PC	334 Montreat PC	330 The Apartment	Other
WEDNESDAY															
3:00 - 8:00 PM	Registration														
6:00 - 7:00 PM															BARN: BBQ Dinner
7:00 - 9:00 PM															BARN: Barn Dance
8:30 - 10:50 PM				Open Mic											
11:00 PM - 2:00 AM		Opening Night Showcase	Opening Night Showcase								Opening Night Showcase			Opening Night Showcase	
THURSDAY															
8:00 - 9:00 AM					Breakfast										
9:00 AM - 6:00PM	Registration			Exhibit Hall											
9:30 - 10:45 AM		How to get the most out of SERFA for First Time Attendees	Songwriting: How to Write Your Masterpiece						Sharing Licks and Lyrics: The Art of Community Jams and Song Swaps		Envisioning the Life You Want				
11:00 AM - 12:15 PM		You Can't Escape Your Raising. But do you want to? Influences of our origins on our art	Presenters Only Forum						Promoting and Supporting Your Radio Show		Sharpening the Tools in Your Promotional Tool Kit				
12:30 - 1:30 PM					Lunch										
1:45 - 3:00 PM		Social Media for Venues and Artists	Local 1000 - The Union That Works for You						Songs of Place		The Art of Record-Making: From Pre-Production to Mastering				
3:00 - 4:00 PM				Afternoon Break											
3:00 - 4:30 PM								Women's Song Circle							
4:00 - 5:30 PM		Managing and Preparing for Your Own Tours	Effective Collaboration Among House Concert Presenters						Writing About Folk Music		Fieldwork and the Musician				
4:00 - 6:00 PM				Open Mic											
6:00 - 7:00 PM					Supper										
7:15 - 10:30 PM						Official Showcases									
10:40 PM - 2:00 AM		Guerrilla Showcase	Guerrilla Showcase				Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	

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FRIDAY															
8:00 - 9:00 AM					Breakfast										
9:00 AM - 4:00 PM	Registration														
9:30 - 10:45 AM		How House Concerts Can Make You a Living as a Musician	Using Music for Tourism Development - Blue Ridge Music Trails						Building a House Concert Community		Music in Healing Environments				
11:00 AM - 12:15 PM		Songs that Bridge the Political Divide	Small and Medium-Sized Venues: Do's, Don'ts, Problems, Issues...and Answers						Grant Support for Musicians, Events, Radio, and Organizations		Folksongs in the Making: Backwoods Appalachian Songs and New Generation				
12:30 - 1:30 PM					Lunch										
1:30 - 3:00 PM						The SERFA Celebration: Annual Meeting, Awards, and Keynote by Jim Rooney									
3:00 - 4:00 PM				Afternoon Break					Yoga with Karyn Oliver						
4:00 - 5:30 PM		Using Music to Survive Music: Transcending Hard Times as a Musician	House Concert Presenting				How to Grow Your Audience		Does the Folk Music Community Have a Social Responsibility?		Traditional Banjo Greats: George Gibson				
6:00 - 7:00 PM					Supper										
7:15 - 10:30 PM						Official Showcases									
10:40 PM - 2:00 AM		Guerrilla Showcase	Guerrilla Showcase				Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	

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SATURDAY															
8:00 - 9:00 AM					Breakfast										
9:00 - 10:00 AM	Registration														
9:15 - 10:30 AM		Learning from the Old Songs	Presenting a Song Contest from the Organizer's Point of View						Mountain Blues		Worry Less and Create More: Essential Legal Tips made Easy				
10:45 AM - 12:15 PM						Wisdom of the Elders									
12:30 - 1:30 PM					Lunch										
1:45 - 3:00 PM		Promoting to Radio, Hiring Publicists, and Finding Management	Mentoring Youth From Communities to Festivals: The Acoustic Kids Showcases Story						Texas Country Blues Style Guitar		Using your Guitar Skills as Entry Point for Writing Songs				
3:00 - 3:45 PM				Afternoon Break									[Rain site for jam session]		COURTYARD Saturday afternoon jam session (if rain, 334)
3:45 - 5:25 PM		Mentor Session	Mentor Session				Mentor Session	Mentor Session	Mentor Session	Mentor Session	Ballad and Hymn Swap	Mentor Session	Mentor Session	Mentor Session	CONVO 1 (ground level, below showcase room) Group Mentor Q&A Session about video with JB Nuttle
3:45 - 5:45 PM				Open Mic											
6:00 - 7:00 PM					Supper										
7:15 - 10:30 PM						Official Showcases									
10:40 PM - 2:00 AM		Guerrilla Showcase	Guerrilla Showcase				Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	Guerrilla Showcase	
SUNDAY															
9:00 - 10:30 AM					Breakfast										
11:00 AM	Check Out														