

Sixty Songwriters Ready To Perform At Beach Venues

They arrange the notes and pen the words to bring life to a song. You can meet these veteran and rookie artists during the Pensacola Beach Songwriters Festival, October 2-5 at eight island venues. The stages will be packed with talented performers who explain the unique process of songwriting. They will sing and strum and tell their stories.

"Sometimes it's a melody that comes out of nowhere that starts the creative process," said Jim Pasquale, songwriter and co-founder of the festival. "Sometimes it's something someone says to you in a conversation and sometimes the good Lord just sends you one."

Pasquale has been writing songs since he was a teenager, but made it his profession at age 41. His first big hit was "If You Don't Love Me By Now" sung by Eloise Laws on Capitol Records.

There will be sixty songwriters on Pensacola Beach during the festival including a cadre of young professionals making their mark on the music industry, according to Reneda Cross, festival promoter and co-founder. Melissa Brethauer, who calls Los Angeles home, was raised in Navarre. She returns to the festival to perform and preview her newest album to the crowds. Her first album "Waiting" was released in 2009. Notably, this festival feels like playing to a hometown crowd.

"The album does not have a name, yet," said Brethauer. "But I will be like a sneak peek of the new songs. And, it's not an ordinary gig with a regular audience, these people came to hear the songwriters. They came to hear our stories."

Brethauer, 25, noted that her songwriting process has evolved from random inspirations to a more structured challenge of creating multiple songs each week. She analyzes com-

plex relationships among television characters and draws emotions from books she's reading.

"In the last year, I wanted to write more," she said. "I gave my professional life more structure, worked on improving my songwriting and set challenges for myself. It was the extra little kick in the pants that I needed."

Brethauer says the festival experience gives her the ability to share the song's backstory, so the audience can relate. Festivals have provided a rich experience for her to hone her craft and learn from the more experienced songwriters.

Admittedly, she looks for-

ward to hearing songwriter CJ Watson. He is a true wordsmith and is exceptionally talented according to Brethauer. He returns to Pensacola Beach as does Jim McBride and Louis "Cowboy" Johnson.

Also returning to the festival are emerging artists with local ties. Pensacola Beach's Pearl Clarkin lives in Nashville where she writes and performs. Pearl has opened for Cowboy Troy and Charlie Daniels at the Lincoln County Music Festival, and performed at the County Music Awards Fest. Jackie Clowe, 18, from Pensacola is attending Troy University as a music ma-

nor. Jackie plays alto saxophone, guitar, ukulele, flute, piano and bass drum. She won the Gulf Coast Songwriters Shootout at the FloraBama. Seventeen-year-old Brittany Cole from Gulf Breeze will bring her award winning style to the festival. She learned to play the guitar at age 6.

These young talents are wise beyond their years and want to reach out to inspire others. Brethauer has been encouraged by fans, family, teachers and colleagues, so giving back is important.

"I want to advocate for music in the schools," she said.

"Immerse yourself in the arts and support building the future generation of artists. It is so important."

When asked about the heart of songwriting, Brethauer said she's constantly evolving and challenging herself to infuse life into the words and songs. Her future is bright.

"The song should paint a picture," said Brethauer. "When I sing 'These Two Wheels' about riding my motorcycle down a desert road on a moonlit night, I want the audience to feel like they are taking the ride with me."

And, what a ride it will be.

Pensacola Beach Stages and Schedules ~ for additional locations and schedules, go to PensacolaBeachSongwritersFestival.com

Bamboo Willie's

Friday Oct. 3

7pm Joe Stone
8pm Doug Gill, Lynn Langham
9pm John Frinzi, Aaron Scherz
10pm Joel Shewmake, Daryl Burgess, Daniel Demay

Sunday Oct. 5

1pm Brian Morris
2pm Hope Cassity
3pm Rusty Tabor, Bob Regan, Jeff Silvey

Casino Beach Bar

Friday Oct. 3

6pm Brian Morris
7pm Bob Regan, Rusty Tabor, Jeff Silvey
9-11pm Jeremy Bussey, Travis Meadows, Nicole Johnson

Saturday Oct. 4

2-4 Songwriters Open Mic
4pm Local's Show
5pm Brittany Cole, Jackie Clowe
6pm Robert Wayne
7pm Chas Sandford, Melaine Sandford, Greg Crowe

8:30pm Larry McCoy, Pete Sallis, The Stellas

Sunday Oct. 5

2-4pm Asteria Lux - Genesis Green, Courtney Jayne, CJ Watson

The Grand Marlin "North Drop Deck"

Friday Oct. 3

8pm Sheree Spoltore, CJ Watson
9pm Courtney Jayne Yovich, Genesis Green

Saturday Oct. 4

8pm Jeff Dayton, Jerry Vandiver
9pm Jim Femino, Sydney Lett

Lillo's Tuscan Grill

Friday Oct. 3

8:30 Ed Beaver, Thom Bresh
9:45 Louis "Cowboy" Johnson, Jim Pasquale, Alan Rhody

Saturday Oct. 4

8:30pm John Frinzi, Aaron Scherz
9:45pm Travis Meadows, Nicole Johnson, Jeremy Bussey

Paddy O'Leary's

Friday Oct. 3

5:45pm Jay Brown, Ed Beaver
7pm Kim Carson, Donna Slater
Saturday Oct. 4
5:45pm Pearl Clarkin
7pm Billy Droze, Chad Parker

Paradise Bar and Grill

Friday Oct. 3

4pm Local's Show
5pm Larry and Gale Book

6pm Shawn Bowling, Lauren Kay, Jason Justice

7pm Sydney Lett, Jim Femino
8pm "Emerging Artist Hour" Melissa Brethauer, Jackie Clowe, Brittney Cole
9pm Jeff Dayton, Jerry Vandiver, Chad Parker

Saturday Oct. 4

3-5 Open Mic
5pm Michael Wheeler, John Hart, Tyler Mac
6pm Kim Carson, Donna Slater, Rhonda Hart, Elaine Peltz

7pm John Frinzi, Aaron Scherz
8pm Doug Gill, Lynn Langham
9pm Joel Shewmake, Daryl Burgess, Daniel Demay

Sunday Oct. 5

2pm Pearl Clarkin
3pm Stephen Lee Veal
4pm Jim McBride, Mike Loudermilk, Alan Rhody

The Sandbar

Friday Oct. 3

6pm Robert Wayne
7pm Stephen Lee Veal
8pm Greg Crowe, Chas Sandford, Melaine Sandford
9:30pm The Stella's, Larry McCoy, Jim Femino

Saturday Oct. 4

2pm-3pm Open Mic
4pm Larry and Gale Book
4:45pm Shawn Bowling, Lauren Kay, Jason Justice
5:45pm Ed Beaver, Tamy McDonald, Thom Bresh
7pm Runaway Home - Gary Culley, Lisa McCarter, Mark Elliott
8:30pm Jim McBride, Mike Loudermilk, Alan Rhody
10pm Rusty Tabor, Bob Regan, Jeff Silvey

Shaggy's

Friday Oct. 3

6pm Billy Droze
7pm John Frinzi, Aaron Scherz
Saturday Oct. 4
4pm Brian Morris
5pm Joe Stone
6pm Jay Brown
7pm Melissa Brethauer, Brittany Cole
8pm Louis "Cowboy" Johnson, Jackie Clowe

Red Fish Blue Fish

Friday Oct. 3

5pm Pearl Clarkin
5:45pm Pete Sallis, Riley Weston
7:00pm Runaway Home - Gary Culley, Lisa McCarter, Mark Elliott

Beach Eco Trail Wins Prestigious Flagler Award

The Footprints in the Sand Eco Trail has earned its due. Visit Florida, Florida's official tourism marketing arm, presented the Santa Rosa Island Authority with a bronze Flagler Award

at a statewide tourism conference in Boca Raton, September 22. These prestigious awards honor the innovation, creativity, and skill that go into marketing Florida to the world.

The Footprints in the Sand Eco Trail that stretches along Pensacola Beach is attracting thousands of tourists to the Gulf Coast. It's now also attracting statewide recognition for the larger role it is playing in positioning Florida as the number one travel destination in the world.

The trail was first conceived by a few eco-minded individuals. While living on Pensacola Beach Lila Cox spearheaded the project idea, along with Holiday Inn Ex-

press General Manager Beverly McCay. They shared the idea with the Santa Rosa Island Authority Board, who served as the conduit to see the project to completion. The Eco Trail and its marketing program were funded through a grant from BP.

Many in the community have contributed to the success of the Eco Trail. Local photographers and Beach residents Harry Purcell and DJ Zemenick donated photographs which are displayed on the trail and online.

Together with its multi-me-

dia marketing partner, the EW Bullock Agency, the SRIA spent eight months designing the trail that runs shore to shore, covering the 8.5 miles of Pensacola Beach. It includes 39 signs in 29 locations, three kiosks and countless photographs, featuring the unique aspects of the Island's ecology.

Multi-media efforts to strategically market the trail produced local, regional and national coverage, increasing tourism on Pensacola Beach. For more information on the Eco Trail, please visit visitpensacola-beach.com/eco-trail/.



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