



September 22, 2019

FESTIVAL PROGRAM

#thecandyman50

**MUSIC ✪ CRAFTS
ART ✪ CUISINE ✪ RAFFLE
SILENT AUCTION
VENDORS**

Benefiting
The Candyman Scholarship Fund and
Soldier Songs and Voices

**AT SANTA FE
BREWING'S
THE BRIDGE
SEPTEMBER 22, 2019**

THE CANDYMAN • MAKING LIVES BETTER THROUGH MUSIC SINCE 1969

Welcome to The Candyman Celebrates 1969 Festival!

In celebration of our 50th Anniversary, this one-day music festival is FREE and open to all ages so long as minors are accompanied by a parent/guardian. We're celebrating with a variety of musical acts on Santa Fe Brewing Company's outdoor stage, emceed by none other than KBAC 98.1 Radio Free Santa Fe's, Lisa C., from 12:30pm to 6:00pm.

From Noon until 6:00, guests will enjoy a myriad of vendor booths and interactive activities throughout the day including: an inclusive drum circle with Santa Fe's favorite drum teacher, Mark Clark, a kids play area and instrument petting zoo, Do-it-Yourself craft booths such as tie dye shirts, flower crowns, hippie head bands, and hula hoops, artist booths providing henna tattoos and face painting, vendor booths, a 60's costume contest with local celebrity judges Sheryl Roberts, Jono Manson, and SFBC's Pepe Loco, raffle giveaways and a silent auction!

From 6:00pm to 9:00pm, guests will enjoy a tribute to the legendary Woodstock concert, also celebrating its 50th, led by local concert producer, Mikey Baker. The tribute concert showcases songs from 1969's original

Woodstock Festival, performed by some of Santa Fe and New Mexico's most loved musicians. This grand finale is sure to bring home the nostalgia, thus tying together a day of Peace, Love, and Music!

The Festival will not only celebrate The Candyman's 50th year of making lives better through music, but its mission is to also raise much needed funds for two deserving beneficiaries, The Candyman Scholarship Fund, supporting and assisting lower-income music students with access to musical programs, and Soldiers Songs and Voices, a local non-profit serving US military veterans and their families through a creative arts for recovery program, as a form of post-conflict care.

Thank you for your support and have a fantastic day exploring the Festival!

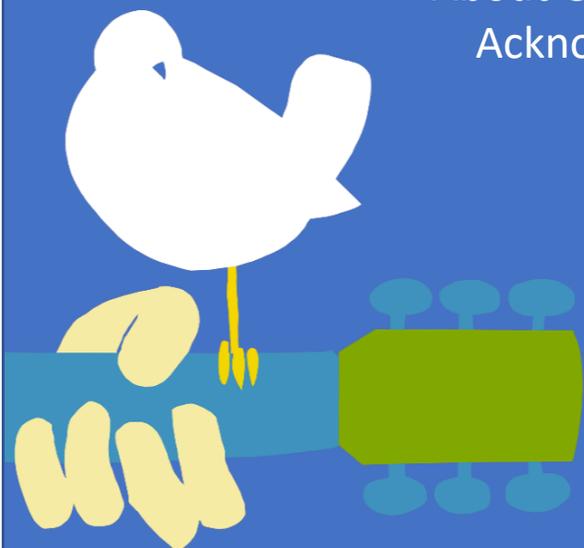
Sincerely,

Everyone here at
The Candyman Strings & Things



TABLE OF CONTENTS

- The Candyman's History
- About Our Beneficiaries
- About the Bands
- The Woodstock Tribute Show
- Attractions
- Musical Line Up
- About Our Sponsors
- About Our Vendors
- Acknowledgements



THE CANDYMAN'S HISTORY



The Candyman has a long and exciting history dating back to 1969. It's been an epic ride ever since. From the humble beginnings of a small acoustic guitar shop – to a large home theater, electronics, recorded music and musical instrument store – and back to its roots as a musical instruments store (with a few additions including

a music education center, repairs and rentals), The Candyman continues to offer an exceptional experience to the Santa Fe community.





THE CANDYMAN'S HISTORY

We could have never imagined that The Candyman would be named the No. 1 Dealer in the Global music products industry. Today, we owe a huge thanks to our community for joining us on this awesome journey and we hope that you'll continue to be a part of our story.

How The Candyman Got Its Name



We're often asked **how The Candyman got its name**. We're so fortunate that the original Candyman founder, Matthew Schwartzman, left us this wonderful story:

Over my many years in Santa Fe, the question I am asked most is, "How did you choose the name "The Candyman?" Here's how.

Back in the sixties, there was a great renaissance in traditional American folk music from which came so many of the great musician-songwriters with whom we are so familiar today. Among the many icons that proceeded



THE CANDYMAN'S HISTORY

them were two extraordinary guitarist-songsters: Reverend Gary Davis and Mississippi John Hurt. Both shared something in common; each wrote a finger-picking masterpiece called, "The Candyman."

I had the rare opportunity to hear the 'Blind Reverend Gary Davis' as we called him in New York, sing "The Candyman" at the legendary Folklore Center owned by my colleague, Izzy Young, who did so much to promote this art form. Even though I never saw Mississippi John Hurt perform, my guitar teacher, Eddie Joe Hicks, traded licks with him while both were performing in Washington, D.C.

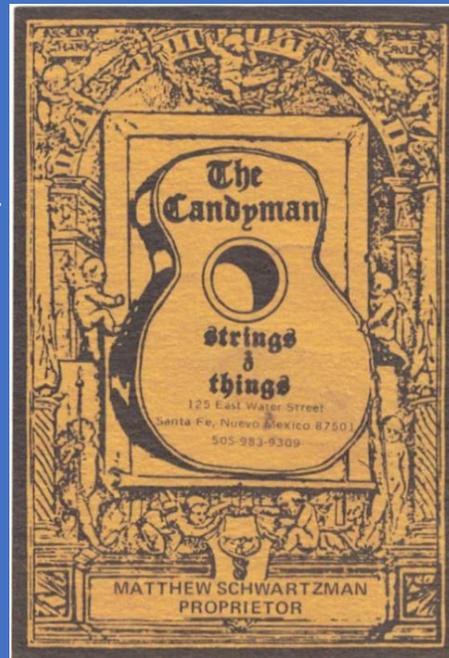
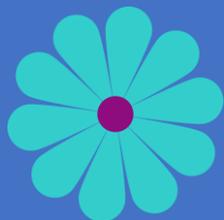
"I'm the man that has the candy, I'm your Yankee Doodle Dandy," sang George M. Cohen in the classic film by the same name in the South at the turn of the century. "The Candyman" was the man about town who had everything; not just the drugs (which is inaccurately assumed) but he was the ladies' man, the sporting man, and the man to



THE CANDYMAN'S HISTORY

whom you would most likely turn to spend some time with because he had the best songs and stories to be sung and told. This term has been in the American vernacular for many generations.

When I traveled across the country in 1969 to open an acoustic guitar shop and finally – and fortunately – arrived in Santa Fe, I called it 'The Candyman,' of course."



Be sure to check out historical photos and more on our [50th Anniversary Celebration Page!](#)

THE CANDYMAN'S HISTORY

Historical Timeline



May 31, 1969

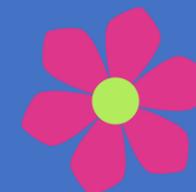
After floating from coast to coast with only \$10,000 capital, Matthew Schwartzman landed in Santa Fe and opened The Candyman on May 31st, 1969 in a 200 square foot space on Water Street in downtown Santa Fe, NM. Originally, the store only sold acoustic guitars, but within a few months started selling recorded music. Later, the store began to carry electrical instruments and offered repair services and eventually, a second location on Galisteo Street was opened, primarily selling stereo equipment.



November 1981

An event that became known as the notorious Candyman fire (burning a million dollars-worth of inventory and causing significant damage to the rental space).

*Photo courtesy of the
Palace of the Governors
Photo Archives
Collection*



THE CANDYMAN'S HISTORY

Historical Timeline



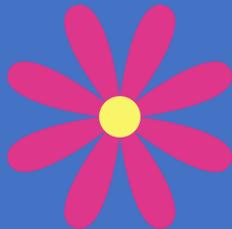
1982

Mr. Schwartzman purchased an empty lot and began construction on The Candyman Center at 851 St. Michael's Drive in Santa Fe. The building included a 10,000 square foot main retail space and four smaller rental units. The Candyman Strings & Things is still housed in this building today as well as current tenants, Barkin' Attic and Dot Foil/Steady Networks.



1984

The Candyman opened for business in its new 10,000 square foot facility in the main area of The Candyman Center. The addition of consumer electronics division was added. The Candyman became the premier source for musical instruments, recorded music and electronics in Northern New Mexico.



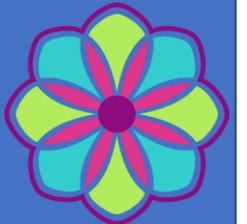
THE CANDYMAN'S HISTORY

Historical Timeline



1989

As electronics and home theater increasingly became the focus of the store, the musical instrument department "Strings & Things" was moved into one of the rental spaces at The Candyman Center.



1994-2009

The Candyman maintained its status, enduring market fluctuations and the comings and goings of competition over the next 25 years.



March 2009

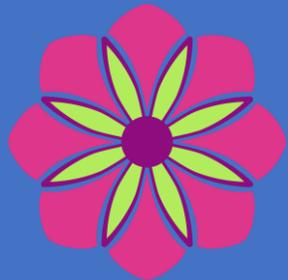
Sadly, founder Matthew Schwartzman died from a malignant brain tumor.

THE CANDYMAN'S HISTORY



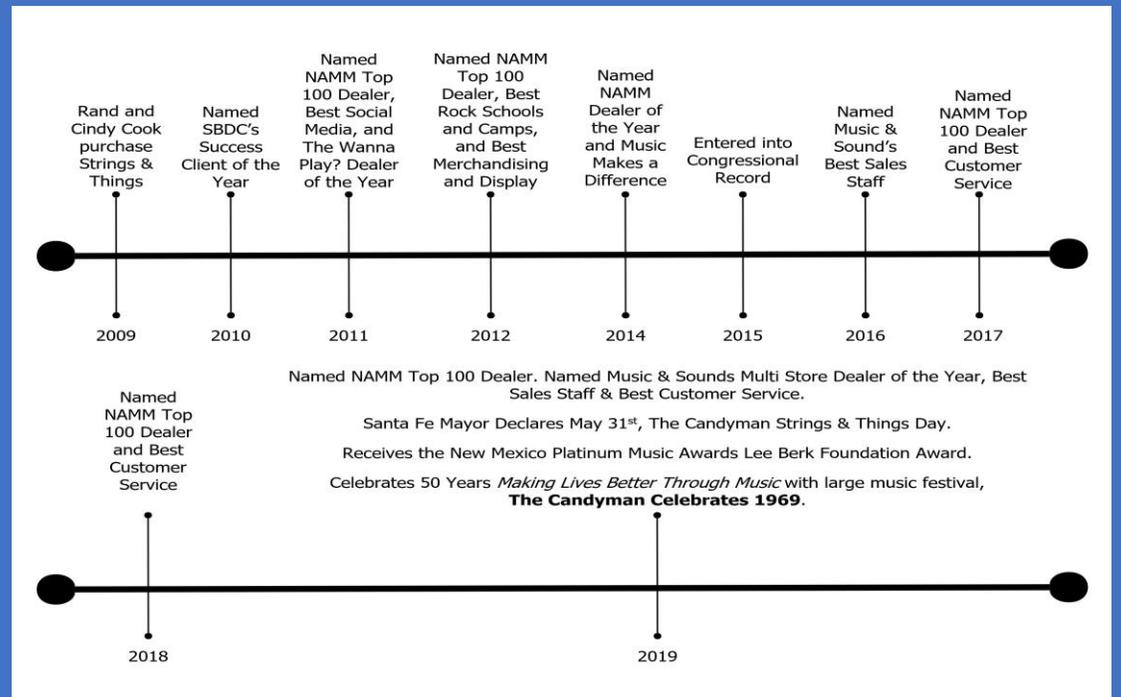
May 2009

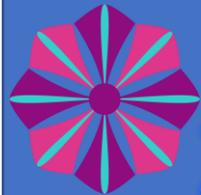
Soon after Mr. Schwartzman's heart-wrenching and unfortunate death, the business' General Manager, Rand Cook, and his wife, Cindy Cook, purchased Strings & Things. (The Schwartzman family made the decision to eliminate all consumer electronics and recorded music that populated the main area of the building.) The Cooks expanded the 'birthplace' of the company, musical instruments. Reinvention of The Candyman Strings & Things took place over the next 4 months and Strings & Things took occupation of the 10,000 square foot facility and expanded its product offerings and added an instrument rental counter, a repair department and a music education center.



THE CANDYMAN'S HISTORY

Since 2009, The Candyman has been bestowed with a plethora honors as shown in the 2009-present timeline, below.





ABOUT THE BENEFICIARIES

*The Festival not only celebrates The Candyman's 50th year of making lives better through music, but its mission is to also raise much needed funds for two deserving beneficiaries, **The Candyman Scholarship Fund**, supporting and assisting lower-income music students with access to musical programs, and **Soldiers Songs and Voices**, a local non-profit serving US military veterans and their families through a creative arts for recovery program, as a form of post-conflict care.*

The festival is totally free, but we hope everyone in attendance will throw some love in the donation jars. Afterall, it isn't about giving, its about making a difference!

The Candyman Scholarship Fund
[Website](#)



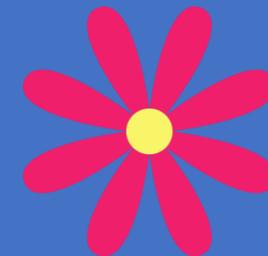
Music education is a priority for us and we want to do our part to help keep music a viable part of every child's education. As you surely know, a struggling economy and budget cuts have affected the funding of arts and music programs in nearly every school in our area and around the nation. With our nationally acclaimed Summer Rock Camp, Rock School and private lesson programs, we have picked up where the schools have struggled to provide, especially in the creation and performance of music relevant and resonant to students'

ABOUT THE BENEFICIARIES

lives. We have raised and contributed over \$40,000 for our scholarship fund while building community support to assist lower-income students who might not otherwise be able to attend one of our programs.

We believe music to be of the utmost importance in the well-being of all, especially kids, and want to assist as many as possible in the joys, challenges and community-building that music-making entails! We feel this festival event, *The Candyman Salutes 1969*, will not only bring awareness to music education but will also make it possible to support and help assist lower-income music students.

Soldiers Songs and Voices
[Website](#)
[Facebook](#)



Soldier Songs and Voices (SSV) offers a "creative arts for recovery" program for US military veterans, as a form of post-conflict care. They provide free music lessons, instruments and songwriting workshops for any veteran, of any branch of service and any era. Along with the other SSV chapters, they contribute to the research on the effect of music on the brain and how music can be used to address military trauma.

ABOUT THE BENEFICIARIES

SSV was founded as a 501(c)(3) public charity in 2011 by Dustin Welch in Austin, TX. Since that time, the organization has grown to eight chapters, including four in Texas and one each in Florida, Oregon, Arkansas and New Mexico. Additionally, SSV hosts an annual, week-long songwriting retreat for veterans on a south Texas cattle ranch.

SSV Santa Fe was founded in 2017 by Daniel Johnsen and currently offers four workshops a month, focused on music instruction, group play and songwriting. In 2019, they plan to host several songwriting intensive workshops, led by professional singer/songwriters who work regularly with other SSV chapters.

While music has long been believed to have therapeutic power, recent advances in neuroscience allow researchers to map the effects of music on the brain. SSV is contributing to the growing body of research that indicates music is not a supplement to therapy but is in itself a proven method to retrain and re-educate the brain.

One day at a time,
one veteran at a time,
one song at a time...



ABOUT THE BANDS

Musical Performances

12:00-6:00

In addition to the many attractions, activities and booths; we've planned quite a show from The Bridge's huge outdoor stage. We also have a few surprises in store. Check out the amazing performances below!



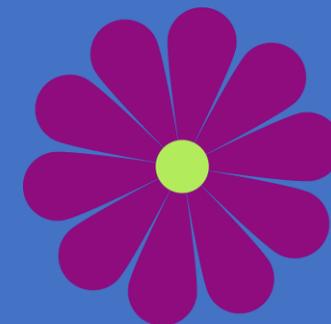
Drum Circle with Mark Clark

Although this festival feature doesn't technically take place on the stage, it's certainly going to be an integral kick-off to our musical line-up! Facilitated by globally recognized drummer, Mark Clark, this drum circle will enable participants to create rhythms in a safe space that is inclusive and non-judgmental.

No experience necessary!

12:00pm-12:50pm

12:00-12:50



ABOUT THE BANDS

Musical Performances

12:00-6:00



At 1:05

Soldier Songs and Voices

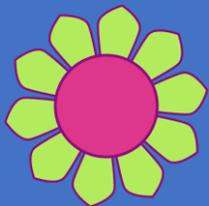
In addition to the festival's mission to raise much needed funds for this amazing organization, festival goers will be treated to original songs written and performed by Soldier Songs and Voices leaders and participants. What an honor to witness Santa Fe veterans telling their stories through the songs they've written!



At 1:45

NDVRS

We love it when alumni of our globally award-winning Summer Rock Camp and Rock School go on to do great things in music. NDVRS has certainly made their own name in New Mexico and we're so proud of this all-girl alumni. We're thrilled to have them play our festival stage!

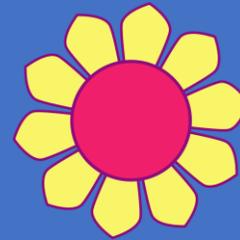


NDVRS is an indie pop group from Santa Fe, NM bringing high energy and audience-captivating performances to every show. Blending familiar

ABOUT THE BANDS

Musical Performances

12:00-6:00



sing-along covers with creative originals - this band knows how to entertain. These young musicians instantly capture your attention with their vibrant musical souls and astound with surprising control of their instruments that reach far beyond their age. Audience members have described NDVRS as "refreshing and excellent musicianship," "upbeat music that people of all ages can dance and sing along to," and "a band with an amazing feel-good vibe with shows that can be enjoyed by everyone."

[Facebook page](#)



At 2:30

Pappy O'Daniel's Porch Time Band

Born from our weekly, [Pappy O'Daniel's Porch Time Jam](#), this traditional music-themed band will perform songs everyone can sing and dance along to. Banjos, fiddles, stand up bass, mandolins, guitars and more, this band is an exquisite aftershock of the old time music dating back to the 1920s.

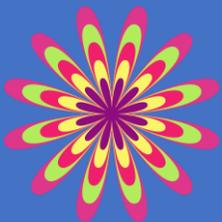
ABOUT THE BANDS

Musical Performances

12:00-6:00



At 3:15



The High Vibes

The High Vibes are an Alternative Rock band formed in early 2018 in the mountainous desert of Santa Fe, New Mexico. Jake Reynolds (guitar/vocals), Saunj (bass/vocals), Justin Reynolds (keys/synth/upright bass/szechuan sauce) and Marcus Newell (drums) are the North, West, East and South that direct this band of high vibing frequencies and groovy beats. They are always exploring new realms of sonic bliss with lyrical ideas that promote one love, peace and the expansion of consciousness.

[Facebook](#) - [Website](#)



At 4:05

John Francis and the Poor Clares

Warm melodies, rich harmonies and heartwarming rhythms. The Poor Clares are a trio of musical friends committed to crafting original songs into familiar favorites. Classic Americana finds a new voice in Santa Fe.

[Facebook](#)

ABOUT THE BANDS

Musical Performance

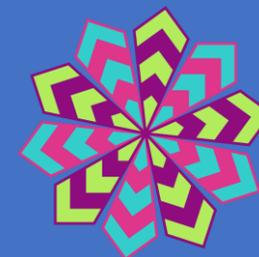
12:00-6:00



At 4:55

Sabbath

Sabbath impeccably covers songs of the iconic pioneers of heavy metal music, Black Sabbath. Performing tunes from the early Ozzy years, Sabbath resurrects the ethos for a highly relevant experience for today's audiences. Delivering the exquisite mayhem of Black Sabbath from the stage, are band members Chris Riggins (guitar), James Donald Stuart III (bass), Tom Valencia, (guitar), Jake Pruitt (vocals), Jessie Otero (drums) and guest musician, Freddy Lopez (harmonica).



WOODSTOCK TRIBUTE

SHOW 8:00-9:00

As The Candyman celebrates its 50th Anniversary, so does the iconic Woodstock! With a concert reminiscent of the Woodstock music festival, we'll also be celebrating the 1969 moment that changed history. Songs from the era will be performed by some of Santa Fe's *grooviest* local bands!



Nosotros

Nosotros seamlessly combines Latin rhythms with elements of Rock, Salsa, Jazz and Cumbia creating an original sound that is unmistakably Nosotros. M.E. Schenck of Hyperactive Music Magazine may have interpreted their sound best by saying "Nosotros' music is not to be explained, it is to be felt in the pit of our souls."

[Facebook](#) [Website](#)

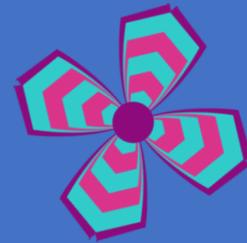


BrotherSound

BrotherSound is the result of lifelong friends creating a symbiotic mind-meld to create euphoric, ecstatic, terrifying and entrancing music. Chance Willey, Julian Gonzales, Jake Montiel, Gabe Pacheco, and Ian Davis are

WOODSTOCK TRIBUTE

SHOW 8:00-9:00



attempting to create a super-organism while playing warm earth music for plants and the people who love them.

[Facebook](#) [SoundCloud](#)



Sunbender

Sunbender is an art rock band from Santa Fe, New Mexico. Exploring and blending a wide range of musical influences (some familiar and some not so familiar) from all genres of music with the dream of nudging pop culture into new and interesting territories. Listen closely and you just may hear the echoes of Radiohead, David Bowie, Tom Petty, Pink Floyd, Planetarium Music, Electronic, Punk and Hard Rock in their music. Sunbender are: Robert McCormick, David Darby, Robin Oxley and Jake Osborn.

[Facebook](#) [Website](#)



WOODSTOCK TRIBUTE SHOW 8:00-9:00



Little Leroy & His Pack of Lies

Little Leroy cranks out your classic rock and pop songs, which, in the end, fills the dance floor with baby boomers who've been known to air jam and sing along in a joint more known for its flamenco dancing than its rock 'n' roll. From the Beatles to the Stones to Bob Dylan to Neil Young to Bob Marley.

By Thomas Ragan, SFR
Facebook Website



CS&R (C.S. Rockshow)

C.S. Rockshow is Don Curry guitar/vocals, Pete Springer keyboard/vocals and 2018 NM Music Awards Best Song winner Ron Crowder drums/vocals. Coming together as CS&R for *The Candyman Salutes 1969* festival, with special guest Jamie Russell, they'll be covering Crosby, Steels, Nash and Young! The audience is sure to enjoy their inspired rock & roll with strong vocal harmonies.

Facebook

WOODSTOCK TRIBUTE SHOW 8:00-9:00



The John Kurzweg House Band

Anchoring the tribute stage in superstar fashion is famed Producer / Musician / Songwriter / Engineer, John Kurzweg and his house band: Justin Bransford, Andrew Primm, and Brant Leeper.

This Dream Team backs some of Santa Fe's finest artists including:

Levi Platero

Tiho Dimitrov

Timbo Arnaldo

Myrrhine Rosemary

Pete White

Janice Mohr-Nelson

Jesse Gayle

Joe West

Elizabeth Scarinzi

Jake Jones

Henry Sutro

Francesca Jozette

Mathiew McClinton

Jake Monteil

Terry Diers

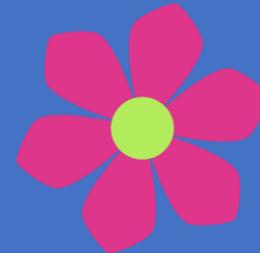
Lucy Barna

Busy McCarroll

Mike Handler

Tom Valencia

James Westbay



Attractions

Costume Contest

DIY Tie Dye

Face Painting

Flower Crown Making

Food Trucks

Henna Tattoos

Hippie Headband Making

Hula Hoop Making

Instrument Petting Zoo

Silent Auction

Raffle

Vendor Booths



Music

12:15 Drum Circle
with Mark Clark

1:05 Soldier Songs
and Voices

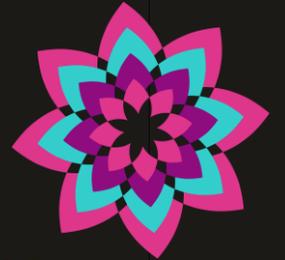
1:45 NDURS

2:30 Pappy O'Daniel's
Porch Time Band

3:15 The High Vibes

4:05 John Francis &
The Poor Clares

4:55 Sabbath



Woodstock Tribute

6:00 - 9:00



Nosotros
BrotherSound
Sunbender



Little Leroy &
His Pack of Lies
CS&R (C.S. Rockshow)

The John Kurzweil
House Band
With Andrew Primm,
Justin Bransford &
Brent Leeper
with Special Guests

LEVI PLATERO
TIMO DIMITROV
TIMBO ARNALDO
MYRRHINE ROSEMARY
PETE WHITE
JANICE MOHR-NELSON
JESSE GAYLE
JOE WEST
ELIZABETH SCARINZI
JAKE JONES

HENRY SUTRO
FRANCESCA JOZETTE
MATHIEW MCCLINTON
JAKE MONTEIL
TERRY DIERS
LUCY BARNA
BUSY MCCARROLL
MIKE HANDLER
TOM VALENCIA
JAMES WESTBAY

ABOUT OUR SPONSORS

The Candyman Strings & Things emphatically thanks the below local, national and global sponsors for supporting *The Candyman Celebrates 1969* Festival and Benefit. It is because of our sponsors that the Festival is available to the community at no charge and our beneficiaries will receive much needed funds as they serve those in need. Show your gratitude by patronizing these amazing businesses!



For more than 130 years, we've been your partners.
Supporters. And neighbors. WE ARE your bank.

CENTURY BANK
We Bring Local to Life.

MyCenturyBank.com | 505.995.1200



HAL • LEONARD

Where we do things...
... a little different.

Celebrate being different in
the City Different!
Tune in to 98.1 Radio Free Santa Fe.



dot foil
Computer Sales & Service

Congratulations on
50 YEARS
OF EXCELLENCE!

From your friends at:



Córdoba



FISHMAN
Inspired Performance Technology™

CAPITOL Ford LINCOLN

Contact
MIKE LARA
(505) 690-6511

473-FORD
capitolfordnm.com

473-3673
capitolincoln.com

The Santa Fe Auto Park on South Cerrillos Rd.
Under the Great American Flag

BLX288/SM58
WIRELESS DUAL
VOCAL SYSTEM

SHURE



D'Addario

Roland
WE DESIGN THE FUTURE

OMG

Music

OMG Music
omgmusic.com
800-675-2501



25
ORTEGA
GUITARS • EST 1994



DANIELS INSURANCE INC.
... an Assurex Global Partner



Listening Horse
Therapeutic Riding

NEW MEXICO'S LEADING NEWS SOURCE
ALBUQUERQUE
JOURNAL

SANTA FE REPORTER
LOCAL NEWS AND CULTURE



SANTA FE NEW MEXICAN

ABOUT THE VENDORS



Listening Horse
Therapeutic Riding

Listening Horse Therapeutic Riding is located in Santa Fe, New Mexico. They are a member center of the Professional Association of Therapeutic Horsemanship International (PATH Intl.), the premier organization that trains instructors to provide Equine-Assisted Activities & Therapies (EAAT) to folks living with special challenges.



PlantLife (Eli and Carol Hooper) is a local, environmentally conscious business specializing in plantscaping, consulting and floral artistry.

Carol is a professional floral designer, with 20+ years in the industry, who will be offering pre-made or make-your own floral crowns with mostly locally forged product.



ABOUT THE VENDORS

JCM Art
Peripheral Visions

Jennifer C. McCarthy is a self-taught artist currently living in New Mexico. She has been influenced by the work of Paul Klee, by the artwork of children, by the patterns and forms found in nature and music and by her love of the people and place of El Paso, Texas and the Chihuahuan Desert.



Established in Santa Fe, NM in 2009, New MexiCann, a locally owned, mission-driven producer, processor & dispensary, was founded on the belief that cannabis can enhance the human experience, and help you live a healthy natural lifestyle. Serving the diverse interests of people in the community – from patients, to enthusiasts, to connoisseurs their passionate staff works together to uncover what is best for you, creating solutions that meet your individual needs. New MexiCann, is proud of our role in the community and take what they do seriously. For many patients, they are a beacon of hope – the last option.

ABOUT THE VENDORS



Sara Montgomery uses top quality face paints, cosmetic glitter and henna ink. She loves seeing a child's reaction when they look in the mirror after getting their face painted and enjoys making people happy and wowing them with great work. She also loves the creative aspect and when clients request special themes or designs that are new or challenging.



We're so lucky to have renowned **Photographer, Minish Bacrania**, as our official festival photographer! His portfolio includes The New York Times, The Wall Street Journal, Google, Goldman Sachs, Huffington Post and more! Look for Minesh while enjoying festival activities and be sure to give him your best smile. We'll post his photos a few days after the event!



NEW MEXICO MUSIC AWARDS

The New Mexico Music Awards will be on-hand with music from New Mexico artists and to answer any questions about the music industry in NM.

ACKNOWLEDGEMENTS

The following people and organizations have contributed to *The Candyman Celebrates 1969* festival in various ways. It is their work and contributions that have made it all possible and we thank them!

The Candyman Staff and Teachers

 Mikey Baker

The numerous, and emphatically appreciated, volunteers

 The Santa Fe Brewing Company

(especially those at The Bridge location (Brian, Barbie, Dakotah and Alana)

 Hutton Broadcasting/Santafe.com/KBAC 98.1 Radio Free Santa Fe

 (special thanks to Lisa C. and The Might Chris D.)

 Zachary Wood (Hal Leonard) and John Scully (Yamaha)

 Our many local, national and global sponsors

All the wonderful businesses/artists that donated to the raffle/silent auction

The amazing musicians pouring out their talent from the stage

 Festival Vendors (Listening Horse Therapeutic Riding,

 JC McCarthy, New MexiCann, PlantLife and Sara Montgomery)

 Costume Contest Celebrity Judges:

 (Jono Manson, Sheryl Roberts and Pepe' Loco)

 Image Ratio

 Photographer, Minesh Bacrania

 Robin Beachner and Making Sense Clothing

 Food Trucks (Back Road Pizza, SnoXpress and Power 5 Bar-B-Que)

The original planning committee: (Eric Davis, Jamie Lenfesty, Lisa C., Brian

 Lock, David Schwartz, Rose Evans, Ray Romero,

 Francesca Tharpe, Rand and Cindy Cook, Justin Pucila,

 Chris Riggins and Tom Valencia)

We apologize if we've missed anyone!

