



LET YOUR CORPORATION **ROCK!**

“ *Sure To Get Things Rockin’
At Company Retreats!* ”

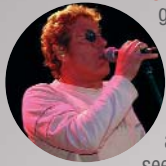
- Business Week

“ *The Most Incredible Human Capital
Development Program Available!* ”

- The Wall Street Journal

MEGA STARS

Roger Daltrey - is the voice of *The Who* and has 17 gold records, 10 platinum albums on his shelf.



Roger was instrumental in the band's music expression and development. Roger has also lent his talents to the big screen in "Tommy" and "Lisztomania." Roger has also enjoyed success as a solo artist releasing over 7 albums. Roger is a dedicated philanthropist which can be seen in his work with the *Teenage Cancer Trust Foundation*.

Roger Daltrey enjoys *Rock 'n Roll Fantasy Camp* because "I like interacting with real people who have a passion and a dream. I was lucky with my passion and dream so it's great to be able to give back."

Jon Anderson - is the unmistakable voice of *Yes*, *King Crimson*, 13 solo albums, 7 in collaboration with *Vangelis*. Yes has 12 gold and 8 platinum and multiple platinum albums and the number one singles "Owner of A Lonely Heart" and "Love Will Find A Way."



Mickey Hart - is best known for his nearly three decades as the drummer of the *Grateful Dead* and their 6 multi-platinum albums and 20 gold albums. Mickey has over 29 releases of world music on *Rykodisc* and has played at the opening ceremony of the Olympic Games. Additionally, Mickey has composed scores, soundtracks and themes for movies and television including *Apocalypse Now*, *Gang Related*, *Hearts of Darkness*, and *The Twilight Zone*.



Brett Michaels - the front man and songwriter for the hair metal band *Poison* has sold over 22 million records and had fifteen top 40 singles. Brett has also produced and written for numerous artists, including *Stevie Nicks*. Brett has written such classics as "Every Rose Has It's Thorn," and "Something to Believe In."



Rock'n Roll Fantasy Camp Mega-Stars Include:

- Jon Anderson** (Yes)
- Dickey Betts** (Allman Brothers)
- Roger Daltrey** (The Who)
- Dave Davies** (Kinks)
- Mickey Dolenz** (The Monkees)
- Dr. John** (New Orleans Legend)
- Mickey Hart** (Grateful Dead)
- Levon Helm** (The Band)
- Nils Lofgren** (E. Street Band)
- Bret Michaels** (Poison)
- Joe Satriani**
- Neil Schon** (Journey)
- Dee Snider** (Twisted Sister)
- George Thorogood** (The Destroyers)
- Steve Vai**
- Jane Wiedlin** (Go Go's)
- Max Weinberg** (E Street Band)

Our Impressive Lineup of All-Star Rock'n Roll Counselors Includes:

- Teddy Andreadis** (Guns 'N Roses)
- Jeff "Skunk" Baxter** (Doobie Brothers)
- Jack Blades** (Damn Yankees)
- Gary Burr** (Carole King)
- Fred Coury** (Cinderella)
- Spencer Davis** (Spencer Davis Group)
- Elliot Easton** (The Cars)
- Mark Farner** (Formerly of Grand Funk)
- Doug Fieger** (The Knack)
- Barry Goudreau** (Boston)
- Kelly Keagy** (Night Ranger)
- Simon Kirke** (Bad Company)
- Bruce Kulick** (KISS)
- Gunner Nelson** (Nelson)
- Artimus Pile** (Lynyrd Skynyrd)
- Jerry Renino** (Herman's Hermits)
- Mark Slaughter** (Slaughter)
- Kip Winger** (Winger)

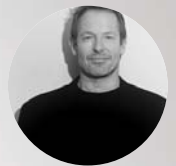
MC & HOST



Lynn Hoffman - the new face of *Vh1 Classic*, has also lent her talents to radio stations throughout Boston, New York and across the country on *United Stations Radio Networks*. You will recognize her from her broadcast work on *CBS*, *The Learning Channel* and several advertisements for *Time Life*. Lynn has co-hosted shows with such legendary artists as *The Doors*, *Donna Summer*, *Bonnie Raitt*, *Hall and Oates*, *Roger Daltry*, *Pat Benatar*, *Brett Micheals*, *Kenny Loggins*, *Suzanne Vega*, *David Crosby*, *Joe Jackson*, and *Lisa Loeb*.

CAMP COUNSELORS

Simon Kirke kept the beat for two of the 70's most popular bluesy hard rockers, *Free* and *Bad Company*. *Bad Company* became one of the biggest and best live acts and have sold approximately 60 million singles and albums to date, with their biggest single "Alright Now" receiving over 2 million plays on the radio. Simon has worked on projects with *Wilson Pickett*, *Bo Diddley*, *Ray Charles*, *Jerry Lee Lewis*, *Kieth Richards*, *Ronnie Woods*, *Ringo Starr*, and *Eric Clapton*.



Mark Farner formerly of *Grand Funk Railroad*, recorded 17 albums with total sales of more than 25 million records with the band. Mark is the unmistakable voice, guitarist, and songwriter of the band's 12 platinum and 15 gold albums. *Grand Funk Railroad* set the attendance record at New York's Shea Stadium for a concert, surpassing the record set by *The Beatles*, a record which still stands today.

Bruce Kulick before joining *KISS* Bruce played with *Billy Squier*, *Michael Bolton*, and *Meatloaf*. Bruce handled *KISS'* lead guitar duties for 12 years, performing around the world multiple times, including stadium shows with attendance of over 100,000 at a single concert. He has recorded and written songs on three platinum and seven gold records for the band, including a co-write on the *KISS'* gold re-union release, *Psycho Circus*.



Doug Fieger is the lead singer, rhythm guitarist, main songwriter, and record producer of *The Knack*. For the last 27 years, *The Knack* have released 6 studio albums (including #1 album "Get The Knack Out"), a live album and DVD, a concert film ("Live At Carnegie Hall"), a documentary ("Getting the Knack"), and have sold over 8 million albums and 25 million singles, including "My Sharona," #1 Single of 1979 and one of the biggest selling records of all time.

Mark Slaughter - *Slaughter* was formed in 1988, with Mark on vocals, *Dana Strum* on bass, *Tim Kelly* on guitars, and *Blas Elias* on drums. They began touring extensively in 1990, opening for bands they admired like *KISS* and *Ozzy Osbourne*. They released their first release, *Stick It Live EP*, that year. The five song collection captured the band's live energy on stage. Later that year, the band released their debut album, *Stick It To Ya*, which reached multi-platinum status.



Kip Winger - Before founding the the band that bore his name, Kip played with *Alice Cooper*. Winger enjoyed 5 years of platinum album sales and barnstorming tours. Kip went on to write and produce three solo albums. He is currently working on Winger's 4th album as well as his 4th solo album.

Gary Burr - has produced albums for *Faith Hill*, *Olivia Newton-John*, and *Disney*. He has toured with *Carole King* in her successful "Living Room Tour" and is a member of *Ringo Starr's* band "The Roundheads," supporting the last two albums Ringo and Gary have written together. Named writer of the year by *ASCAP*, *NSAI*, and *Billboard*, Gary has recently been inducted into the *Nashville Songwriter's Association Hall of Fame*.



What is Corporate Rock'n Roll Fantasy Camp™?

Corporate Rock 'n Roll Fantasy Camp provides a non-traditional approach to re-energize your employees, form new relationships across your organization, break through the established hierarchy, and significantly increase the impact and benefits of your current training programs.

Rock out on stage anywhere you want, and bring your employees along for the most valuable and exciting team building experience available anywhere. Motivate your sales or marketing team to work as one cohesive unit aimed at achieving your organization's business objectives by increasing communication, focusing on strengths, and tapping into useful assets from within the group, all the while having one of the most memorable experiences of a lifetime. This is *Corporate Rock 'n Roll Fantasy Camp*.

Building upon the enormous success of the *Rock 'n Roll Fantasy Camp*, the corporate camp provides a truly unique opportunity for employees to succeed as a team in an environment that they will find exciting, challenging and rewarding in ways they will be talking about for years. The camp brings together employees of vastly differing musical abilities (including those who have never played an instrument before), places them in an intense team situation in which they must prepare under deadline for their final night band performance. Along the way our celebrity instructors ensure a fun and memorable experience for everyone.

“ *Instead of sleeping through lectures on team- building executives will rock!* ”

- Crains Magazine

What does Corporate Rock'n Roll Fantasy Camp Include?

All the Equipment (guitars, amplifiers, keyboards, drums, microphones, sound systems for all the rooms), all the counselors, awards for every camper, shirts, laminates and DVD's of your memorable performance!

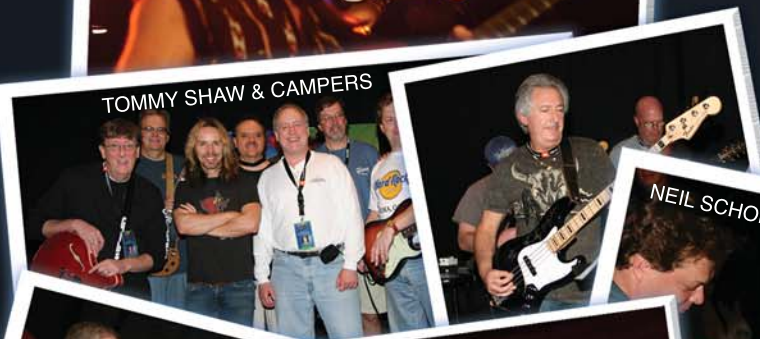
The immeasurable benefits.

The entire curriculum is focused on delivering numerous, lasting benefits to attendees, including:

- ★ Engaging and motivating your employees in a way that no traditional training event or incentive program has ever achieved
- ★ Breaking through organizational hierarchy and boundaries by placing all levels of your company together as equals in a band and opening up communication channels by the equity created within the rock band environment.
- ★ Strengthening teamwork and collaboration skills as the bands work to utilize the varying skills of all band members, and then further utilize these skills on a daily basis.
- ★ Igniting the creative thought process as bands work to select and perform material (especially original material), which will carry over to their work
- ★ Building exceptional presentation skills by having employees perform in front of hundreds of people, the high profile client's board room doesn't seem so intimidating any more!
- ★ Building lasting employee networks through the high energy/intensity team environment, generating greater loyalty to the organization as well as to each other.
- ★ Integrating the specific objectives of your company's development/training program
- ★ Entertaining! It's a fact, people learn more effectively when they are having a great time!



MARK FARNER
(FORMERLY OF
GRAND FUNK RAILROAD)



TOMMY SHAW & CAMPERS



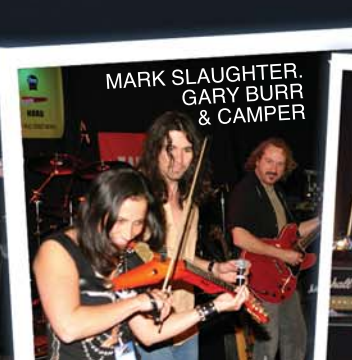
NEIL SCHON & CAMPER



MICKEY HART



SIMON KIRKE
& NEIL SCHON



MARK SLAUGHTER,
GARY BURR
& CAMPER

A Learning Experience like no other.

Master Classes – The Master Classes give valuable insight into the band experience and how team building, self confidence and leadership are developed. Performance and knowing your target audience are heavily focused upon.

Guest Lectures – The guest lectures run the gamut of the various aspects of music business and the entertainment world and how these different facets carry over to other sectors of business. We can also tailor other courses (e.g. history of rock n roll, what anecdotes of rock 'n roll can teach) as a means for additional programming for your non performers who attend the camp as they eagerly await to see what their colleagues have created musically.

Jamming – Jamming is the cornerstone of which all the teambuilding is developed. In the rock band atmosphere all the members are equal and they will learn to overcome their own and the rest of the band's shortcomings, to create a product which is greater than the sum of its parts. The band members learn to trust, understand, motivate and utilize each other better than they ever have before.

Performing – At the end of the night each band performs in front of a live audience made up of your employees. The bands strut their stuff as they dazzle the rest of the company in a fun and energetic environment where they gain valuable presentation and performance experience.

Rock 'n Roll and R&R – After all the hard work that your people have put into their own bands, they get to sit back and enjoy an extraordinary show as their counselors come together and perform as an all-star band playing some of rock's greatest hits.

Awards & Accolades – Each performing camper receives an award commemorating their performance and their once in a life time experience. Shortly after the completion of the camp your company will receive DVDs of the Battle of the Bands that you can distribute to your employees, other offices or even clients!

“ *The counselors made us realize we had to be cohesive and listen to each other if this was going to succeed* ”

- Money Sense Magazine

How the program works

Step 1

Our consultants along with your meeting planners will identify the goals you wish to achieve for your organization through this unique team-building experience. We will discuss what training, developmental or motivational outcomes you would like to focus on for your company. Based upon that, we can custom design a one, two or three-day program that integrates the *Corporate Rock 'n Roll Fantasy Camp* experience into your training seminars, core training programs, conventions, sales meetings, or customer workshops. You can also “super size” the package and add a Mega Star to join in the festivities.

Step 2

Identify the employees who will participate in the *Corporate Rock 'n Roll Fantasy Camp* experience and the Battle of the Bands contest. Camps are for 25 to 250 people, please contact us for information regarding groups larger than 250 or smaller than 25. The great thing about the *Corporate Rock 'n Roll Fantasy Camp* is that musical talent or experience is not required – anyone can bang a tambourine or sing back-up vocals! All your employees need is the enthusiasm and a willingness to succeed at being a rock star for a few days. For all levels and experiences within your company, *Corporate Rock 'n Roll Fantasy Camp* will capture your employees attention and make your company training sessions both fun and productive.

Step 3

We bring the *Corporate Rock 'n Roll Fantasy Camp* to you! Our rock counselors are ready to work with your employees. Each of them has extensive experience working with business leaders in this unique setting. All musical instruments and gear is provided; we will transform your hotel meeting rooms or convention center into individual professional rehearsal studios. Our equipment includes the finest sound, lighting, and pro audio systems available from manufactures such as Gibson guitars, Drum Workshop drums Marshall amplifiers, and Korg keyboards. We also film the event to provide your employees with a record of their once-in-a-lifetime experience that they'll cherish for years to come.

