

## Tom Frazee

*Module Director / Technology, Director of Education, Co-Founder*



Producer, writer, engineer, teacher, educational management developer. Tom has been involved in music since 11 years old, has been performing since he was 15, and has been full time faculty and Senior Curriculum Developer at Berklee College of Music and UNLV for a ten year period. Several of Tom's students have gone on to win Academy Awards, Emmy's, Grammys and Tony awards for their work. For the last 20 years, he and his partner have run Admagination Studios, a northwest audio for broadcasting production facility. "CCMS has been a life-long dream ever since I taught at Berklee. It is the only way to prepare the student to be successful in the industry." Tom has been working with technology in music since 1984, when the first Atari came out. "This was the answer for me. It gave me the tools to hear what I was writing. Instead of dreading the cost and process of getting demo's made, I could look forward to the

creative process. I just couldn't come up with ideas fast enough." Since leaving academia, Tom has pursued all areas of music technology, and has become a lecturer for several different software platforms. He brings to CCMS a clear, fast track Educational Model that has been in beta development for over 4 years. Tom also has a strong background in web based technologies including SQL database, CSS & PHP encoding and is an known authority on media streaming and Content Management Systems

## Nancy Roché

*Special Projects Administrator, Vocal Specialist, Co-Founder*



Nancy has been a professional performer since the age of 15. As a vocalist, she has an extensive resume of live and recording projects that has taken her around the world, from headlining shows in Las Vegas and Tahoe, to co-Entertainment Director of the Boise River Festival (8 yrs), To co-producing the Boise 2000 Millennium Show and as the head staff vocalist, writer and co-owner of Admagination Studios. With Nancy's involvement in Admagination Studios (which specializes in audio for broadcasting and live show production), her performing desires have been fulfilled.

"On any given day, my writing and performance is on over 300 radio stations in over 40 markets nationwide in top level advertising jingles and station ID packages". Nancy's other passion,

Equestrian competition gives her a unique prospective of the intensity of commitment. Nancy takes her classical vocal training and applies methods used from her years of experience, and has taught many students her unique, combined method over the last 15 years. CCMS has her contemporary vocal studies method in residence. Her contribution to teaching in the area of songwriting, and lyric writing has had her lecturing for many societies and colleges including NASI, ASCAP, BMI and SESAC.

### **Guy Finley**

*Module Director / Marketing, Career Counsellor*



Guy started his career in the entertainment industry as a successful performer and producer, making music with industry giants such as Phil Ramone, Elliott Scheiner, and Dave Grusin. His New York City based group was signed to Larry Rosen's N2K Encoded Music, the first record company to distribute music via digital downloads. As acting manager, Guy personally negotiated their recording contract and concurrent publishing deal with Warner/Chappell Music, the summit of his 15-year career as an artist. Guy moved to the business side of entertainment in 2000 as president of LFA, Inc., providing home video brand and business consulting services for a worldwide clientele. His firm represented JVC (Victor Company of Japan, Ltd.) in North America licensing the loading and duplication of VHS videocassettes bearing the VHS Logo Trademark. He became executive director of MESA (Media & Entertainment Services Alliance) in 2008 and helps market a broad range of service providers working for the Hollywood studios, video game publishers and record labels. MESA produces events and media specific to the entertainment industry as well as manages trade association/initiatives. Guy helps foster collaboration and thought leadership to build efficiencies in delivering content, both physically and digitally, through production and ultimately consumers. Guy has appeared in top clubs, venues and studios across the country. He was featured as a background vocalist on the 1997 musical remake of West Side Story and has produced/performed with many acclaimed international artists.

As a guitarist, drummer, vocalist and percussionist he has been producing his own music using the latest available technology for more than 15 years.

## Toto Zara

*Director of Advanced Technology Studies, World Music Specialist, Owner- Studio A*



Toto Zara, born Vincente Zarateigui (Toto Zara is his professional name) is the only Core Member that will be moving to Idaho for this project. But it's not a hard decision for him to make, because in addition to being an integral part of CCMS, having performed many times in the area, he has fallen in love with the Idaho lifestyle. Toto, along with his family (the Zarateigui family from Pamplona, Spain), were one of the most popular musical acts to come out of the Basque region in Spain. Toto's father started Spain's first and most prominent Music schools. It has since been turned into a historical site, with the school's compound converted into the city's visitor

center. His father was a student along with the world famous classical guitarist Segovia with a West German teacher in the early 1920's. Whereas Segovia went on to make the nylon string guitar a concert instrument, his dad focused on teaching, especially young students just starting in music, a fitting legacy that adds a unique teaching aspect to Toto's career skill set. Toto has been a performer since the age of 5 when he and his family were regular performers for Salvador Dali at his villa on the southern coast of Spain. There Toto performed flamenco guitar and danced while his older brothers played. Simply put, Toto has one of the most cavalier attitudes towards the fact that he truly is one of the finest nylon string guitar players in the world. Toto's brother Marino, managed artist like Natalie Cole, Arturo Sandoval and Flora Purim, so his contacts will be one of the resources for getting in world class Visiting Artists for the CCMS offering. As part of Toto's move to Idaho, he will be bringing a world class recording studio and making it a part of the facilities at CCMS for recording and teaching. His \$650,000 ProTools-HD studio with Neve Analog console, dual-synced Studer 24 track analog tape decks has been a top facility in Las Vegas and has recorded many of the great Las Vegas performers and from where he has produced film scoring and his own projects.

He will be a fabulous addition to the Boise music / arts scene both as a performer, a teacher and as a unique member of Boise's Basque community.

## **Chuck Smith**

*Module Director/ Music Theory, Improvisation & Private Studies Specialist*



Director / Developer, Music Theory Module: Chuck Smith. Chuck has been a very active professional musician in the Northwest over the last 24 years, based out of Boise. He came to this area from New York and the great white way because when he heard Gene Harris play one day and heard he was from Boise, he thought, what a cool place to live and it must have something going on to produce a talent like Gene. He's been here ever since. Chuck has a tremendous background as a musician, with performances with many nationally known artists including being musical director for Paul Anka...not an easy feat considering the high level of musicianship Paul is known for. Chuck has also developed and published a system of education that develops the improvisational skill set in a student. This is one of the hardest creative processes to teach effectively, but Chuck's curriculum has had unprecedented success and would be one of his "curricula-vitae-in-residence" exclusively at CCMS.

## **Casey Bryant**

*Admission / MBTI & Human Resource Administrator*



Casey has been a professional musician / singer / songwriter for over 2 decades, primarily in the Northwest, but has also done several projects in Nashville. As the "first face of CCMS" Casey has developed over 23 years with Albertsons Management a very extroverted, outgoing personality that builds relationships instantly and friendships that last. He has studied human resources, employee relations and has been a supervisor for a workforce of over 200 employees. He has received his MBTI® Certification and Strong Interest Inventory® Certification from CPP. His HR goal is to help develop the resource of the human and help recognize potential as well as independent opportunities presented during instruction and performance / lecture activities. He is very astute in recognizing musical abilities and potential and is the perfect example of an administrator stepping out behind the desk and entering the classroom to perform as a top vocalist.

As a songwriter, Casey has focused primarily on the Nashville market, not just writing in a specific style, but because publishers are easier to get your music in front of. Casey currently has 8 songs being pitched by Warner-Chappell records and is a regular in Nashville studios as a top level demo vocalist.