

PASHA/CBS RECORDS  
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The Pasha Music Corporation was formed by Spencer Proffer in 1978 as a full-service, total concept entertainment company. Pasha is an independent media firm which umbrellas two state-of-the-art 24-track recording studios; a music production company with four staff producers; three publishing entities; an artist management division; video/media development; and PASHA RECORDS which is manufactured, marketed and distributed throughout the world by CBS Records, Inc. Pasha's first single release was "I Surrender" by English artist Arlan Day, which was a mid-chart national hit and went Top 10 in several markets. Summer/Fall of '82 will find Pasha releasing Day's debut album entitled "I Surrender", produced by Larry Brown and Spencer Proffer; "East Of Eden's Gate" by Billy Thorpe, produced by Proffer and Thorpe and featuring a stunning album graphic created by modern surrealist Dario Campanile who designed and executed the unique Pasha-man logo; and the debut album by Randy Bishop & The Underdogs, "Dangerous Infatuation", also produced by Proffer. Additional projects for 1982 will include an LP by Rick Derringer & Carmine Appice, and a new album for Canadian multi-platinum band, Streethart. Pasha Productions will also generate several additional projects in 1982, which will be announced shortly.

Pasha functions at every level as a creative workshop, affording both Pasha artists and outside clients of Pasha Studios access to a broad wealth of creative stimulus. When Ted Nugent recorded his new Atlantic Records album at Pasha, Pasha Chief Engineer, Larry Brown, handled the technical chores, and Pasha artist, Carmine Appice, handled drums and background vocals. Similarly, Pasha artists really utilize the opportunity to collaborate, experimenting with new sounds and song ideas, and preparing demo tapes in the advanced technological environment of the Pasha Studios. The creative philosophy extends into Pasha's publishing catalogs which contain over 300 songs and are steadily growing. In the next few years, Pasha will be putting even more energy into developing new songwriters, incorporating them into the Pasha creative climate. Pasha's video development department is currently at work preparing a television pilot and writing themes to two major forthcoming motion pictures. And Pasha Studios is in its fourth year of its engineer apprentice program, which trains new engineers under strict supervision, providing highly skilled technical talent to the music industry.

## SPENCER PROFFER - President



Spencer Proffer, President of the Pasha Music Organization, in addition to being a Pasha staff producer, is a prolific songwriter with several hundred recorded songs to his credit, by artists from Bette Midler to Eddie Money. Before forming Pasha, Proffer was Vice President/A&R Production for United Artists, where he produced 11 top charted singles and albums, and served as Business Affairs Director at CBS Records, where he utilized his doctorate in law. Proffer participates in/and oversees all projects which bear the Pasha logo. At this time, Proffer is finishing up recording with Rick Derringer and Carmine Appice and conducting pre-production on several forthcoming record and film projects. He is currently writing with several of his artists, and continues to oversee the creative and business activities of the Pasha organization. Proffer is involved in numerous professional organizations (he is a founding member of of the California Entertainment Organization), and teaches courses on the music business at the University of Southern California.

## CAROL PETERS - General Manager



Carol Peters was appointed General Manager of Pasha in February 1982. A 17-year veteran of the recording industry. Carol has worked in promotion at Warner Bros., Planet Records, and Capitol Records; was head buyer and manager of a large Los Angeles wholesale record organization; represented Elektra Records in Europe; and was director of label acquisition and distribution for Ampex Stereo Tapes. Peters is responsible for the overall management of the record label, and serves as liaison between Pasha and CBS. Carol Peters actively participates in the day-to-day promotion and marketing of Pasha product, working closely with radio stations, wholesale and retail outlets, agents and concert promoters on behalf of the Pasha group of artists. She represents product on the Pasha/CBS label, and those produced for other labels by Pasha Productions.

## CORAL BROWNING - Director of Artist Relations, Press & Tour Activities



Coral Browning is Pasha's most international member, having worked in music all over the world. As a concert tour publicist, she pioneered the first outdoor rock festival in Australia and developed the first rock newspaper. In England she worked for A&M and Motown doing public relations, promotion, and management for Supertramp, Stevie Wonder and others, handled tour management for Led Zeppelin, Bad Company, and Queen, and was instrumental in Bob Marley's emergence as a force in contemporary music. Browning and her brother managed AC/DC for five years. Coral joined Pasha in 1979, where she deals with Pasha artists on a day-to-day basis, coordinating press and promotional activities, and setting up and following through major tours. Coral also does record promotion and acts as Assistant to the Producer coordinating musicians, equipment and bookings for Pasha Studios.

## MICHAEL SOLOMON - A&R Manager & Special Projects Coordinator



Michael Solomon entered the music business in 1972 as manager of suburban Philadelphia's "Main Point Club", where he booked artists such as Stevie Wonder, Bruce Springsteen, Bob Dylan, Harry Chapin and many others. He left Philadelphia to go on the road with Harry Chapin, and served as his road manager for five years. He also designed and operated a sound system for a Broadway musical. He left Chapin to road manage other artists, including the Pointer Sisters, which led him to Richard Perry's fledgling Planet Records. As director of artist development/Production there, Solomon conceived and coproduced the ambitious "Sharp Cuts" new music sampler for Planet/Elektra. At Pasha, Michael's duties include coordination of all technical aspects of the label's releases including mastering and quality control. Michael Solomon is Pasha's "Man-on-the-Street", seeking out and screening new artists, cutting demo tapes, and compiling thematic packages of songs for album release. Michael also seeks out new projects involving music which could be recorded at the Pasha Studios, require production through Pasha Productions, or deserve consideration for release on Pasha Records.

## ANN-SUMNER DAVIS - Executive Director of Administration



Ann Davis joined Pasha at its inception in 1978, after having served as Director of Publishing Administration for A&M Records, where she developed the company's Office Policy and Procedure Manual. Prior to A&M, Ms. Davis was Supervisor of Accounts Receivable and Credit Analyst for Liberty/UA Records. She is the author of a federal grant request on behalf of The National Association of Sickle Cell Disease, which was awarded in 1976. Ann functions as liaison between Pasha Studios and the music division of the company, and is responsible for all accounting, systems, and finances, servicing as Secretary and Administrative Chief of the Corporation.

## LARRY MARKS - Director of Music Publishing & Video Planning



Larry Marks began his career as an artist/writer/producer for Lee Hazelwood's LHI Records. He served as General Professional Manager and Director of Creative Services at A.Schroeder International, 20th Century Music, and Interworld Music. A 12-year veteran of the music publishing industry, Marks is responsible for overseeing Pasha's publishing arm, actively involved in new writer signings, catalog acquisition, and exploitation of songs in the catalogs. In his role of Director of Video Planning, Marks serves as liaison between Pasha, film companies, and producers, and television production firms as part of Pasha's expansion into film scoring, soundtracks and television.

MIKE SANDERS - Director of Engineering Development and Maintenance; Staff Engineer



Mike Sanders is the inventor of the Sandicron, a highly modified analog synthesizer with digital control. Sanders has fully customized the electronics in both of the Pasha studios, creating one system that displays the automation fader levels on a standard oscilloscope, an automatic switching system that operates the sequencing which turns the entire studio off and on, and several other highly innovative controls that make Pasha an extremely unique MCI studio. As maintenance engineer, he is on call 24 hours a day, and is continually updating the facilities with the intent of providing "better operating ease and higher quality". Sanders' participation at Pasha, through innovation and maintenance, helps qualify Pasha as a truly exceptional studio complex.

DUANE BARON - Director of Engineering, A&R Department



Duane has been with the studio and production companies since the inception of Pasha in 1978, shortly after he arrived in Los Angeles from Canada where he was a sound engineer for various major acts on the road. He is currently engineering all projects produced by Spencer Proffer. Duane is also actively involved in brainstorming all musical, technical, and A&R decisions with which the company is involved.

LARRY BROWN - Chief Engineer and Staff Producer



Larry Brown, along with Spencer Proffer, designed and built Pasha Studios. Prior to joining Pasha in 1978, Larry was a drummer for the '60s group, The Arrows, which had two hit singles. He also performed with Carole King, Harry Nilsson, Iron Butterfly, Burt Bachrach, The Royal Philharmonic Orchestra and was Andy Williams' producer for many years. He provided the tempo themes to "The Rockford Files", "Wild Wild West", and "Ironside". He has since engineered and/or produced almost 600 projects. Brown recently engineered the new Ted Nugent album at Pasha Studios, and LP for the Plimsouls, and soundtracks for several Michael Nesmith video projects. He is actively developing and producing new artists. Brown engineered the first direct-to-disc recording, for which he received a Grammy award nomination, and is currently involved in furthering the engineering field with new methods of direct recording.

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