



Golden Nuggets

TERRY McARTHUR -standing by the greatest names in music

IT WAS MUSIC STREAMING TECHNOLOGY THAT LED TO TERRY McARTHUR'S RETIREMENT IN 2009. BUT FOR THE THREE DECADES BEFORE THAT, WHEN RECORD LABELS AND ALBUM LAUNCHES WERE A MASSIVE CULTURAL PHENOMENON, TERRY WAS SMACK DAB IN THE CENTRE OF ALL THE ACTION!

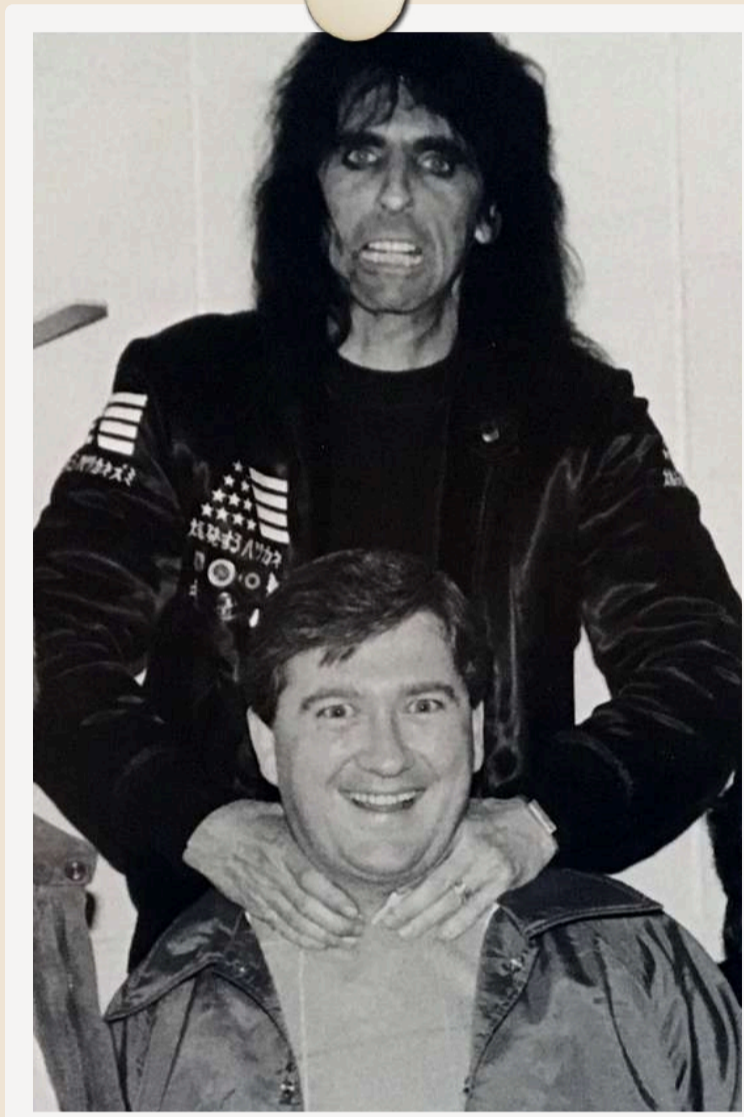


Terry (left) with the folks from Aerosmith in the early, early days

He's not one to name-drop or mention much of this very often, but Terry rubbed shoulders (literally) with legends. His unassuming nature is a fun contrast to his big presence in the music industry during the heyday of rock & roll.

It all began in 1978, when his mom casually ripped a 'help wanted' ad from the Calgary Herald. "You should apply for this job," she prompted her 23 year old son, who had been selling wholesale groceries to independent retailers in Southern Alberta since graduating high school a few years before. So Terry cobbled a tiny two paragraph resume together and got an interview for the sales gig at MCA Records in Calgary. While he was waiting in the office for the boss to appear, he noticed a job description for the role outlined on a piece of paper on the desk. He glanced it over and proceeded to answer the interview questions exactly to the letter of what they were looking for.

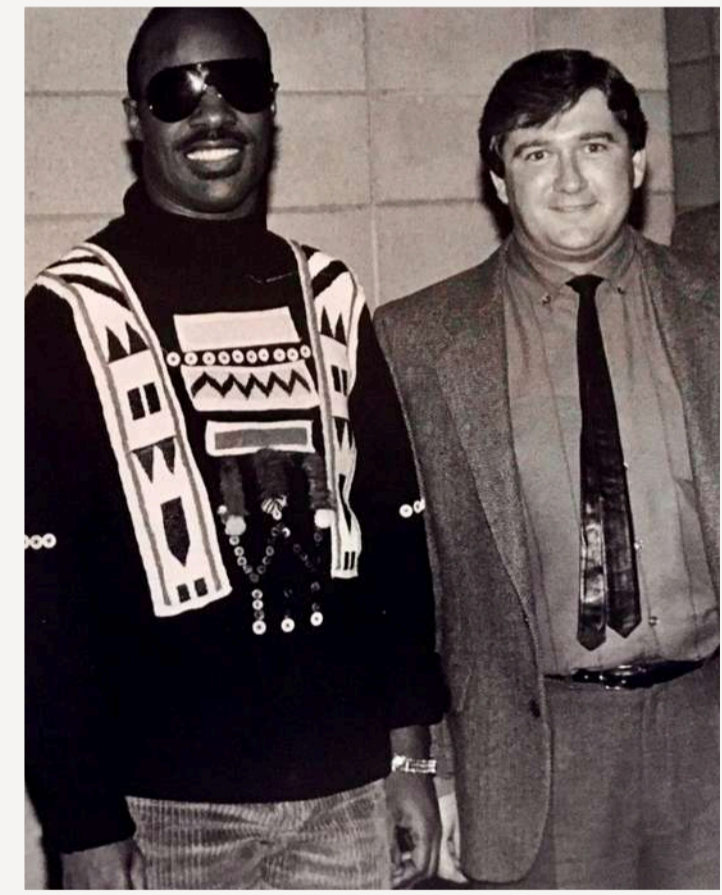
Yup, Terry snuck his way into a successful 30-year career that brought him together with the biggest music stars of the day.



Goofing around with Alice Cooper



Three tiny guitars on his fridge are one of just a few clues of the impact music had on Terry's life - and his impact on music. They are an exact replica of John, Paul and George's guitars that he bought at the Music Instrument Museum in Scottsdale. Like many people from his era, The Beatles were his entrance to popular music.



Stevie Wonder

"My older brother introduced me to a lot of music, and when The Beatles appeared on the Ed Sullivan Show on February 9, 1964, we were both plunked in front of our black and white TV," said Terry, who was born and raised in Calgary. "That did it for me - I've loved music ever since. That moment put something inside me that affected my life."

"The job at MCA Records was basically a sales position where I was taking inventory at the record stores and convincing the manager which albums they needed more of and which ones they should play and promote in their stores. It was exciting times in music and we'd get advanced music all the time - something new new arrived in the company mail several times a week. MCA ended up distributing a lot of smaller labels, including Canadians I worked closely with early on. Working with the new artists and helping them develop their fan base was one of the most satisfying things we did at the label."

Terry worked with Tragically Hip early on and got to know them well, forging friendships with them along the way. His first band was Trooper, who were huge at the time and continue to perform today to a nostalgic following who remember their influence in the late 70s. He worked for years with Johnnie Reid and was forever impressed by how hard he worked to become a huge star in Canada and beyond. He worked with Jann Arden when she was a developing artist. "She is one incredible talent and equally wonderful person."

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IT'S A WONDERFUL LIFE IN MUSIC...



"I had been named to Branch Manager after three years with MCA and then went on to be Senior Director for Western Canada. It was part of the job to work alongside these incredible musicians. I was always grateful for knowing them early on and seeing where life took them," said Terry.



A little hug from Loretta Lynn and another from Jann Arden

MCA's influence and reach grow quickly through those heady days of pop music and they underwent several transformations. When they were bought out by the giant Canadian liquor company Seagrams, they changed their name from MCA to Universal Music. "The Seagrams purchase was the best thing that could have happened, because they invested huge sums in acquiring other labels to make Universal the biggest record company in the world. When I joined the company in 1978, Universal Studios and MCA Records were sister companies. Today the film division is owned by the American media giant Comcast, while Universal Music is now owned by the French company Vivendi with offices in Paris.

"I finished my career in Vancouver in 2004 and by then the business was transitioning from physical goods to digital delivery via online platforms and streaming services. Artists were releasing their music directly to online platforms with many abandoning the release of full albums in favour of dropping just two or three songs at a time. There were no longer events to celebrate the launch of an album, which was something we did week in and week out. By 2009, I downsized the branch to the point where I downsized myself out of a job. I miss being involved in new music and I loved being a manager. I had the great privilege of working with so many incredible staff members who were passionate about what we did in bringing new music to the masses. We were all so appreciative of what music can do for people, and to make a living in doing that was truly special.

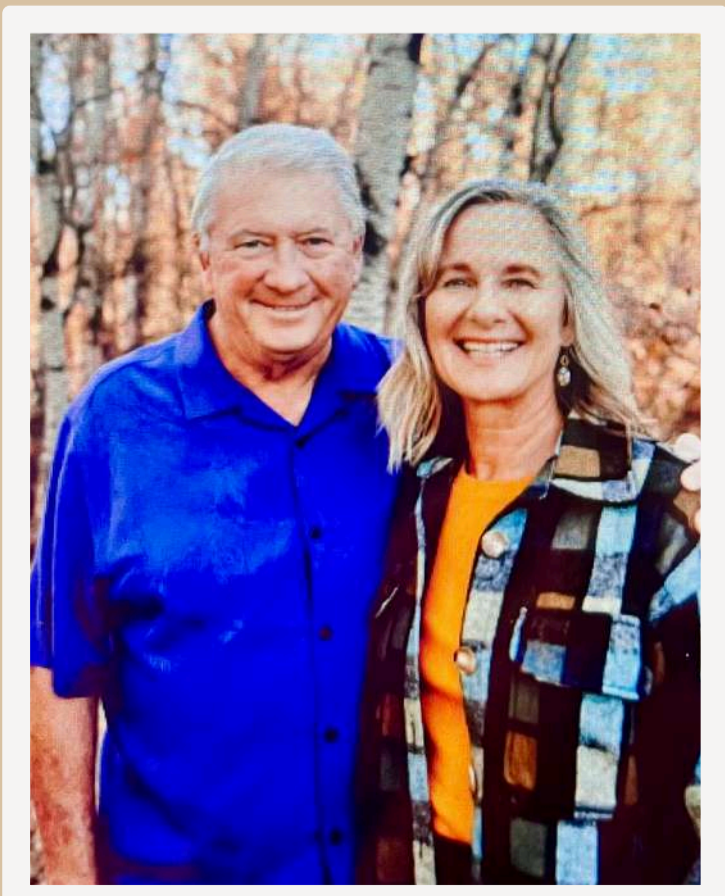
"Those years were amazing and I was just so incredibly lucky to have worked with such wonderful people in the industry. I loved the 'meet and greet' events when I was able to introduce people to their favourite artists. It was so nice, because some of these people were so famous they could barely walk the streets, but they were so nice to their fans. It was the best of times to be in the music business. There was fun and spontaneity and all kinds of excitement.

"BB King was a legend by the time I started, and I enjoyed working with him more than anyone. Once he asked me if he could stay longer at an event, because he was having such a nice time. He loved his fans more than anyone I've ever met - he was just a super classy guy."

He worked with Taylor Swift when she was 16 and just starting out in country music. Meeting Stevie Wonder was a memorable experience as he delivered a positive and uplifting message about the importance of love and acceptance. When Lady Gaga released her debut album, Canada was given the opportunity to release the album several months ahead of the rest of the world. Part of the Canadian experiment included showcase concerts for radio and press in major cities across Canada. Being a brand new artist with absolutely no profile, it was difficult to find a venue where she could perform. They finally found a dingy club in Surrey, B.C. that agreed to have her perform - but she could only go on stage after the house DJ finished playing his canned music at 11 pm.

His great regret? "I got a call from a marketig manager from Geffen Records, telling me the label had just signed a new band from the U.S. that was getting some great notice from campus radio. The band was playing Calgary in a very small club that week at the Westward Inn (now known as Hotel Arts) in downtown Calgary. It was suggested that, while we wouldn't see a new record from them for at least a year, it would be cool if someone from the record company could drop into the show and welcome them to the label. I was told the band didn't have a road manager, but I could ask for the lead singer whose name was Kurt. Yup, it was Kurt Cobain and the band was Nirvana. Did I go to the show? No, and I have regretted passing on that opportunity ever since."

Kurt Cobain and Nirvana played their first and only show in Calgary on March 4, 1991, at the Westward Club, and a rare bootleg recording of this historic, snow-day concert recently surfaced.



In the early days, in 1978, MCA held three percent of the market share in the music world. By 2009 they had cornered 40 percent of the market. When the long blitz came to an end in 2009, Terry started his own digital music delivery service for radio stations that promoted exclusively Canadian artists and their music. Terry's new company worked with over 100 rado stations across the country.

In a party thrown for Terry in 2003, the Calgary Herald wrote a feature celebrating his 25 years in the business. The paper stated, "In a business where celebrity worship is rampant, it takes a special person to make the everyday people in his life feel just as important as the big names."

Now in his 70s, Terry is relishing his quieter days alongside his 'rockstar' partner, Annelise. Yes, the many people in Central Alberta who share great affection for retired Olds College instructor and community activist, Annelise Doolaege, will be happy to know Terry is her spouse. They spend their time traveling, enjoying their grandkids and blended families, entertaining in their trendy Calgary townhouse and, yes, enjoying music!

Thank you, Terry & Annelise, for letting me share your wonderful story (or a tiny part of it, at least!)