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## **The Story of SideB Music**

SideB Music was co-founded by Jerry Boyd, a producer based in Baton Rouge, LA and Brian Battles, a graphic designer based in Alpine, CA. They met as a result of their mutual admiration of Brian Wilson, one of the world's most highly respected pop songwriters and producers.

Jerry Boyd gained recognition and critical acclaim in 2003 for his audio documentary LIFE OF BRIAN, a five-CD set comprised of rare tracks and sound bites from various interviews that span Brian Wilson's life and musical career from his early days in the 1960s as a songwriter to his triumphant appearance at The Roxy in 1999.

Shortly after Hurricane Katrina devastated the Gulf Coast and flooded New Orleans, Brian & Melinda Wilson organized a hurricane relief fund with SideB Music co-founder Jerry Boyd. Each donor who donated \$100 or more to the fund received a personal phone call from Brian Wilson. With the Wilsons' match, the trio raised \$255,000, which Brian gave to the Red Cross and Habitat For Humanity on The Today Show in January 2006.

Brian Battles is a graphic designer and illustrator with over 25 years experience. His clients have included Brian Wilson Productions, Sony, Toyota, AT&T, and ABC-TV. His resume also includes more than 12 years of teaching college-level art and graphics courses.

In 2004, Boyd and Battles collaborated on the CD Two Steps Forward: A Tribute To Brian & Dennis Wilson. Boyd organized the CD's nine artists, acting as Executive Producer, to select and co-ordinate the sequence of the songs. Battles designed the artwork, website, and packaging for the album. The tribute CD was unique in that each of the artists contributed one Brian or Dennis Wilson-penned cover songs and one of their own compositions for a total of 18 tracks.

Over the next year, Boyd and Battles became close friends. The duo's increasing involvement in the music industry sparked many late-night phone discussions, as they began to realize their talents and interests overlapped. Both had grown weary of the sad state of commercial radio and how difficult this made it for new artists (and even established ones, like Brian Wilson) to reach the music-buying public. Around this time, Boyd mentioned to Battles his idea of starting his own production company and wanting to be more involved in—and somehow make an impact on—the industry. This sparked an idea in Battles: for the two to start their own record company, combining their talents and running the organization from two different parts of the US via the Internet and e-commerce. In January 2006, Battles registered the business in the State of California, and the label was born.

Atlanta-based singer/songwriter Nicolas Alan signed with the company in July 2006, followed by the Las Vegas-based band Tripsitter in August and Nelson Bragg, Brian Wilson's percussionist, signed in September that same year.