



SURVEY

We'd love to know what you think of this year's Hillside Inside. Your input will help us plan how it will grow and change. So, please drop off your completed survey in the survey boxes at each of our venues. In exchange, you'll get a raffle ticket for a chance to win two weekend passes for the 2011 Hillside Festival. To be included in the draw, surveys must be returned by 11:59 pm, Saturday, February 5, 2011. The winner will be announced after the festival.

- Which community do you live nearest to?
☐ Guelph ☐ KW/Cambridge
☐ Toronto ☐ Hamilton
☐ London ☐ Other _____
- How old are you?
☐ 12 & under ☐ 13-17 ☐ 18-24
☐ 25-40 ☐ 41-50 ☐ 51-64
☐ 65+
- What is your postal code?

- I attend:
☐ High school
☐ Conestoga College
☐ University of Guelph
☐ Other _____
☐ Not applicable
- During your visit to Hillside Inside, approximately how much will you spend in the following areas?
 \$ ____ Food & Beverages
 \$ ____ Hillside merchandise
 \$ ____ Performer merchandise
 \$ ____ Downtown Guelph merchants
 \$ ____ Accommodation
 \$ ____ Other _____
- How did you learn about Hillside Inside? (You may select more than one option.)
☐ Poster ☐ Flyer
☐ Radio ☐ Word of mouth
☐ Print ad ☐ Hillside's website
☐ The web ☐ Facebook/Twitter
☐ Received promotional email
☐ Other _____
- What brought you to Hillside Inside?
☐ Activities (workshops, skating, Hillside hockey)
☐ Scheduled performers
☐ Event timing
☐ Brand/reputation of Hillside
☐ Friends' influence
☐ Good value for dollar
☐ Other _____
- How did you get to Hillside Inside?
☐ I drove alone ☐ I carpoled
☐ I walked ☐ Guelph bus
☐ Other _____

Please see reverse.

VENUES

River Run Centre
 35 Woolwich St., Main Stage
 Reserved Seating

St. George's Church
 99 Woolwich St.
Sanctuary
Enter through main doors (front of church)
 General Admission Seating
Mitchell Hall
Enter through side doors (back of church)
 General Admission Standing

SHOWS

TICKETS REQUIRED

Friday, February 4
 River Run Centre
 – Main Stage · Doors: 7:00
The Rural Alberta Advantage: 8:00 pm
 Intermission: **Guelph Fab 5 Festivals' Launch**
Sarah Harmer: 9:30 pm

Saturday, February 5
 St. George's Church
 — Sanctuary
 Doors: 2:00 pm
Shane Koyczan: 3:00 pm
Matt Andersen: 4:30 pm

St. George's Church
 — Mitchell Hall
 Doors: 8:00 pm
Jim Bryson & The Weakerthans Band: 9:00 pm
Arkells: 10:30 pm

Performance times are approximate and subject to change.



PERFORMERS

Matt Andersen
 New Brunswick's Matt Andersen has a larger-than-life showmanship that has been earning him a fervent and steadfast audience wherever he graces the stage. Matt's sprawling blues, roots and rock musical hybrid with his soulful voice and astonishing guitar-playing has sparked a phenomenal buzz on Canada's East Coast — and that grass roots word-of-mouth cannot be contained any longer!

stubbyfingers.ca

Arkells

Formed in 2006 in Hamilton, Ontario, the band released their debut EP *Deadlines* in 2007 and followed it up a year later with *Jackson Square*. They play rock as it should be — catchy, raw and unbridled, blending blues hooks and rock-heavy riffs with a hint of soul on the side. From the strum of the first chord, the music ignites into a fury of addictive and muscular cadence, taking a hold of the listener. In 2010, the band won the Juno Award for New Group of the Year. Their highly anticipated sophomore full-length album is due out later this year.

arkells.ca

Jim Bryson & The Weakerthans Band

Recorded in Falcon Lake, MB, over six days in the winter of 2010, *The Falcon Lake Incident* brings Bryson, one of Canada's most engaging voices, together with the Canadian rock heroes The Weakerthans. In this collection of songs, we are treated to some of our best songwriters and musicians, with few interruptions other than the occasional four-legged visitor at the door. Expertly woven together by producer Darryl Neudorf (Neko Case), this is a musical close encounter that transports us to a place where it is just friends and music under constellations — and it really doesn't matter where the hell we're calling from.

jimbryson.org

Sarah Harmer

The first sound you'll hear on *Oh Little Fire* is a high-pitched keening, like the shrieking of an unattended phone or the distant skirling of a ghost on a winter night. Suddenly, Sarah Harmer's band kicks in, with drums propelling a gust of rock more forceful than anything she's played since her mid-90s days with rambunctious Kingston rockers Weeping Tile. On her first album in five years, Harmer sounds reinvigorated and positively charged. In the years after touring her last studio release, the Polaris Prize-nominated *I'm a Mountain*, she set music aside to focus on political and environmental campaigns, helping to shepherd PERL (Protecting Escarpment Rural Land), the organization she co-founded.

sarahharmer.com

Shane Koyczan

In a world where poets rarely intersect with stardom, the Opening Ceremonies for the 2010 Winter Olympics introduced us to Shane Koyczan. With a collective "wow" across Canada, we found the poet of our generation. And we weren't even looking for one. Powerfully engaging and authentic in attitude, his explorations are relevant to our times in the way that Bob Dylan, Joni Mitchell, Gordon Downie and Leonard Cohen are to theirs. But unlike the musicians that he's often compared to, poets rarely infiltrate pop culture. Koyczan emerges in a new wave of 21st-century poetry that dares to belong to the people and speak directly to them in their own voice.

houseofparlance.com/koyczan

The Rural Alberta Advantage

The Rural Alberta Advantage was born out of singer/songwriter Nils Edenloff's exodus from the province that inspired the band's name and his ensuing homesickness when he arrived in Toronto in 2003. To cope with his loneliness and isolation, he penned a series of odes to his former home, celebrating its wild rose, purple skies and "dethbridge in Lethbridge." Many of these songs made their appearance on the RAA's debut album, *Hometowns*, which received critical acclaim. Rounded out by Paul Banwatt (drums) and Amy Cole (keys and backing vocals), the trio is known for their exciting live performances and gritty, honest songs. Their highly anticipated album will hit shelves March 1st.

myspace.com/theraa

FREE WORKSHOPS

Saturday,
February 5, 2011

Hand Drumming

10-11 am · 10 Carden
 Want to bang on your drum all day? Join our community drum circle session hosted by **Tom Wolf**. Bring your own drum to kick off the day with an hour of drumming delight! Tom has been drumming for 40 years and instructing for 34 of those years. The Drum Café has been a big part of that since 2004 and has afforded him the opportunity to share West African drumming with thousands of people from all walks of life.

Vegan Valentines

11 am – noon
Wild Organic Way (WOW) Café & Juice Bar
www.wowrawcafe.ca
 Watch **Carin Balint** stir it up in the kitchen and learn how to make a meal that is vegan friendly for your special Valentine! Carin is the owner and chef of WOW Café. She is a firm believer in the healing power of raw foods and feels incredibly blessed to have the opportunity to share it with others.

Bellydance Basics

11 am-noon · Ed Video
www.downhips.com
 Here's your chance to learn the basics of bellydance movement and isolation with Mandy and the **Down Hips Dance Studio Troupe**. With detailed explanation and attention to safety, this is an exciting moderate-impact workshop. No experience or coordination needed — a dance for all shapes, ages and sizes! Bring your own coin belt or borrow one here and get shimmying!

Hillside Hairdos

Noon-1 p.m.
Hempire, 54 Carden
 Come in from the cold for a hair-raising experience with the staff at **Hempire**. All ages are welcome. Wrap up your luscious locks in colourful cord and beads!

Laughter Yoga

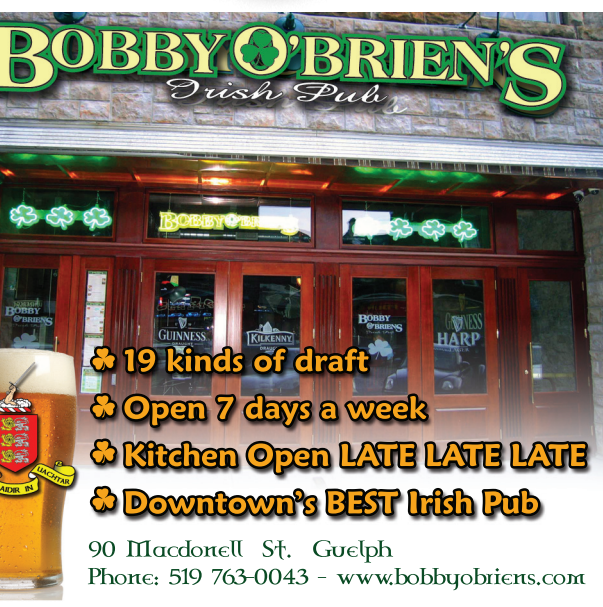
Noon-1 pm · Ed Video
www.GuelphLaughterYogaClub.net
 Alleviate stress with a combination of yoga and laughter exercises — rejuvenating and different! No previous experience required. Suitable for all ages. Dress casually. **Duncan Cook** (who trained with Dr. Madan Kataria, originator of Laughter Yoga, and is registered with Laughter Yoga International) has been leading laughter sessions in Guelph since 2005.

Love Potions

1-2 pm · Ed Video
www.organicskin.ca
 Discover the ancient art of blending natural oils and perfumes for love, health and beauty. Learn how to create spa-quality, eco-friendly body products. **Jessica & Lane Burman** are the owners of **Cocoon Apothecary**, a local organic skin care company. They are masters at formulating products that make skin beautiful and smell sublime.

Photography Exhibit

Friday 7-11 pm
 River Run Centre
 Saturday 10-2:30 pm
 10 Carden
 Hillside Inside in Black and White by Chris Tiessen



A SPARKLING WELCOME

Welcome to a whole new Hillside Inside, our fourth mid-winter festival of music and workshops that we are proud to continue in this great city of festivals and community spirit. This year looks a little different. Your comments about the last three years of Hillside Inside directed our efforts to make this festival more intimate, more comfortable, musically more diverse and more multi-generational. We're using 10 different downtown venues to present music and a wide variety of amusements and activities to stimulate body and mind.

We're showcasing unique musical combinations — Sarah Harmer & the Rural Alberta Advantage; Shane Koyczan & Matt Andersen; Jim Bryson & the Weakerthans Band with Arkells — and we've sprinkled the downtown with happenings that will keep you learning and moving. We are grateful to the artists who have come out of hibernation for our festival and to the people of Guelph who have come forward to help us develop our workshops and our Hillside hockey.

We welcome our wonderful new Volunteer Manager, Janis Conrad, to the team and we thank profusely all of the volunteers who are helping us get this whole new Hillside Inside off the ground. We hope it stirs your love of music and life so you can help us make Guelph cozy, sparkling and feisty at this most frosty time of year.

— The Board of Directors and Staff of Hillside

Fortnight Presents!

Feb 10
Kae Sun w/ Random Recipe

Mar 9
Yukon Blonde w/ The Jezabels & Modern Field Recordings

Mar 23
ISIS (of Thunderheist) w/ Radio Radio

All at eBar
41 Quebec St.

red papaya
THAI & GRILL

Located in the Old Quebec Street Mall
55 Wyndham St. N.
(519) 230-3255

Your Hillside Dining Destination

Featuring Live, Classy Entertainment

Great food

Take Out and Delivery

LOCATIONS

- 10 Carden • 10 Carden St. (across from City Hall & the Farmers' Market)
- Wild Organic Way (WOW) Cafe & Juice Bar 22 Carden St.
- Hempire • 54 Carden St.
- Old Quebec Street Mall 55 Wyndham St. N.
- RBC parking lot 41 Quebec St. (beside The Bookshelf)
- River Run Centre 35 Woolwich St.
- Sleeman Centre 50 Woolwich St.
- St. George's Church (Mitchell Hall & Sanctuary) 99 Woolwich St.
- Ed Video • 40 Baker St.

Downtown Guelph

Map showing locations 1 through 10 in downtown Guelph.

HOW TO HILLSIDE INSIDE

INFO BOOTH & COMMUNITY ART PROJECT

Old Quebec St. Mall
(located inside on walkway)
Friday 2–6 pm
Saturday 10 am – 6 pm

Show us Your Hillside Love

Please stop by to be a part of our exciting community art project! Everyone is invited to contribute something to our *Hillside Inside: One Love* collage banner. Share with us what is important to you about the Hillside community. Bring a photo, drawing, quote, poem (anything that expresses your love for Hillside) to help us decorate the banner. Feel free to drop by and make something on the spot, using our markers and paper. Come out and see the finished project at the free Community Skate at the Sleeman Centre on Saturday from 6–7:50 pm.

FOOD & DRINK at St. George's Church

Guelph's **Green Table Foods** will be selling delicious finger foods from the kitchen on the ground floor of St. George's Church.

Menu

Vegetarian Burrito.....	\$5
Beef Burrito	\$5
Brownies	\$3
Cookies.....	\$2
Organic Coffee.....	\$2

Wellington Brewery will have four taps open in Mitchell Hall on the ground floor of St. George's Church. Just purchase your beer tokens first. No drinks or food in the Sanctuary (upstairs), please.



MUGS AND MERCHANDISE

You may purchase a Hillside mug for your drinks (we don't provide disposables). They are \$2 for regular mugs and \$3 for biodegradable ones. There are Hillside Inside hoodies, T-shirts, yoga pants and hats available for sale at our Merchandise Table at the performances.

ed video
media arts centre

40 Baker Street, Guelph
Monday-Friday, 10am-5pm
www.edvideo.org

HUNGRY?

Many restaurants are within walking distance, including:

The Albion Hotel 49 Norfolk St. at Macdonell St., 519.821.7125

Artisanale Café Bistro
37 Quebec St., 519.821.3359

Bobby O'Brien's Irish Pub
90 Macdonell St., 519.821.7125

The Bookshelf's Green Room
41 Quebec St., 519.821.3311

McCabe's Irish Pub and Grill
9 Wyndham St. N. at Macdonnell 519.836.3400

Molly Bloom's Irish Pub
91 Wyndham St., 519.823.0159

Red Papaya Thai Grill
in the Old Quebec Street Mall 55 Wyndham St. N., 519.836.3634

The Woolwich Arrow Pub
176 Woolwich St. at Yarmouth 519.836.2875

PARKING

You may park free for two hours at any downtown meter, and a parkade is next to the Sleeman Centre. Enter on Macdonnell St. It is close to all of our venues.

HILLSIDE HOCKEY*

RBC parking lot (beside The Bookshelf on Quebec St.)
Sat, 10 am – 1 pm

Please: Young participants should wear helmets.

Milk generously donated by **Organic Meadow**; hot chocolate enthusiastically prepared by **Artisanale**. Prizes very kindly donated by the **Bookshelf, Dino's Athletic Direct** and **Ground Floor Music**. Refereeing by **Dino Scrementti**. Venue donated by **Sally DaRosa, Royal Bank**. Site managed by **Lloyd Grinham**. We thank you!

*Accepting donations for the *Nicholas Lambden Memorial Children's Foundation*. For more information, please visit nicklambden.com.



Check hillsidefestival.ca for details.

LOOKING AHEAD

28th annual Hillside Festival July 22–24, 2011

TICKETS on sale Saturday May 7, 2011
VOLUNTEER sign-up starts in April
APPLICATION DUE DATES
Food/Craft Vendors: March 4
Workshop Presenters: March 18
Local, Children's & Spoken Word Performers: April 1
Neighbourhood Tent: April 22



karolinakuras.com karophoto

FREE COMMUNITY SKATE*

Have a family? Bring them all out for a fun skate! Single and looking for a cheap date? Come on out! If you can skate, we want to see you out! Participants should wear helmets while skating. Thank you to **Ignatius Jesuit Centre** for making this free community skate possible!

THE PEOPLE WHO BRING YOU HILLSIDE INSIDE

Board of Directors
Eric Pringle, President
Sally DaRosa, Treasurer
Bo Wandschneider, Secretary
Spencer Shewen, Executive member at large
Lisa Calzonetti
Nicholas Dalton
Doug Larson
Rob McLean
Jim Moon
Candace Sepulis
Ralph Shapiro
Marty Williams

Staff & Service Providers
Marie Zimmerman, Executive Director
Samir Bajjal, Artistic Director
Janis Conrad, Volunteer Manager
Jason Timmins, Office Manager
Cathy Simioni, Bookkeeper
Gareth Lind, Graphic Designer
Jon Halliwell, Technical Director
Chris Landry, Security Director

Contributors
Poster Photography: Karolina Kuras
Hillside Inside Logo: Candace Sepulis
Promotional Design: LINDdesign
Event Photography: Jaimie McDonald

Great Folks Who Helped in Many Different Ways
Jon Halliwell of Red Tree Productions
Everybody at The Bookshelf
Dino Scrementti of Dino's Athletic Direct

Gareth Lind of LINDdesign
Sally DaRosa, Royal Bank
Annie O'Donoghue, Julia Grady & Katarina Vuckovic of 10 Carden
Rena, Danna, Dave, Jill & Colleen of the River Run Centre
Rich Grau of the Sleeman Centre
Paul Aquilina & Harry Follon, Wellington Brewery
Monique & Yasser of Artisanale
Kathy Ecclestone & Jennifer Whiting from Organic Meadow
Sue Lambden
Ray Scapinello
Isaac Ferguson of Red Papaya
Nick Black & Kiela Arnold of Hempire
Stephanie Morrison & Carin Balint of WOW Café
Ron Leonard & Kelly Knox of St. George's Church
Jessica & Lane Burman of Cocoon Apothecary
Duncan Cook of the Guelph Laughter Yoga Club
Everybody at Ed Video
Lisa Simard, Paula Perri & Jessie O'Donnell
Ticket Pro
Vish Khanna, CBC Radio 3
Soundscapes
Mark at Encore Records
Charlie at Ground Floor Music
Daniel Taaf of Magic 106.1
Rob Murray of Intrigue Media
Julie Hastings of the Guelph Jazz Festival
Mary Lloyd of Ralph Basset Associates
Down Hips Dance Studio Troupe

The Gold Committee:
Janis Conrad, Lloyd Grinham, Adrian Harding, Tom Klein-Beernink (Chair), Ed Langevin, Linda Lehman, Cate McParland, Marty Williams & Marie Zimmerman
The Marketing Committee: Samir Bajjal, John Leacock, Rob McLean, Candace Sepulis, Jason Timmins & Marie Zimmerman
Amazing Volunteers
As of print date:
Michael Annejohn, Heidi Bednar, Angela Bossence, Karen Calzonetti, Natalie Campagnolo, Emily Cude, Karin Davidson-Taylor, Michele Deveau, Kiah Dubelaar, Melissa Eisen, Steve Franklin, Danielle Gravel, Lloyd Grinham, Wes Harper, Rowan Hayward, Mary Heyes, Heather Johnston, Catherine Jong, Karine Kautz, Mona Kim, Monica Kpiniong, Seimone Kpiniong, Tom Kret, Jodie Lalonde, Pierre Lemieux, Karen Leslie, Mary Lloyd, Kim Logue, Becca Long, Megan McCafferty, Cate McParland, Tobias Peter, Kris Post, Eric Pringle, Ruby Randall, Vicky Rao, Gerry Robbins, Daniela Sanader, Taylor Schmidt, Dino Scrementti, Ralph Shapiro, Spencer Shewen, Carolyn Silvestro, Matthew Stephens, Anna Tulczynska, Kelly Walberg, Kelsey Walker, Sara Wicks
The Finance Committee: Samir Bajjal, Lisa Calzonetti, Ross Duffey, Lloyd Grinham, Adrian Harding (Treasurer), David Henderson, Gerry O'Farrell, Ralph Shapiro, Andrew Toms & Marie Zimmerman
The HR Committee: Meghan Kirwin, Doug Larson, Eric Pringle, Marie Zimmerman

THANKS TO OUR WONDERFUL SPONSORS



SPARKLER PHOTO: KAROLINA KURAS - SNOWGLOBE GRAPHIC; CANDACE SEPULIS DESIGN: LINDDESIGN.CA - ORIGINAL HILLSIDE LOGO: GARY EDEN

9. What did you attend?
☐ Sarah Harmer and RRA
☐ Jim Bryson & Arkells
☐ Free Workshops
☐ Hillside Hockey
☐ Andersen & Koyczan
☐ Songwriters' Workshop
☐ Free Community Skate
☐ One Love Banner Making

10. a) If you did not attend a free workshop, please indicate why not:

- b) If you did attend a free workshop, please indicate which one:
☐ Hand Drumming
☐ Belly Dancing
☐ Hillside Hairdos
☐ Laughter Yoga
☐ Love Potion
☐ Vegan Valentines
 How would you rate the following statements?
 (1 = strongly disagree, 3 = neutral, and 5 = strongly agree).

	1	2	3	4	5
Overall, the session was informative and valuable.					
The workshop description matched the content.					
I would attend another workshop at this location.					

11. What types of workshops would you attend if we offered them?

12. Please rate the following event features on a scale of 1–5
(1 = strongly disagree, 3 = neutral, and 5 = strongly agree).

	1	2	3	4	5
I enjoyed the festival format (multiple venues).					
I had no problems finding parking for the festival.					
The crowd size for the festival was just right.					
Hillside Inside offered high quality performances.					
Hillside Inside offered high quality technical production.					
Hillside Inside's ticket price was good value for money.					
I plan on returning to Hillside Inside next year.					
The Hillside merchandise and apparel was good value and of high quality.					

	1	2	3	4	5
Strongly disagree					
Disagree					
Neutral					
Agree					
Strongly agree					

14. Additional comments:

Thanks for all your feedback –and see you again next year!

Thank you to Deloitte for their support on this survey.