



Lonnie Simmons, President

As owner of the TOTAL EXPERIENCE RECORDING STUDIOS, TOTAL EXPERIENCE RECORDS, INC. and MAX 151, Lonnie Simmons has laid the foundation for what he sees as an independent, black owned and operated record label and film company complex. Simmons came to Hollywood in the late '60s after graduating from North Texas State University. In his last year of law school he dropped out and started one of the first unisex clothing stores at the corner of La Cienega and Sunset. The store boomed and Simmons set out to buy a nightclub.

"It took us about one-and-a-half years to put together a club that would have taken the average person two months because at this time I was taking the capital from my job and from the clothing store and trying to make ends meet." Simmons had loyal friends, relatives, and a few paid craftsmen working on the club that finally opened one night in 1972. "There was chaos going on all night," he remembers, "but the people didn't know it. It was like a Diana Ross opening. People wore mink and there were limos outside. The club featured top black recording acts and was a success-not a small feat for such an establishment in Crenshaw." "Though we were doing well," says Simmons "we always had a problem to develop the club in the Crenshaw area. The music industry just didn't want to accept it. The Club is still going today."

In an attempt to find an inexpensive studio to record some demos, Simmons happened upon a facility at the corner of Yucca and Argyle where the hourly rate was so cheap, he questioned its financial stability and offered to buy a piece of the action. After several months of fruitless negotiations, his attorney investigated the business. "We found out the business was in foreclosure. So we went in and made a deal with the bank and bought the property." Taking on management and producing responsibilities for the GAP BAND, Simmons has evolved from a club owner to a full time creative music executive who solely owns his label. "I like to produce not only music but people. I am not opposed to developing anybody in this organization or anybody that comes to this organization. If I have an artist that has the potential to become a producer, then I want him to eventually become a producer. That's my part in producing a person. I do really want to bring the best out of the community that I can. There are very few of us around that a person off the street can come and talk to and I never let such a person leave feeling that we were rude or that what they had to offer could not be accepted. I am not opposed to new wave music. If a new wave act came to me and had the talent, I wouldn't turn my head. That's what this business is all about".

To date, TOTAL EXPERIENCE RECORDS has some eleven acts signed to the record label, among which are the GAP BAND, YARBROUGH & PEOPLES, ROBERT "GOODIE" WHITFIELD, SWITCH, PRIME TIME, PENNY FORD. Since January 1984 the label has been distributed worldwide exclusively by RCA RECORDS. The TOTAL EXPERIENCE music publishing catalogue are presently available for international subpublishing in most major territories. For further information on this, please refer to our SUBPUBLISHING, MASTER AND MISC. DEALS section of this issue.

TOTAL EXPERIENCE STAFF

Lonnie Simmons, President
 Forest Hamilton, Vice President, Operations
 Don Alexander, Vice President, Promotion
 Melodie Lander, Vice President, Planning
 Mort Weiner, Vice President, Sales & Distribution
 Marianne Janis, Controller
 Bill Burdsal, Director of Administration
 Caroline Molzan, Director of Production

Michele Elyzabeth, Director of Publicity
 Edna Collison DeGree, Director of Marketing
 Sondra Gowder James, Accounting Manager
 Rick Joseph, Business Affairs
 Irma Newton, A&R Admin. Coordinator
 Rochelle Mackbee, Publ'g. & Artist
 Relations Coordinator
 Greg Pollard, Video Marketing Coordinator