



### HEALTH ALLIANCE FOR AUSTIN MUSICIANS 2015 ANNUAL REPORT















PHOTO BY TODD WOLFSON



Dear Friends:

As the chairman of the board for the past four years, I have had the privilege of watching HAAM evolve into an important part of Austin's healthcare safety net and nonprofit community.

This 2015 Annual Report covers a major milestone for HAAM: ten years of providing access to affordable healthcare to Austin's exceedingly hardworking and talented musicians. HAAM's coverage ranges from basic dental, hearing and wellness exams to medical care for chronic diseases and life-threatening illnesses and injuries. HAAM has walked through all of this with our musicians, and we will continue to do so regardless of any changes to the political or healthcare landscape.

My thanks to everyone who has supported HAAM these past ten years: our donors, volunteers (HAAMbassadors), healthcare providers, service partners, city leaders and our current and past board members and staff. I especially thank Carolyn Schwarz, who served as HAAM's founding executive director in the early years and Reenie Collins, who has successfully led HAAM over the past three years.

And of course, we can't forget our musicians. Our founder, Robin Shivers, established HAAM to provide musicians the protection and peace of mind that only access to affordable healthcare services can provide. Not a day goes by that our HAAM musicians do not express gratitude for HAAM or pay it forward through performing at HAAM Benefit Day or playing the music we all love throughout our community.

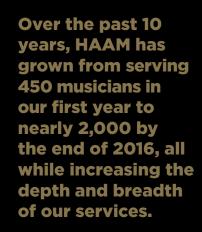
In the years ahead, we can and will work together to make our city a better place. Music is the heart and soul of who we are in Austin and I'm proud to be a part of that.

Sincerely,

Chris Adam

Chris Adams Chair, HAAM Board of Directors Partner, Maxwell Locke & Ritter, LLP





















"To think of how far we have come and how many lives we have helped and saved, brings joy to my heart. HAAM is essential for the future ability of Austin musicians to survive in our growing city. We must continue to support HAAM, to make sure our musicians have a reason to stay here in Austin."

 Ray Benson, Asleep at the Wheel, Founding and Current HAAM Board Member







2008 Wofford Denius, Susan Antone, Robin Shivers, & Ray Benson









BY PAUL MINO

## **SINCE 2005** HAAM has helped Austin musicians access over \$46 million dollars in healthcare services.

HAAM has worked in collaboration with the following partners to connect our musicians to affordable healthcare: The Seton Healthcare Family, The St. David's Foundation, Capital Area Dental Foundation, The SIMS Foundation, Estes Audiology, Central Health and Prevent Blindness Texas, in addition to a large number of private physicians, dentists and other healthcare providers who either donate their time or reduce their fees.

#### 10 YEAR SUMMARY OF HAAM SERVICES PROVIDED 2005-2015

#### Health Alliance for Austin Musicians provided:

13,057 eligibility appointments

HAAM has helped over **4,200** Austin musicians find access to affordable healthcare services

#### Seton Healthcare Family provided:

22,275 clinic visits to 9,811 patients

**6,755** hospital visits including inpatient, outpatient and emergency room procedures

14,543 prescriptions

1,872 referrals to specialists

St David's Foundation in partnership with Capital Area Dental Foundation provided: 9,842 dental visits to 5,461 patients

#### The SIMS Foundation provided:

Counseling sessions, psychiatric and addictionrecovery services for **839**\* patients (this number does not reflect years 2005 and 2006)

#### Estes Audiology provided:

**2,100** hearing screenings for members who then received custom ear plugs

#### **Prevent Blindness Texas provided:**

over **1,300** complete eye exams, prescriptions and free pairs of glasses to musicians



of members earn less than \$20,000 annually



do not qualify for the Affordable Care Act subsidies, earning less than \$12,000 annually

#### ECONOMIC IMPACT OF LIVE MUSIC IN AUSTIN

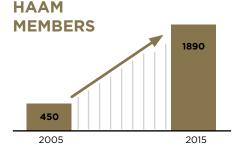
**\$2 billion** in economic activity in Austin

**\$38 million** in local tax revenue each year

18,148 jobs provided by the Austin music industry

**8,000+** working local musicians in Austin

Over **300,000** tourists brought to Austin by live music and music festivals





of age

53% of members are al under 40 years from



approval rating from HAAM members on quality of care

### WE LOVE OUR AFFILIATE SERVICE PROVIDERS







Capital Area Dental Foundation





"Robin Shivers didn't just figure out how to get health coverage for me, she got it for everyone. She understood not only the value that musicians bring to Austin, but what happens when someone is sick or hurt and can't pay their bills."

- Troy Campbell

# TROY AND Scrappy

It's no exaggeration to say that Troy Campbell and Scappy Jud Newcomb were the muses that propelled the legendary Robin Shivers to establish the Health Alliance for Austin Musicians. Like most of their peers in Austin's music scene, Troy and Scrappy had no health insurance.



"Before HAAM, most of my musician friends lived in quiet fear that even the smallest injury or illness would create massive debt," said Troy. "Because we had no coverage, we usually delayed going to the doctor and sometimes would end up at the emergency room, which of course is a lot more expensive."

Robin insisted that Troy and Scrappy get health coverage as a term of her managing their band, the Loose Diamonds. She quickly found out that there was nothing they could afford, and from that, HAAM was born.

These days, Troy is an award-winning filmmaker, the visionary behind the House of Songs, (an international collaboration that brings songwriters from around the world together to make music in Austin) and a new father. He is also a member of the HAAM Benefit Day Committee and still uses his Estes Audiology ear devices when he performs. Scrappy continues to record music and perform, spending part of his time in West Texas. "Robin was so humble and wouldn't want to be in the spotlight, but she deserves to be for what she started with HAAM. She was one of the kindest and most caring people I've ever met. I think she would be so happy, but not entirely surprised at how the city has embraced her vision and ideas."

- Scrappy Jud Newcomb

## AMPARO GARCIA-CROW AND ALEJANDRO < A.K.A. SHAKEY GRAVES ROSE-GARCIA



Shakey Graves & his mother, Amparo Garcia-Crow

#### "Music is the first thing we lean on when we are hurt or upset."

- Amparo Garcia-Crow

Austin's own Shakey Graves (born Alejandro Rose-Garcia) grew up in the heart of South Austin on what was then four wooded acres near South Congress and Academy. His parents, David Rose and Amparo Garcia-Crow, who played in the band Mooncoup, were and continue to be performing artists.

"Music is what I do, all the time, day in and day out," said Shakey. "It's been my refuge, my outlet and my savior. The fact that HAAM takes what musicians do seriously helps other people take it seriously."

Shakey's mom, Amparo Garcia-Crow, is a proud HAAM member. The acclaimed performer, director and writer struck out on her own after spending years employed as a university professor. Like so many of her fellow artists, she is grateful that HAAM exists to support musicians of all ages and backgrounds. "As artists you have to figure out how to make it work," said Amparo. "You survive, you create. In my case, you create to survive. It feels good after all these years to have a support system like HAAM."



Top left: David Rose & Amparo Garcia-Crow (Mooncoup)

Top right: Alejandro Rose-Garcia

Right: Mooncoup at the Cactus Cafe in 1989





"In music it's easy to not consider what you do an actual job. But HAAM encourages artists to perceive themselves as professionals and to take care of their health in a way that is pretty untraditional in our industry."

- Shakey Graves

Dental care has historically been one of the greatest unmet healthcare needs among Austin's working musicians. That is no longer the case thanks to the generosity of the St. David's Foundation

and the Capital Area Dental Foundation. In the early years of HAAM's dental program, musicians received care on St. David's mobile dental van, which was used primarily to treat school children. In 2011, the Capital Area Dental Foundation joined forces with the St. David's Foundation, which enabled HAAM patients to see dentists on their

schedule and in the comfort and privacy of a dentist office.

HAAM DENTAL PROGRA

> Dr. Shane Matt, a longtime HAAM supporter, was drawn to Austin in 1999 by the music scene. A native of Louisiana, Dr. Matt was involved in the initial creation of HAAM



Dr. Matt and Earl Poole Ball

and founded Mouth X Mouthwest, and the Holiday HAAM Jam albums. He is also a board member and volunteer dental provider for the Capital Area Dental Foundation. "I got involved with HAAM as "HAAM is the knight in shining armor for healthcare. It is great knowing that if you have a health problem on tour, when you get home, you have that support."

- Ryan Hannasch, Drummer, Swimming with Bears

both a dental provider and supporter to ensure Austin has a healthy creative class. Without our local musicians, Austin is just another city."

HOTO BY JODY

DO

wimming with Bears

Ryan Hannasch, the drummer with the alternative soul band Swimming with Bears, is an example of a local musician who



Ryan Hannasch

has benefited from HAAM's dental program. After living with dental pain for more than a year, he was connected to Dr. Kacie Culotta, a volunteer dentist and board member with the Capital Area Dental Foundation. Using his HAAM dental benefit, Ryan had seven cavities filled. When he lost one of his teeth, Dr. Culotta, who practices with HAAM volunteer provider, Dr. AnnMarie Olson, connected him with an orthodontist (Dr. Barry Rouch) and oral surgeon (Dr. Dale Gallagher) to develop a treatment plan.

"Before HAAM, I didn't have any kind of health coverage and hadn't seen a dentist in over four years. It's amazing that through music I have been able to take care of my teeth and get back on track," said Ryan. Now that Ryan's teeth are on the mend, he feels more confident smiling and doing interviews. He is also free of dental pain.

Good oral health is a key instrument in a musician's overall health. Dental disease can affect a musician's ability to sing, speak, eat and most importantly, it can affect their confidence on stage. St. David's Foundation has been a proud funder and partner of HAAM since 2005, treating over 5,000 patients. We're happy that through this longstanding partnership, we've been able to help so many Austin musicians get the dental care they need.

- Dr. Shailee Gupta Clinical Director, St. David's Dental Program

I appreciate Highm so much! takstin HANN has mean the world to me. muscions are well taken care of an If it was for HAAM I wouldn't be here today. Samply put, I know dozens of musicians that are involved with HAAM, who couldn't do It literally saved my life what they love and follow their passion of creating music without it. Juse great of the fit get You guys samed my like ... when I became 14 Same smoken lymph noder all over Multician & Bhank & you my body, Holder research my cord over the phone, got me into the ctime, \$ Hallen. within 9 days I had a positive diagnissis for Lymphone ... this was July 2018, & I an now cancer free (3) ROCKS "When I was a toddler, I would sit by the clothes drien and rock back and forth to the rhythm of tumbling Iaundry reverberating from the machine. I never experenced the moment when I discovered music and chose to follow this path. It was always there. Music discovered me. \* Thank you than for understanding this concept and helping us maintain our place in society. Without HAAAM 1 would be specefrag the mant 10 years Pging off malian 1 dept. e HAAW If you're They.re Thank you HAAM! rockin tite! The peace of mind I have knowing HAAMing there for me is priceless. HAAM hes Been a God sand to Me!

Being the Young Stud I am, I had Zoro Knowlabe on the Insurance Game, I was expressly confused and Theredials Frushmend, very classy On the SubJect, I came to that and with in a BIRF Person was up to Date and Rodal in the light pirecton. I Far For those who Don't Have the Guidance & Relizuon From Harm.

The HAAM has saved my ham! HAAM HAG BEEN THERE AT MY GREATEST Musician are not some TIME OF NEOD. of the easist to work with and HAAM treats everyone with Grace and respect. It's near impossible to leave the HAAM Offices without - smile! "HAAM have been a true ally in the battle of the rusic industry: one that is borne on the backs of a lagely under opport is unistakeable." I love you They are an impickduig Arres HLAM has been an incre complighed, creature music ppreciation r support. 4 recessary torce and use a Austin and To blacked to have then with us & for us. Cound liss expenses es. Spor That Tall Por Ora HAAAA OREARES SUPPORTUGE CREARES Histore Clevere Contron Montuning Histore Clevere Contron Montuning Histore Clevere Contron Montuning Histore Clevere Contron Montuning Clevere Contron Montuning In Strand Contron Montuning Clevere Control Montuning Cle I'VE LIVED IN SEVERAL OTHER " MUSIC CITIES" IN THE COUNTRY artistically and emotions That yes gas for all to all yes gas for all to all yes yes and emotions to all yes and the all yes are all yes a AND NEVER FELT MORE SUPPORTED AND CARED FOR THAN WITH ALL THAT HAAM PROVIDES. Austin Musicians , Health Alliance For Austin Musicians are the guardian angels of the Austin music community HLAM blows my mind with overything they, do for musicians. If not for HAAM, I may not be alive today





## HAAM BENEFIT DAY 2015

Celebrating its 10 year anniversary, HAAM Benefit Day 2015 was a breakout success, raising over \$450,000 for affordable healthcare services for Austin musicians, a \$50,000 increase over 2014.

The iconic fundraising event featured more than 200 live musical performances all over the city from early morning until late at night.

A special and sincere thank you to Whole Foods Market, who have been the Presenting Sponsor of HAAM Benefit Day since the beginning. We'd also like to thank our major sponsors C3 Presents,

SXSW, Keller Williams, McDonald's Local Owners of Central Texas and Brown Distributing.

Thank you to the entire community and all 200 of the participating businesses that pledged a percentage of their day's sales to HAAM. To our HAAM Benefit Day 2015 Committee (Adam Morgan, Brian Estes, Caroline Campbell, James Taylor, Jay Painter, Jim Cotton, Keith Donahoe, Ron Ramelli, Ted Smith, Tim Taylor, Catarina Sigerfoos) led by our fearless chairman, Keith Donahoe, thank you for your tireless work and dedication.







PHOTO BY JOHN ANDERSON





Shinyribs and Brad Pierson



10 | www.myhaam.org



Alison Silverstein & Joy Cravens (original HAAMbassadors)











On May 8, the 9th Annual Corporate Battle of the Bands raised the roof at ACL Live, earning a record-shattering \$124,623 to support HAAM health and wellness programs for Austin's working musicians.

Sponsored by H-E-B and Cirrus Logic, the event drew 700 attendees and featured live performances by the employees of eleven sponsoring Austin companies: Cirrus Logic, H-E-B, Seton Healthcare Family, St. David's Foundation, CLEAResult, Drillinginfo, Wenzel Spine, Moneyfinger, Freescale, Infinite Work Solutions and Intel.

This year's winners were crowned by a panel of celebrity judges, including Austin-based musician Glen Fukunaga, KLBJ personality B-Doe and Austin's own Olga Campos.

The Grand Prize Winner, sponsored by H-E-B, won a day of recording at Austin's Bismeaux Studio and passes to ACL Music Festival.

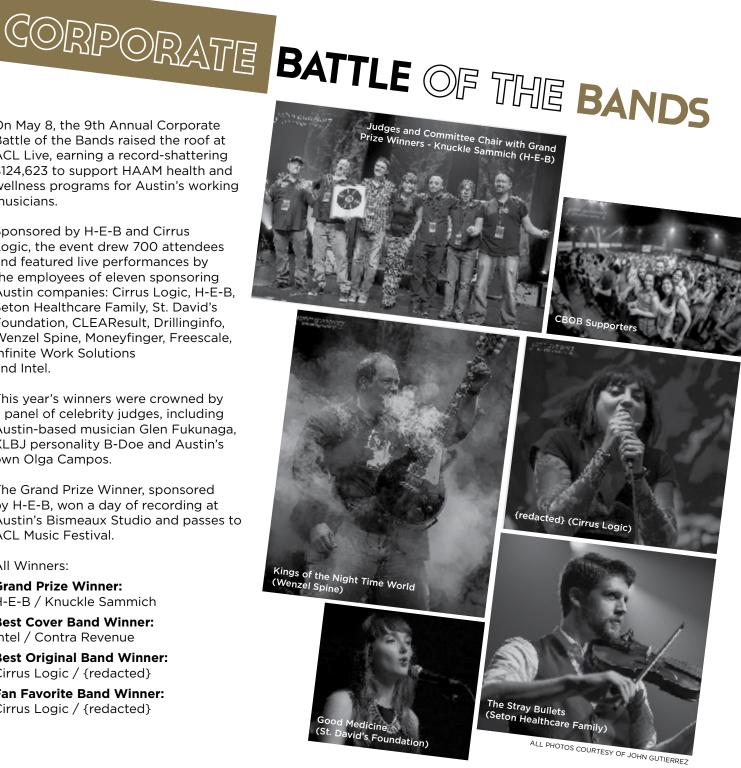
All Winners:

Grand Prize Winner: H-E-B / Knuckle Sammich

**Best Cover Band Winner:** Intel / Contra Revenue

**Best Original Band Winner:** Cirrus Logic / {redacted}

Fan Favorite Band Winner: Cirrus Logic / {redacted}



A special thank you to the 2015 Corporate Battle of the Bands committee (Stephen Jeffrey, Committee Chair, Nathan Boone, Caroline Campbell, Kim Couch, Conley Covert, Tamra Jones, Carl McQueary, Bill Schnell, Catarina Sigerfoos, and Clint Strait), the awesome bands that kept everyone entertained, the enthusiastic fans who helped create incredible energy and our generous sponsors for donating prizes and silent auction items.



From left to right: Bruce Castleberry (guitar), Alex Geismar (percussion), AJ Vallejo (vocals, lead guitar), Omar Vallejo (bass), Alex Vallejo (drums)

## VALLEJO

Alex, AJ and Omar Vallejo have been with HAAM since the beginning. The three brothers, who make up the fiery Latin rock band, Vallejo, along with Bruce Castleberry and Alex Geismar, grew up in a musical home with parents who had a deep appreciation for crossover classics like Herb Alpert & the Tijuana Brass. Shortly after moving from El Campo, Texas, to a suburb of Birmingham, Alabama, the brothers started playing the trumpet in their school band. Eventually, they formed a band of their own, developing their signature funky sound and winning a Battle of the Bands along with a chance to record their music. In 1995, AJ, Alex and Omar moved to Austin and immediately fell in love with the city.

"When we started out, we were playing just to cover our expenses. Health insurance was always a barrier for us, so getting coverage through HAAM was huge," explained Omar, the band's bassist and younger brother to twins AJ and Alex. "Our folks were always scared about us boys not having insurance, especially with the crowd surfing and climbing we do on stage. My mom is especially grateful for HAAM and so are we."

The band's vocalist and lead guitarist, AJ is also especially grateful for HAAM. At the age of 37, AJ suffered a heart attack. For weeks, AJ was experiencing worrisome symptoms like pain in his arm and dizziness. When he went to see his doctor, he was referred to the hospital for a stress test and had a heart attack right there on the treadmill. "It would have been a different story without HAAM. I had three shows that week and probably would have had a heart attack on the stage," said AJ, who has since befriended most of the Seton Heart staff and even attended an Iron Maiden concert with his cardiologist, Dr. Kunjan Bhatt.

Today AJ and his brothers (who got their own hearts checked out soon after their brother's heart attack) have flourishing careers. The band continues to record albums and perform, but they also head up the Vallejo Music Group, helping other artists with recording, publishing, licensing and other needs. The band also gives back to HAAM every year by participating in HAAM Benefit Day.



Alex Vallejo, Omar Vallejo, AJ Vallejo (1981)



The Vallejo brothers in their high school band



Vallejo - late 90's



Vallejo - 2015



Alfredo and Alitza Vallejo with the Vallejo grandkids

"No other city in the world has the nonprofit support for musicians like Austin. Not even close." "I love all of our HAAM patients. A lot of them are struggling and have wonderful, big dreams. I think that people who dream bring so much to our society and our community. Whatever we can do to help them on their path, we should."

 Dr. Jackie Kerr, Medical Directior, Seton McCarthy Clinic HAAM Provider for ten years

> When Dr. Jackie Kerr was a child, her mother often shared their home with people in need. Their Thanksgiving table was always full of grateful strangers and Jackie learned how good it feels to help people. It's little

wonder she chose a career in family medicine.

MEDIC

"I have always wanted to work with vulnerable populations," Dr. Kerr explained. "There is so much joy in our lives here at the Seton clinics because we work with so many interesting people who really need and appreciate our help."

Through HAAM, Austin musicians tap into a wide array of preventive, general and integrative health services. Dr. Kerr and her team (which include volunteer specialists) diagnose medical conditions ranging from allergies and vocal cord nodules to asthma and chronic pain caused by years of playing instruments and dragging around heavy equipment. She also sees her fair share of serious conditions like cancer, hepatitis C and diabetes.

Dr. Kerr recalled one of her HAAM patients who had blood sugar numbers teetering on the brink of diabetes. The clinic got him enrolled in its prediabetes program and he attended all of the classes and lost a lot of weight. Soon after, his blood sugar numbers normalized.

"One day, there was a knock on our clinic door. When I opened it, two people were standing there with their guitars," recalled Dr. Kerr. "Our patient told us that he was feeling so good and that he and his friend came to serenade us because everyone there helped him turn his life around. It was one of our most fun staff meetings ever."

The Seton Healthcare Family, Dr. Kerr and the hundreds of other healthcare providers that care for HAAM patients are the glue that keeps HAAM together. "I am so appreciative of the vision that people had back when HAAM was established. I think the program's visionaries would be proud of how far we have come."



Dr. Melissa Smith (former Medical Director at Seton McCarthy) and Dr. Jackie Kerr



Dr. Smith with a patient in 2000.

Seton's three community-based clinics (Seton McCarthy, Seton Kozmetsky and Seton Topfer) serve as the **MEDICAL HOME FOR 1,200-1,500 HAAM MUSICIANS**, as well as refugees, children and adults on safety net programs. The clinics use an interdisciplinary team approach employing a team of physicians, nurse practitioners, nurses, social workers and other professionals to provide person-centered care.



"We love Austin music and will do whatever we can do to help sustain the livelihood of our city's musicians. The HAAM Hear Clinics are the best way we can give back to protect the hearing and careers of our city's diverse and talented musicians."

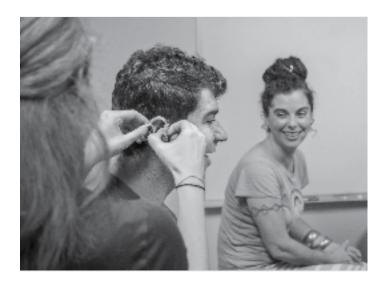
- Dr. Soriya Estes

## HAAM HEAR CLINIC

One morning in 2008, Dr. Soriya Estes, co-owner of Estes Audiology Hearing Center, was listening to an interview on the radio. On the air was HAAM Board Member, Tim Taylor talking about HAAM and the healthcare services it offers Austin musicians. Surprised that hearing health was not part of the mix, Soriya reached out to Tim

who connected her to HAAM. As luck would have it, HAAM was looking to expand its services and at the top of the list was finding an audiology partner.

Since 2009, Estes Audiology has been a HAAM affiliate provider, holding four HAAM Hear Clinics each year, serving from 300-400 musicians. For a \$25 co-pay, musicians receive a comprehensive hearing screening, individualized education and are sized for custom-fit ear plugs specifically designed for musicians (valued at over \$350).





Joel and Rakefet Laviolette

Musicians and owners of Rattletree School of Marimba, Joel and Rakefet use their HAAM earplugs from Estes Audiology daily. "The security that goes with having HAAM is a terrific feeling," said Joel. "Knowing that there is a community of people that actually care about professional musicians in this town is a great thing."

### GARY KELLER AND ALL ATX HELP HAAM GROW

Founded by live music lover and advocate, Gary Keller, ALL ATX has been a generous and loyal supporter of HAAM since its inception. Most recently, in 2015, when HAAM was in need of a new, larger office space, Gary stepped in and provided the organization with space that was both affordable and large enough to allow for HAAM to grow.



### HEALTH ALLIANCE FOR AUSTIN MUSICIANS DEVELOPMENT COUNCIL 2015

HAAM Development Council members are a dedicated group of supporters and music lovers who act as advocates for HAAM and work to expand the organization's impact in the community. Development Council members make an annual financial contribution of \$1,000 or more to HAAM and are invited to attend four exclusive, intimate music performances each year.

To learn more about the HAAM Development Council, please contact Rikki Hardy at rikki@myhaam.org.

Special thanks to all of our HAAMbassador volunteers. We could not do it without you!



**OUR MISSION:** Health Alliance for Austin Musicians provides access to affordable healthcare services for Austin's low-income, working musicians, with a focus on wellness and prevention.

#### 2015 HAAM BOARD OF DIRECTORS

Chris Adams, Partner, Maxwell Locke & Ritter LLP

Marcia Ball, Marcia Ball Band

Ray Benson, Asleep at the Wheel

**Olga Campos**, Community Relations Director, Milton Verret

**Keith Carmichael**, President Austin Region, Marsh & McLennan

**Jeff Cook**, President and CEO, Insurance Division, Seton Healthcare Family

**Keith Donahoe**, Executive Vice President, Frost Bank

**Scott Gillmore**, Vice President and Market Manager, Emmis Austin Radio

Lisa Hickey, Owner, Panacea Collection

**Stephen Jeffrey**, Senior Vice President, Broadway Bank

John T. Kunz, President, Waterloo Records & Video

**Heather Ladage**, Market President & Publisher, Austin Business Journal

**Earl Maxwell**, Chief Executive Officer, St. David's Foundation

Diana Resnik, Consultant

**Edward Safady**, President, Prosperity Bancshares

Alison Silverstein, Consultant, Alison Silverstein Consulting

Tim Taylor, Partner, Jackson Walker LLP

**Richard Topfer**, Topfer Family Foundation/ Managing Director, Castletop Capital

#### **CURRENT HAAM STAFF**

Reenie Collins, Executive Director

Rachel Hanss Blair, Chief Operating Officer

**Rikki Hardy**, Marketing and Fundraising Coordinator

**Alex Beyer**, Office Manager and Volunteer Coordinator

**Emily Fredericks**, Program Services Coordinator

Karl Toft, Lead Eligibility Specialist

**Special thanks to former HAAM Board Members:** Lidia Agraz, Gene Attal, Karen Bartoletti, Carol Clark, Marsha Cook, Betty Dunkerly, Jesus Garza, Madge Vasquez, Liz Watson and Howard Yancy

#### And former HAAM staff:

Chris Alberts, Bianca Briseño, Brandi Kinslow, Tracy Praeger, Carolyn Schwarz, Jennifer Stowe and Kristina Winters. For more information about how you can help keep music in Austin alive and well, visit our website at www.myhaam.org.

If you are a musician or know a musician who may benefit from HAAM, please call us at 512-541-HAAM (4226) or email us at support@myhaam.org to see if we can help.



## KEEPING MUSIC IN AUSTIN ALIVE AND WELL





**CONTACT US** Health Alliance for Austin Musicians • 3010 South Lamar Blvd. • Suite 200 • Austin, Texas 78704 512-541-HAAM (4226)

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