



Loren Davidson House Concert

At [Club Gerz](#)

5:00pm - 10:00pm

Friday, August 2, 2013

[4701 67th St](#)
[Urbandale, IA](#)

We're pleased to welcome Loren Davidson to Club Gerz!!! Doors will open at 5:00 and music will start around 6:00. The cost will be a donation to Loren (we suggest \$15-\$20) with all proceeds going directly to him. Please bring a lawn chair and your beverage(s) of choice. Feel free to bring a munchie or dessert to share if you desire.

We're excited Loren has chosen Club Gerz for his premiere Iowa event! We want to welcome you all to our home to share in the enjoyment of his music. We hope you can join us. Please feel free to share [this flyer](#) with anyone else who might be interested. All are welcome. You can contact us at info@clubgerz.com with any questions. RSVPs are appreciated but not required.

Floatin' With Loren

Loren Davidson calls himself an "escape artist." Having learned that life looks better when viewed through a glass of something tall and cold on a warm beach, Loren creates musical art that inspires and encourages others to escape from whatever is bringing stress into their daily lives and to play a bit more. It's music with tropical attitude, a virtual vacation to Key West and other points south, warm, and relaxing.

Loren writes from the perspective that no matter where you are, no matter what's going on, and no matter what day it is, when you adopt a "tropical attitude," you can always make believe that you're in a place that relaxes you and that it's always 5:00, at least in your own mind.

A Loren Davidson concert is like taking a mini-vacation at a moment's notice. No need to make reservations or go through metal detectors; just walk in, sit down, and be transported to the Paradise in your own mind. It's like therapy, only cheaper and lots more fun. Loren will help you make lemonade out of your lemons and margaritas out of your limes.

Loren's fifth album, *Of All the Rum Joints*, was released on October 8, 2012 to good sales and reviews. Loren's fourth album, *Island Standard Time*, was released in 2010 and placed on several "best of" lists in 2010 and 2011.

Loren lives, works, and plays in the San Francisco Bay Area, and has played house concerts and other venues from California to Key West.

So imagine yourself on the water, bobbing up and down, waves lapping at the side of the boat. Kick back, pour yourself an ice cold drink and sail away with Loren Davidson!

You can learn more about Loren at www.lorendavidson.com.

What is Club Gerz?

"Club Gerz" is just the name we chose to describe our Trop Rock house concerts. These concerts are NOT a business nor business-related activity. They are strictly a hobby for us, simply gatherings of our friends, neighbors and guests to enjoy live music, fellowship, food and fun. The only cost for our house concerts is a donation to the artist. We suggest \$15-\$20 per person, but you determine the value you receive. All contributions go directly to the performers.

Ultimately "Club Gerz" is our (Mike & Merry Gerzema) backyard... or house if the weather doesn't cooperate. Because of our love of Trop Rock music we are opening our home as a venue to help out artists traveling through the area. All you need to bring is a lawn chair and the beverage of your choice. If you'd like, you can bring a munchie or dessert to share. Of course, some cash to share with the artist is encouraged and they often will have CDs and some "swag" for sale as well.

What is a House Concert?

A house concert very simply defined is a musical event presented in someone's home or another small space such as a backyard or community meeting room. It has been described as "Music as it should be...in the home, from the heart." Music has always been an enriching experience and house concerts certainly have occurred for thousands of years. Sometimes it was just families getting together to share some music and fun and other times a few neighbors would drop in and share the experience. Folk, country, and blues music have long histories of performances at people's homes and backyards. Those musical traditions have continued and expanded to today.

Some of today's most inspiring artists often perform in half-empty rooms of distracted customers, while competing with televisions and the noise of constant conversation. Then they go home with a tiny percentage of bar sales. House concerts create a wonderful opportunity for artists to perform in an environment they deserve while providing music fans a chance to experience these great artists in a way they never dreamed of.

House concerts are different than house parties. They are an opportunity to introduce some wonderful singer/songwriters to an audience in a setting where people are gathered to focus on music. The performance, the story, the story behind the story, an opportunity to get up close and personal with the artist.

Trop Rock artists have recently embraced house concerts as a method to make touring plausible and to reach audiences they otherwise would not be able to.

What is "Trop Rock"?

Tropical Rock, commonly referred to as "Trop Rock," is a musical genre that blends numerous musical influences including Rock, Reggae, Blues, Country, Swing, Beach, Zydeco, Caribbean and Latin with island/tropical instrument arrangements and song themes that represent a way of life that is relaxing and exotic. Although Trop Rock has its roots in the beach music scene of the 60's, Jimmy Buffett is often credited as putting Trop Rock "on the map". Crossover music stars like Jerry Jeff Walker, Kenny Chesney, Jack Johnson and The Zac Brown Band have brought the Trop Rock music genre to the mainstream public, resulting in a growing popularity that has opened the door for a whole new generation of island-inspired musicians.

Sometimes called Buffettesque, Gulf & Western, or Cari-Billy, evangelists like the members of the Trop Rock Music Association (fka "The Margarita M.A.F.I.A.") have been working to create a single identity for the genre under the label of "Trop Rock" going as far as establishing the "Trop Rock Music Awards." The TRMA is made up of artists, DJ's, club owners and music lovers that have joined together to support and promote the Trop Rock style of music.



The advent of the Internet and internet radio have been a boon to many niche musical genres, and Trop Rock is no exception. Jimmy Buffett's Radio Margaritaville began as an Internet only radio station and has now migrated to Sirius XM Radio. Another example is the Trop Rock station of the year, BeachFront Radio. Trop Rock outlets continue to expand both on and off the Internet as demand grows and with them the opportunities for artists.



We invite you to enjoy our guest artists, explore these resources, listen to the music, and you just might find yourself in a "happy place" you never want to leave! So, pour yourself a boat drink, pull up a deck chair and settle down under that palm tree and let the waves of music wash over you.

It's a rhythm and a sound and an attitude, and it's bound to be fun.