

Lisa McCormick

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set and it caused there to be a lot of work on everyone's part. They were very upset and it caused there to be a lot of difference between us for years. They just couldn't accept it. They didn't want it to be true."

Even though McCormick learned a lot about herself at Marlboro College, she eventually transferred to Keene State in order to pursue a degree in education. Yet, upon graduating Lisa possessed an English degree and subsequently found employment at Landmark College in Putney, Vermont. According to McCormick, the school was unique in the fact that, "It is the only college in the country that's specifically designed for dyslexic students. Everyone there is at college-level IQ, but they may not have the reading-writing skills that other entry-level college students have. We were given extensive special training on how to teach dyslexics, because you're teaching some pretty basic skills to young adults, and a lot of the materials written for that skill level are aimed at children." In spite of the rewarding work, McCormick found signing her contract for the following year to be extremely difficult, and she subsequently left the school feeling, "...there was something else I needed to reckon with."

While the decision to leave Landmark College was relatively easy, forging a career in the music industry proved to be extremely difficult. Almost immediately Lisa McCormick found herself working as a waitress, and many other menial positions soon followed. Private music instruction also served as a means of support, as McCormick attempted to hone her interests and find a niche. "At first I was going to be the next great female electric guitar player. I thought the world had a shortage of wonderful female electric guitar players. I bought an amp, guitar and a book of scales, but it just didn't click. Then I started writing songs.... I focused on acoustic guitar.... Then I decided I wanted to be in a rock band. When that fell apart I... just pick(ed) up the guitar and... (went) to work."

Consequently, McCormick began to perform in coffeehouses and small clubs throughout the northeast, including The Folkway in Peterborough, New Hampshire, where her career began to rise on an otherwise ordinary Tuesday night. Performing before a modest crowd of thirteen patrons, she received a rousing applause at the conclusion of each song from one indistinguishable man. At the end of the evening he approached McCormick, introducing himself as Jonathan Edwards, a legendary folk singer best known for classic hits, "Sunshine" and "Shanty." It was then, according to McCormick, "...he said he really liked my work and I gave him a tape. I didn't have any expectations... (but) one day he called me out of the blue and asked me for more stuff. And then a couple of weeks later he called and asked if I wanted to make a record."

In the recording studio, McCormick began to realize how close to reality her dream had become, but work on her debut album ceased when a tumor was discovered in her spinal cord. Although it originally began to disable her about four years ago, the tumor was not diagnosed for a year and a half. Extremely desperate and on constant narcotic pain killers, an MRI was eventually performed on July 24th, 1996. At that point, "I had decided if they couldn't find a way out, I'd find my own way out. Something had to be done," stated McCormick.

Upon detecting the tumor, surgery was performed within several weeks, but a full recovery took much longer. Two weeks were spent in the hospital, and radiation therapy was also performed despite the doctor's belief that they had removed all cancerous cells. According to McCormick, at the time of the operation, "It was in doubt (whether I would be able to walk again.) The fact that I had some feeling in my legs when I woke up was extremely good news.... It was

like having five hundred pound weights strapped to your legs and told to go live a normal life."

Even today, 'normal' does not quite define the life of Lisa McCormick. As a result of intensive physical therapy, she returned to the recording studio on crutches and completed her debut album entitled "Right Now." Having garnered three preliminary Grammy nominations in the categories of Best Pop Female Vocal Performance, Song of the Year, and Pop Album of the Year, she now finds herself approaching the spotlight in folk music.

After opening for numerous national artists including Ani DiFranco, Aimee Mann, and Patty Larkin, she remains on tour with solo performances becoming more frequent. Although it has taken thirty-eight years, Lisa McCormick, has remained true to the childhood ideals of the '60s and she is now living her dream. It is all happening right now.

Gay Money

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ganizations, using some of the findings of this report, to make a whole lotta money," Kates writes. After conducting market research, Kates suggests the best way to target the gay community is to cultivate long-term, mutually beneficial relationships. These relationships should be based on trust and demonstrate integrity and ethics toward gay men and their issues. Hiring gay employees, contributing to gay causes, providing a high quality product, and maintaining a high profile are suggested as ways to favorably position a product or service. "Some products such as Absolut vodka and Doc Marten boots have achieved such high brand awareness and loyalty among gay men that they are viewed commonly as gay brands," concludes Kates.

In *Twenty Million New Customers! Understanding Gay Men's Consumer Behavior*, Steven M. Kates provides a detailed academic study of an area of consumer research that has historically received little attention. His thorough study provides a groundbreaking look at the consumer patterns of gay men and the implications this research has for business owners. Now it's time for someone to study the consumer behavior of lesbians.

No place like home

continued from a&e 12

Rather than continuing our games of repetition, which land us back again and again in the land of Oz, we need to recognize and face our demons and bring them safely into the light for all of our community. We have no other means but to start with ourselves and our own awareness. Our society can be a home, but home is a place we always create. To live in a society where we remain unwilling to express our demons with truth, care and openness; to disallow the expression of awareness within the natural boundaries of wholesome behavior; and to pacify ourselves with challenges of commission without compassion is to deny Dorothy's contribution to our lives.

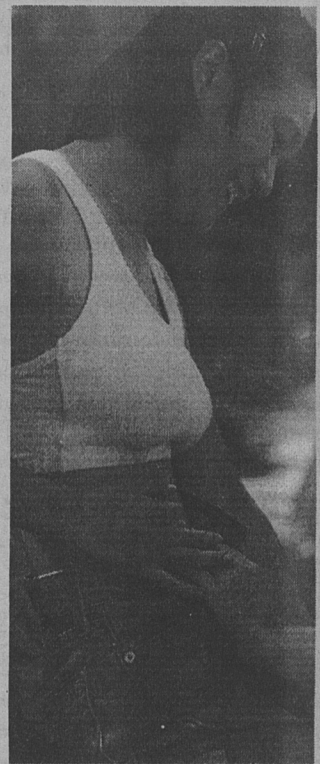
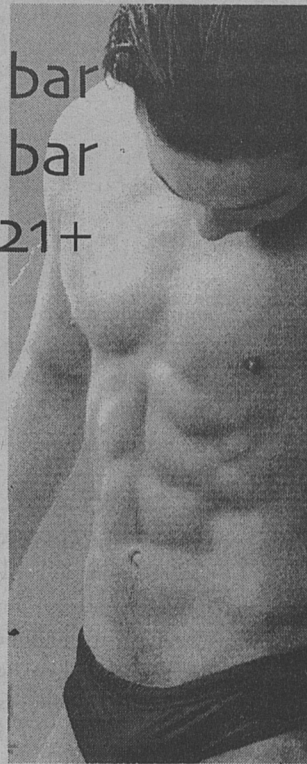
Wholesome is a place entitled "Somewhere Over the Rainbow", where we all understand how to live together without the violation of another living thing. Such is a true home. Perhaps to reveal our natural gifts of compassion, truthful expression, patience, guidance and non-tolerance of that which divides us is to do what Dorothy did. She learns to artfully reveal to herself and others the ignorance of our various times and ages in ways that teach us what wholesome is, rather than repeating our ways of violation. She chooses self-love and community when she concludes, "There's no place like home." While attending this piece of community theater, consider that, like Dorothy, we have the opportunity to live well with our brothers, our sisters, and our cousins, as long as we accept the challenge of health.

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