

ISSUE 19 "DEEPER"

DRY SODA CO. • INDIE POLITICS • NICOLAY

MAG LEGEND

Life... independent!



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ONETIME04

We talk with Seattle-based DRY Soda Co. about their modern alternative in refreshment.

ASK FOR MORE07

Indie politics, a demand for governmental accountability, and resources to get involved.

DIGGIN' DEEPER.10

A conversation with international music producer, Nicolay about buttery chords and the deep south.



EDITOR'S NOTE

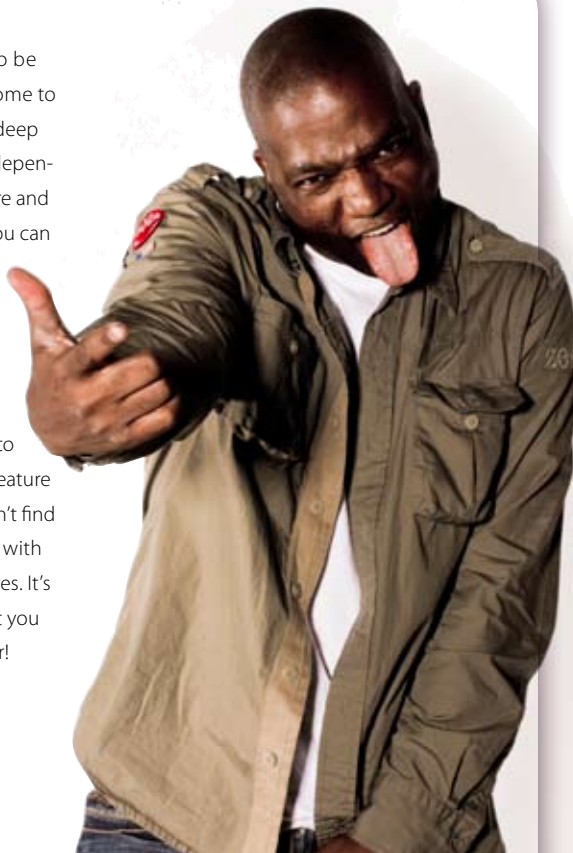
TAKING OFF THE LID TO GO DEEPER.

A friend and I talk about what it is to be independent quite often. What we come to consistently is that you have to reach deep inside yourself to really know what independent means. You have to discover more and more of yourself all the time so that you can project that out into the world.

Everyone loves it when you're yourself; it's sexy, smart, bold, clever, unique, and... independent.

And, we've tried to go even deeper into what we do in this issue. Our Nicolay feature gives you information on him you won't find anywhere else. The same can be said with the Ask For More and One Time features. It's what we are striving for and hope that you also do on a regular basis... go deeper!

Rai-mon Barnes
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Life... independent!

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DRY SODA CO.

Words: Rai-mon Barnes • Photos: Courtesy of DRY Soda

Seattle-based DRY Soda Co. offers a line of all-natural, lightly sweet sodas, flavored with fruit or herb extracts, and sweetened with a small amount of pure cane sugar. DRY's unique design and clean finish exemplify the spirit of going deeper, making it ideal for this opening feature story.

We sat down with Founder and CEO Sharelle Klaus to go over the finer points of staying true to your core, and surviving as an independent company.

What is the most important thing about your core product/message that keeps people coming back?

DRY is THE modern alternative. Alternative to super sweet and artificial sodas, alternative to alcohol and wine, alternative to juice based sodas and alternative to sparkling water. Our customers love that DRY is all-natural, well designed and has only four easily recognizable ingredients.

How does your company stay true to its roots?

Our branding is the key. It says a lot about how we started, what we're about and how we are perceived both in retail and on the table.

What does DRY do to reach out to new target audiences while maintaining a good relationship with your core consumers?

We believe that sampling is the best way to reach new audiences, either through events or in-store demos. Once people try DRY Soda, they love it. The events we do are primarily wine and food focused, which are definitely attended by the DRY core audience. We want to be where the customers are, not necessarily just at the grocery store or at the restaurants they go to so we also like to participate in fashion, art/design and charitable events.

What is your company most proud of to this point?

I'm really proud of the product, I love the taste and it is exactly how I pictured it in my head. In addition, I'm very pleased with the team we've put together, they are an extremely bright, creative and capable group that are building this brand.

What does DRY provide that no one else does?

No other product provides the sophistication that DRY does, while being all natural, low in calories and specifically developed to pair with foods (although equally enjoyed on its own).

It's a modern refreshment that is not juice based.

How hard is it to pioneer a category vs following something that's been done before?

It's hard but exciting. Without a blueprint it has allowed DRY to be more creative and innovative. We can create our own road and our own rules.

How has being women-owned helped or hurt in your companies growth?

Being a woman CEO has definitely been helpful shaping DRY's corporate culture. We have built a collaborative environment that emphasizes team work and positive communication. I think this nurturing spirit breeds success which is evident in our rapid growth! In addition, as a company looking for investment, many groups are interested in woman found companies, which has been a plus.

How does your company integrate the green movement into its culture if at all?

Our bottles and packaging are 100% recyclable.

How would you define "independent lifestyle"?

To me, it's working hard at what you are passionate about and creating your own rules.

Do you make a conscious effort to purchase from companies that are independent/privately owned?

Yes, it's important to support other independents.



What are your favorite independent companies?

Timbuk2, Trader Joe's, Design Within Reach, 7 for all Mankind.

What is the ratio of your distribution in regards to retail establishments who are mass chains vs. regional chains or not chains at all?

In regards to retail, 80 percent large chain (Whole Foods etc.), 20 percent regional/independent. Through restaurants and cafés it's the reverse, most are independent.

How much does DRY cost?

At retail, DRY is \$1.99–\$2.50 for a single bottle and \$5.99–\$6.99 for a four pack. We are available nationally online for \$25 for a 12-pack plus shipping.



For about DRY, visit www.drysoda.com



Ask for more

Words: Rai-mon Barnes • Illustration: EMAGN

When was the last time federal public officials or even a president did more than just hold the status quo in addressing the public trust? Franklin D. Roosevelt and his congress are fine examples of directly serving the public trust despite dire times. History reminds us that from these desperate times sprang fantastic public works projects and social security.

The question is if things that directly serve the public trust are usually only done in large scale during trying times, how do we get them done otherwise?

Have you thought about asking what your candidate is willing to do in regards to serving the public trust? We hope so. If not, that's what we're asking of you now.

There seems to be a lot of turbulence in the political climate with the elections coming, a war on, the economy not helping us to stay upbeat, and no real solutions being offered. We didn't want to just talk about the problem so, we came up with something we feel is action oriented that you can do to at least put your best foot forward.

Click for more:



Campaign.com
Presidential race info



GlassBooth.org
Presidential candidate info



OpenCongress.org
What's happening in congress



TheLeague.com
League of young voters

PROCESS TO PASS A LAW: BILL INTRODUCED → VOTED ON BY SENATE → VOTED ON BY HOUSE → CONSIDERED BY PRESIDENT → BECOMES LAW

At this juncture, it's important to understand, that in order to get something done our presidential hopefuls have to follow the same process as those before them to pass a law.

While most people address Bush as a major cause of our current woes, we would also like to go deeper and say that being a lot better than Bush just doesn't cut it. One president in the next 30 years should do something that makes up for what hasn't been done the last 30. That would be to make thirtysomethings and tweens alike say "cool, someone is looking after me as a citizen". While he or she was actually making good on those feelings.

Ask for more! Let's demand our president deliver on their lofty promises, while also addressing issues for the everyday citizen.

I know what you're thinking, "what issues are there that could affect me personally?" As of press time these are just a few of polices looking to become law.

- S.2544—Emergency Unemployment Compensation Extension Act of 2008
- H.R.5719—Taxpayer Assistance and Simplification Act of 2008
- S.2636—Foreclosure Prevention Act of 2008.
- H.R.1593—Second Chance Act of 2007: Community Safety Through Recidivism Prevention

These are but a few examples of things being looked at because of turbulent times we mentioned earlier. Lets make sure that our new President and their counterparts in the

Senate and House keep citizens, families, neighborhoods, and business's in mind when they are writing what history says next. More importantly, lets ask ourselves to follow through on our obligation to be a republic with a voice.

Don't just look at your candidates' platform and say he or she stands for good, bad, hope, veterans, women, democrats or republicans. Ask for more!

To help you in your quest to Ask for more, we've researched some sites where you can get more information and voice your opinion.

Visit www.LEGENDmag.net/askformore and make your voice heard.

PRESIDENTIAL CANDIDATES

(Listed alphabetically by last name)

In an effort to help you ask for more, here's a list of all the candidates left in the race for the 2008–2012 presidential term. Hold your oval office hopeful accountable by e-mailing, writing or calling up their team on the phone and demanding more than we've ever been delivered before.



Hillary Clinton (www.hillaryclinton.com)

4420 North Fairfax Drive, Arlington, VA 22203
(703) 469-2008



Mike Gravel (www.gravel2008.us)

P.O. Box 948, Arlington, VA 22216-0948
(703) 652-4698



John McCain (www.johnmccain.com)

P.O. Box 16118, Arlington, VA 22215
(703) 418-2008



Ralph Nader (www.votenader.org)

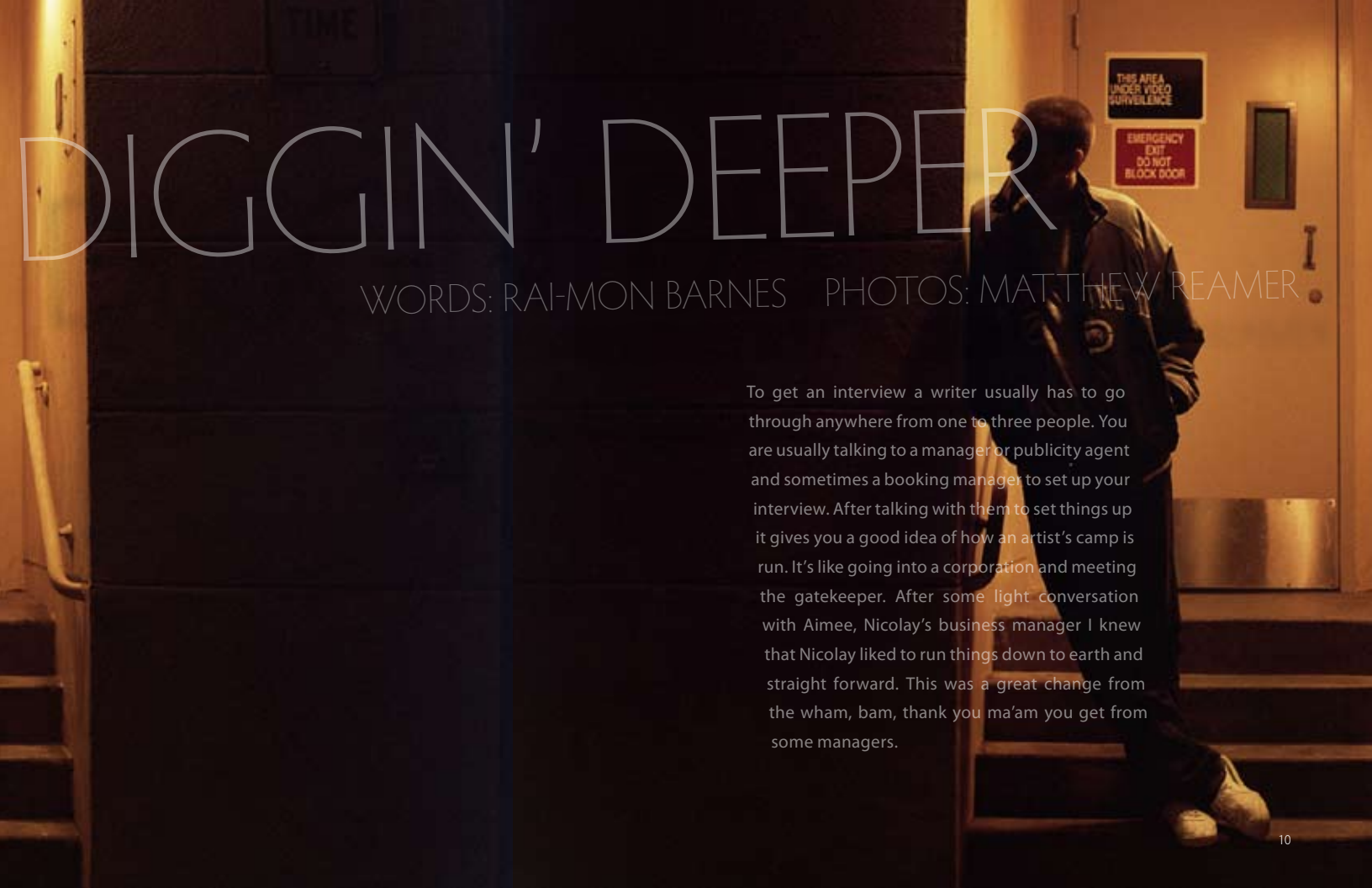
P.O. Box 34103, Washington, D.C. 20043
(202) 471-5833



Barack Obama (www.barackobama.com)

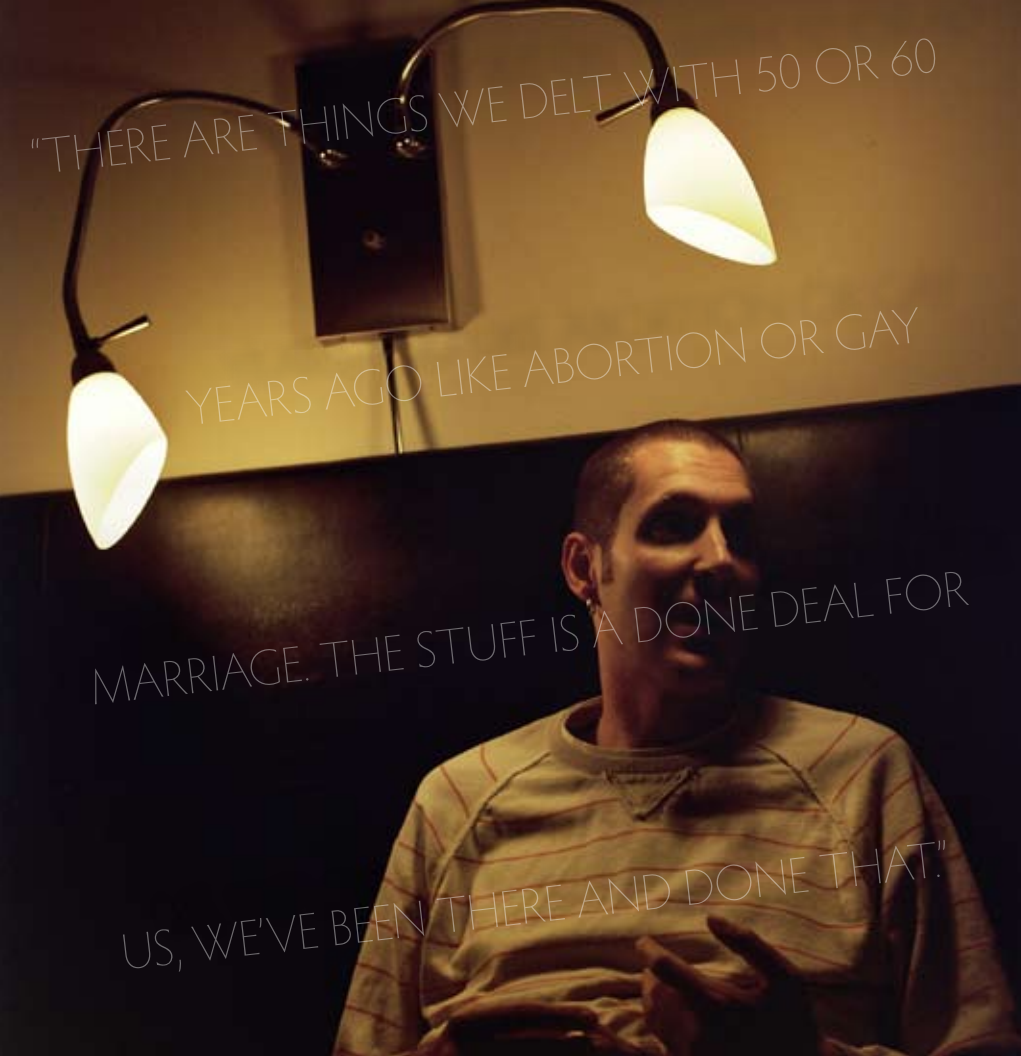
P.O. Box 8102, Chicago, IL 60680
(866) 675-2008

DIGGIN' DEEPER

A man in a dark jacket and pants stands in a doorway, looking to the left. The scene is dimly lit with a warm, yellowish glow. On the wall to the right of the doorway, there are two signs: a black one with white text that reads "THIS AREA UNDER VIDEO SURVEILLANCE" and a red one with white text that reads "EMERGENCY EXIT DO NOT BLOCK DOOR". The man is standing on a set of stairs leading up to the doorway.

WORDS: RAI-MON BARNES PHOTOS: MATTHEW REAMER

To get an interview a writer usually has to go through anywhere from one to three people. You are usually talking to a manager or publicity agent and sometimes a booking manager to set up your interview. After talking with them to set things up it gives you a good idea of how an artist's camp is run. It's like going into a corporation and meeting the gatekeeper. After some light conversation with Aimee, Nicolay's business manager I knew that Nicolay liked to run things down to earth and straight forward. This was a great change from the wham, bam, thank you ma'am you get from some managers.



THERE ARE THINGS WE DELT WITH 50 OR 60

YEARS AGO LIKE ABORTION OR GAY

MARRIAGE. THE STUFF IS A DONE DEAL FOR

US, WE'VE BEEN THERE AND DONE THAT.

Traveling all the way from North Carolina to do shows is no small feat. Coordinating the show, hotel, transportation, food and last minute interviews can leave a manager and their artist frazzled. Especially when they're fitting you in between landing and show time. After meeting Aimee and finishing up some conversations we started on the phone, I see what seems to be an NBA player walk in through the front doors of the The Mosser hotel.

You wouldn't know it from the pictures but Nicolay is probably one of the tallest musicians you'll ever meet (6' 7") and fortunately for us he's also one of the most humble and talented as well. "On the planes I can't get the emergency row because now they always go to business class or the VIP flyers," he says about his height being an issue on cramped flights. He seems to take it all in stride though.

Nicolay or Nic as everyone refers to him, is the kind of guy who has a smile that lights up the place and gives a good pound and shake like you've been friends for years. These things make it easy to get right into his story, where he's from, and how he likes it here now that he's moved to the US from the Netherlands.

“One of the things that’s been a little weird is that I didn’t just move to the [United] States, I moved to the ‘South’. Politically I went from what most Americans would see as left, to something that’s all the way to the right. Sometimes I get in arguments because they don’t understand some of the things that we’ve done in the Netherlands. There are things we dealt with 50 or 60 years ago like abortion or gay marriage. The stuff is a done deal for us, we’ve been there and done that. [In the Netherlands], we don’t get worked up over it. The south is very conservative but I make it work.”

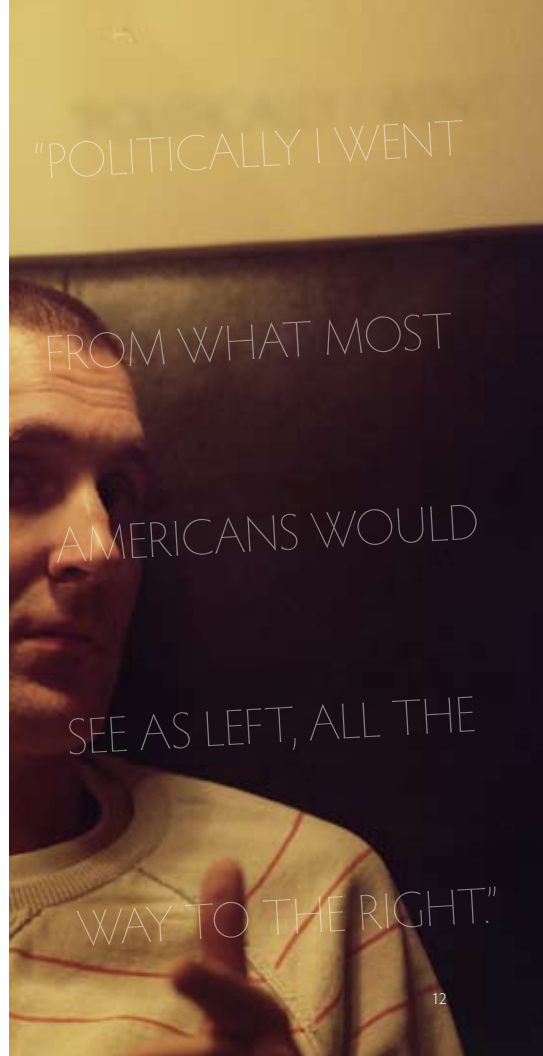
I couldn’t help but wonder about politics in the Netherlands at this point. He said, “I’m from Utrecht, in the Netherlands. It’s the 5th largest city but that’s doesn’t say much it’s Holland you know and I wouldn’t say we’re all left. We have our spectrum too. But even the most conservative politician would not dream of trying to turn back the clock on things like abortion and gay marriage. I don’t have any problem with that, as long as you’re not bothering me. Here they try to do a lot to not think about what the people want. They also give a bad view on foreign policy. For [Americans] there doesn’t seem to be a window into the world so you know what’s going on in Europe or what’s going in Africa. You only here

about the gas prices, Bill Clinton opened a mall, and things that have to do with America.”

As you can tell Nic and I were talking about politics for a while. It made me wonder if he’d ever run for office. “I might run for Governor of California one day. I here Europeans have a good chance of winning that seat. But really no, I think I’m too principle oriented and I would go crazy.”

We talked about everything from House Representative Dennis Kucinich and “his smoking hot wife who’s half his age” to “US children needing a bigger view of the world.” So it seemed inevitable to find out if his principles and his music ever meet up. “Not directly. I think it all comes from the same place in the end, your soul. I’m not trying to fight the good fight with music. I think there’s only so much you can do musically without words. And I’m never really the guy with the words.”

If you haven’t heard Nicolay’s music you’re missing what I call the buttery cinnamon musical chord experience. I talked with Nicolay about the fact he’s studied music in a formal setting and how describing his chords as major, minor, diminished or augmented don’t do his music any justice.



A close-up photograph of a man with short hair and a small hoop earring, looking upwards and to the right with a thoughtful expression. The lighting is warm and directional, coming from the right, casting shadows on his face. The background is a textured wall. Overlaid on the left side of the image is white text in a clean, sans-serif font, arranged in five lines.

“FOR AMERICANS THERE DOESN'T SEEM TO BE A WINDOW
INTO THE WORLD SO YOU KNOW WHAT'S GOING ON IN
EUROPE OR WHAT'S GOING IN AFRICA. YOU ONLY HEAR
ABOUT THE GAS PRICES, BILL CLINTON OPENED A MALL, AND
THINGS THAT HAVE TO DO WITH AMERICA.”

“Actually, the terminology that you use describes it better than saying it musically. I could tell you that I use a lot of Major 7 chords, Major 9 and Sus. but it says nothing. But I could say buttery and it would describe the feeling. I can describe it in technical terms because I was a music major. It was my major for 7 years and I was getting ready to do my final thesis and I said fuck it and I just dropped out. I didn't like the continuous analysis of it so that in the end there's no feeling. I used to love classical music and then from studying it I just lost the vibe. I got a job and started doing my own stuff.”

And he has been doing his “stuff” for a long time now. Nicolay has made beats for years with his favorite MC's. From his *Dutch Master* project, the Foreign Exchange Album with Phonte Coleman (of Little Brother), his first complete solo project *Here*, and his current project *TIME:LINE* with Kay of the Foundation you can tell that Nicolay has a relationship with the people he makes music with. “I'd have to say besides Kay, Phonte is still my favorite to work with. I like working with the people from the crib. People like you and I, because I feel so much better working with people that have something to prove. It's always good with them.

You can't force it. I have yet to hear something that Kay does I don't like and the same thing with Phonte. In terms of writing, they always come with the shit. It works really well.”

That great relationship is really personified in the *TIME:LINE* project he has done with Kay but known by most from the making of the Foreign Exchange album with Phonte. “With the new Foreign Exchange album we're making we have to go somewhere farther than before. We couldn't make another *Connected*. We made some of the music and Phonte would say ‘man I don't know if people are ready for this’. I was thinking that it was like when Outkast came out with *Bombs Over Baghdad*. You say ‘damn’ but you could see it coming and I think some people who really liked *Connected* will see us coming on this next album. We have some of the same people singing like Darrien and Yahzerah, but no [MC] guest spots. Some of the music you can't rap over, when we use the 6/8 and even 7/8 time signatures that can't have a verse over it.”

Musical checks and balances are something that most musicians just don't have. A lot of musicians have a group of people around them that are replaceable unlike the mainstay team that Nic was

just describing. Some artists have teams that are there to placate who they are, why they do what they do and how “great” they sound. So when Nicolay said “I will never do a beat for Fergie. If I get asked to do the 2010 version of “My Humps” I'd say ‘hell no!’ You can't put that in the record. Can you imagine what a guy like Phonte would say to me for doing something like that? I would get ripped a new asshole. I respect Will.I.Am because he chose the path he's on, but I couldn't do that path.”

And this is the essence of what you hear in Nicolay's music. A guy who has moved across the globe, has tons of critical acclaim, is doing his best to stay forward thinking, but hasn't lost sight of who he is in the process.

I hope that you all get to spend some time with Nic soon, but in case you don't, come back and read this article. Remember that some artists are truly genuine and prefer to not float on the surface... they like to go deeper.

For more Nicolay, visit www.nicolaymusic.com