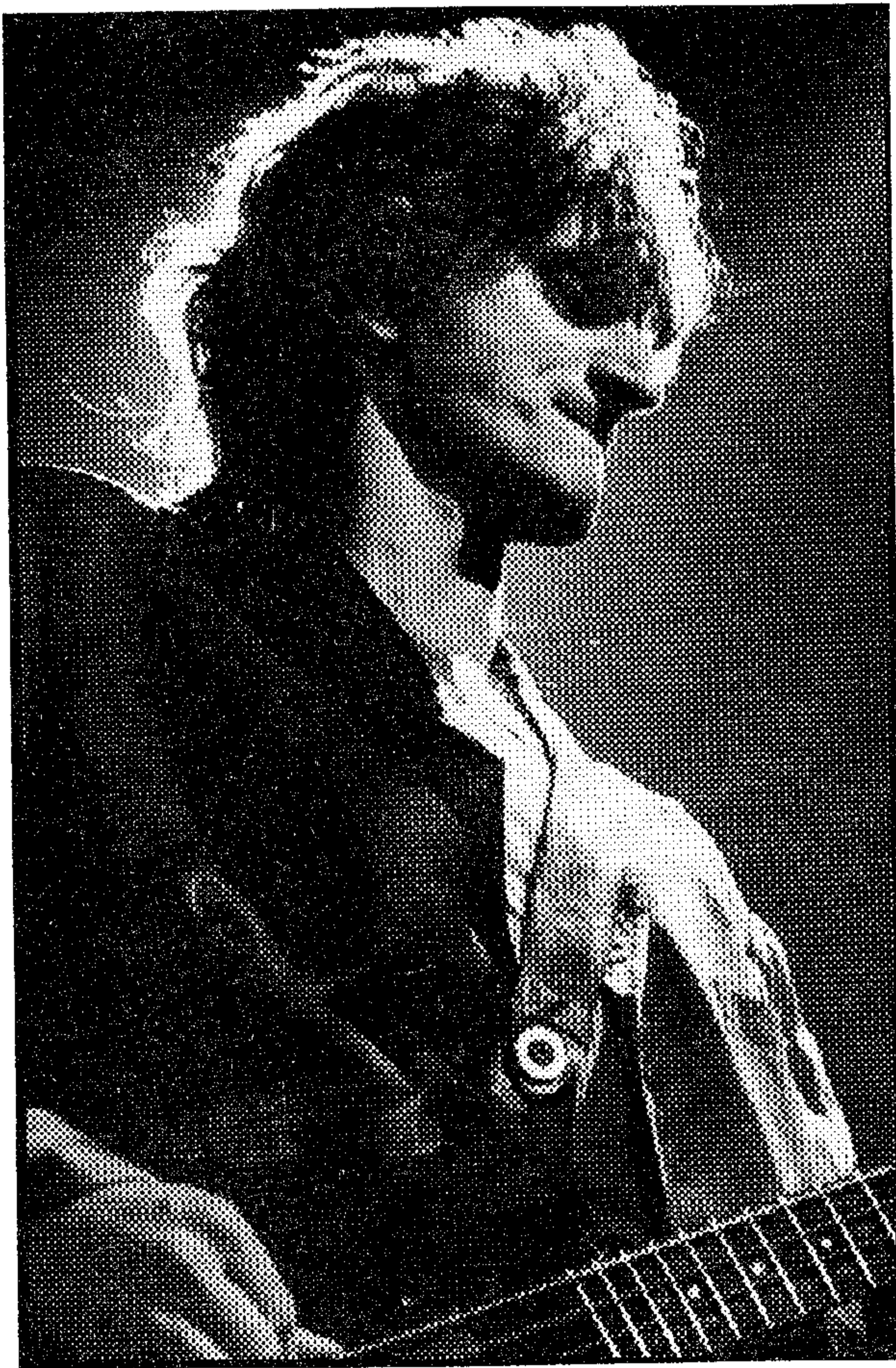


# SOUND ATTITUDE

*Hard Rock Never Rocked So Hard!*

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## ALICE IN CHAINS



*In His Own Words...*  
**BOB CHIAPPARDI**

# FOUNDATIONS FORUM '91

Convention Coverage

Photo Credit: Kevin Michaels

We worked the first Alice In Chains records for nine or ten months. I think their contribution to the scene is that they're exploring new avenues. The new Seattle sound which they're very much a part of, is one of the most exciting things going on now in hard rock and metal. They're shaking things up, which is exactly what music needs to do.

The first day of the Convention was an industry day. There were good things and bad things about that. A lot of the people who showed up the first day who had the excitement of being in a room with all their buds was a bit distracting, so the product presentations weren't attended as well as I would have liked them to be.

The Awards show was an experiment. It was the first time we've done that, and it had some rough edges. We ran into some technical problems that once you get beyond that, the evening was very successful. We established the awards, and raised money for charity. The idea for the casino was a culmination of T.J. Martell's ideas and ours. We wanted to somehow tie them in. We did an auction for them last year and raised half a million dollars for them this year, so we're going in the right direction. We intend to continue working with them in the future. They're easy to work with, very good at what they do, and they understand music people. We thought the projects would be something fun, and that was what it turned out to be.

The role that the **Foundations Forum** plays, is it brings everyone together at least once a year. Just getting everyone all together in one space is a great thing. It's like any kind of party. It's kind of like Christmas or Thanksgiving. Sometimes, I think there's moaning and groaning like, "aw, I gotta go to grandma's house and see Uncle Lou and Aunt Peg," and that type of stuff. But once you go there and once you leave, you say, "I'm glad we did that," because you get to see everyone and catch up on everything.

See you next year.

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