



# the 6th annual **FORTUNE** **BATTLE** of the **CORPORATE** **BANDS**®

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**NAMM**®

Top: A packed house cheers on the corporate rockers in Cleveland.

Left: Rock all-stars Ricky Byrd and Jeff Carlisi jam at the House of Blues pre-event.

# OFFICE JAMMERS ROCK THE HALL

This October, Cleveland rocked yet again, as the FORTUNE Battle of the Corporate Bands™ took center stage at the Rock and Roll Hall of Fame and Museum. Representing companies and industries from all over the world, these talented amateur bands capped a year-long talent search with electric—and eclectic—performances that impressed an all-star panel of judges and a full house of enthusiastic fans.

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# AUSSIE BAND DRESSES FOR SUCCESS

Fronted by charismatic singer and guitarist Mark Potter, Sydney-based Suit Tie Hi Fi, representing Cambridge Integrated Services, an Australian workers compensation firm, were the evening's winners. Well into their 15th year together, New York's SAS Band, representing the SAS Institute, captured runner-up honors with their soulful R&B. American Century Investments' Soul Focus, from Kansas City, MO, brought the focus they bring to their clients—and their rich KC sound—for a close third-place finish.

With the most votes of the more than 150,000 cast online, Soul Focus also won the inaugural Chrysler Fans' Choice award.

A partnership with the Rock and Roll Hall of Fame and Museum's educational programs and NAMM, the trade association of the international music products industry, the FORTUNE Battle of the Corporate Bands celebrates the positive effects that music has on productivity and morale in business. The event also supports the Hall's education programs, with more than \$500,000 raised to date.

A gifted panel of judges—Jeff Carlisi (.38 Special), Liberty Devitto (Billy Joel), Ricky Byrd (Joan Jett, Roger Daltrey), Derek St. Holmes (Ted Nugent), and Jeff "Skunk" Baxter (Doobie Brothers, Steely Dan)—evaluated the bands and made the tough decisions. Prizes were also awarded to individual musicians for contributions to their overall ensembles, with the best vocalist, guitarist, drummer, bassist, keyboardist and horn player receiving additional recognition.



Top: 2006 Best Band Suit Tie Hi Fi; Middle: the crowd goes wild; Below: Chrysler vehicles stand out against the Cleveland skyline; Chrysler Fan's Choice winners: Soul Focus.

## THE WINNERS

### BEST BAND

Suit Tie Hi Fi—Cambridge Australia

### 2ND PLACE

SAS Band—SAS Institute

### 3RD PLACE

Soul Focus—American Century Investmetns



## CHRYSLER FANS' CHOICE AWARD

