



Larry Butler's Nashville Encore

By Deborah Speer

Larry Butler, known as a "live performance coach" and former Warner Bros. Records exec and GM for Bill Silva Management, is GM of independent music marketing company The Artist Cooperative. He took himself and his business to Nashville just weeks ago, and the erst-while Los Angeles resident told *Pollstar* how Music City has changed:

"What I found, and what the beauty is, is that 10 years ago it was a boots and hats town, and a good-old-boy closed system. It's opened up; there's more to popular music than country music.

"They want to be recognized globally, not just in the U.S. That opens the market even more for the songwriter. It has to start with a solo person. I'm working with that person and making sure that they can entertain. That's what I'm here for!

"Showcases and radio tours are the basis of everything that is going on in this town. It's vibrant. In LA and anywhere. I'm a live performance coach and people would look at me funny and say, 'That's a thing?' In Nashville, they know exactly what I'm talking about. I teach people to be entertainers. The top prize for the CMA awards is Entertainer of the Year. That's why I'm here!"