

State College musician moves to LA Terry Beard: life in the fast lane

BY JON BRIAN PETERSON
Daily Collegian Staff Writer

Terry Beard, one of the finest musical performers ever to come out of State College, is alive and well in west Los Angeles.

After nine years of working the downtown club circuit, producing local talent in his Poe Valley studio-home, and playing warm up for artists such as Hall and Oates, Three Dog Night, and Billy Joel, Beard decided the time had come

to answer his calling. In November of 1977 he left State College to make his bid in the L.A. music industry, and after three years of non-stop hustling, it looks like his efforts in the fast lane won't be in vain.

Those who have never seen Beard perform in State College have missed out on a unique musical experience. The self-proclaimed "master of the unexpected" has stunned patrons of the Scorpion, Brewery and Phyrast with his

deranged brand of musical magic; several Gentle Thursday and Movin' On crowds, along with countless fraternity parties and coffeehouses, have all been treated to "The Beard's" music during the early and mid-'70s.

Those who have seen Beard play downtown can recall the splendid evenings of drunken screaming to Bearded singalong classics like "The Wonder of You," "Gloria," and "Hey Babe, Ya Wanna Boogie." Probably the most infamous of all was his satirical tale of the creation of Man which featured a delightfully absurd rendition of Helen Reddy's "I Am Woman."

Bob Berrigan, owner of the Scorpion, recalls Beard as "being State College's original hippie. He had the long hair and unusual looks before anyone else playing downtown. Terry's crowd pleaser, and was very instrumental in making a mark for the Scorpion here in town. He was an institution within the institution here on Monday and Tuesday nights."

Of his decision to leave State College, Beard felt that it would be to his advantage to leave State College while he was still on top.

"Everyone grows," said the bearded Beard in a recent telephone interview. "State College didn't have what I needed as far as business connections were concerned. There wasn't much chance of getting picked up by a major record label. Although I miss the musical community greatly, leaving town was a necessary move."

Within a month's time after this decision, Beard was ready to make his move. He and his wife Cindy, who was also his manager at the time, sold most of their belongings and mountain home in anticipation of the forthcoming cross-



country haul. Unknown to anyone in southern California, they arrived in a San Bernardino motel nine days later. One of the first things Beard learned about California was that he couldn't make a living by playing his music.

"Everybody plays the clubs in LA, whether or not they have any talent," Beard said. "If you want to break into the club scene, you've got to play for free—or for peanuts."

Beard decided to attempt breaking into the music business via the back door—by playing the politics of the game instead of playing the clubs. But before he could start making connections, he first had to find a means of maintaining his cashflow. Beard walked into the well-respected position of payroll clerk at Grebeller Savings & Loans in Beverly Hills, while his wife worked as a production assistant at Pacific Video Studios and KTLA.

"The job at Grebeller did me a hell of a lot of good," said Beard. "When I got to where I want to be, I'll have the experience of working with computers and handling massive amounts of cash, to

minimize any legal hassles I may encounter."

But musical success in LA doesn't come without the frustration of becoming involved in promising opportunities which fall through. One such possibility was the sale of two Beard songs ("Kathy Come On" and "College Town Bar Room Brawl") to the producers of the new defunct T.V. series, "Delta House." Unfortunately, the show was cancelled before the songs were ever aired.

Another near-hit was Beard's involvement in a science fiction musical comedy entitled "Starship Odyssey." Beard was slated to play drums for this west-coast production, but the show's producers backed out at the last minute, cancelling the musical indefinitely.

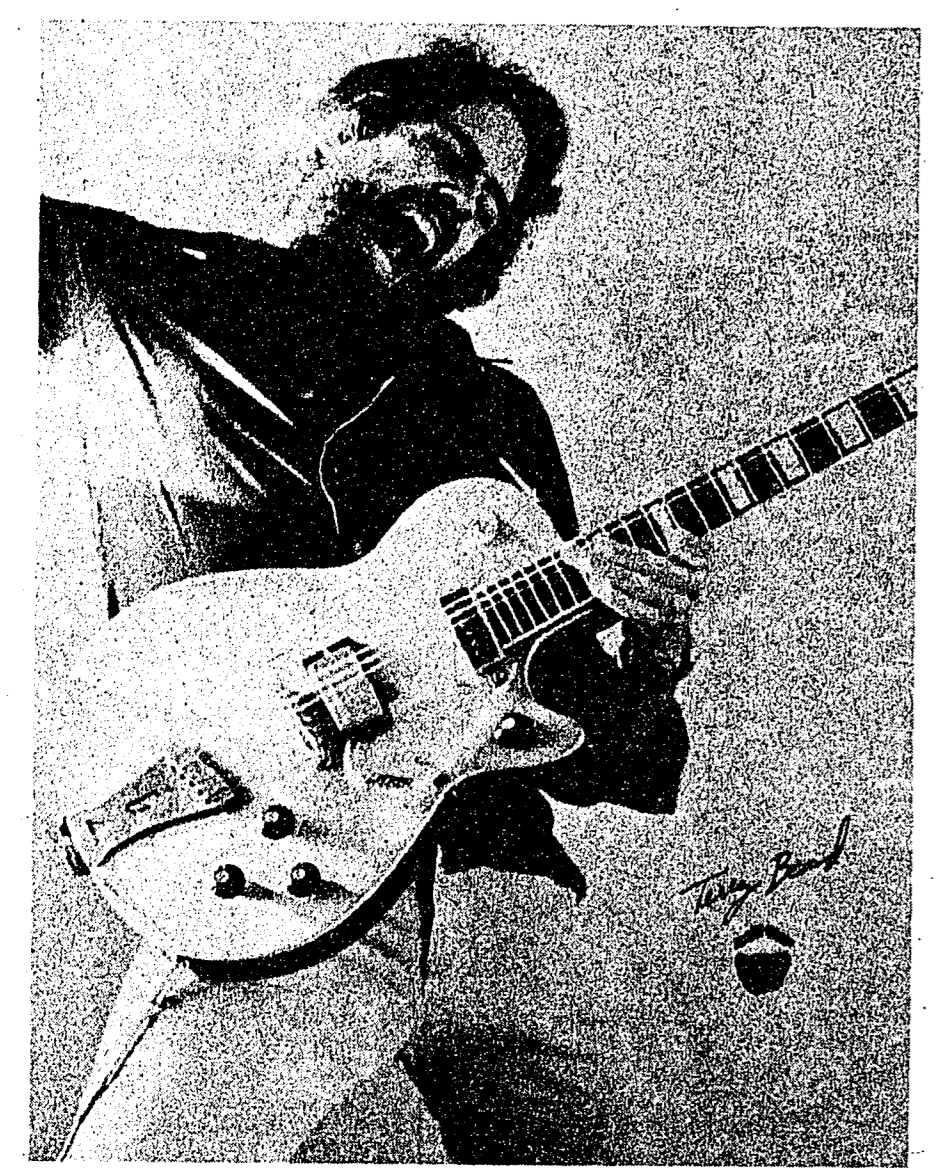
So many unlucky twists of fate could have dampened his enthusiasm, but fortunately they didn't. For the tides are finally turning for the California Beard. "It's as tough as I thought it would be," Beard said. "It takes three to four years of solid work if you have any hopes of

making good. You don't stand a chance by dogging it."

For the past six months, Beard has launched a massive assault on the record business. He recently received rave reviews auditioning for the "Alternative Chorus Songwriters Showcase," sponsored by BMI, CBS Records, and other industry heavyweights. Beard landed that showcase in addition to several more in which he and his newly formed band, 30 Fingers (To Touch You), will be performing for in the near future.

According to Beard, "There are a few people like myself who are overqualified for everything, and I know that 1980 will be THE year for me. For all the new people in State College who haven't heard of me yet, watch out—I'm out to get you!"

Will Terry Beard be the first Penn State to make it nationally since Todd Rundgren and the Nazzy got their first big break? Only time will tell. Every musician has a dream. Some of them come true. Terry Beard just may sign his dream into reality.



Terry Beard

Photo by Cliff Beard

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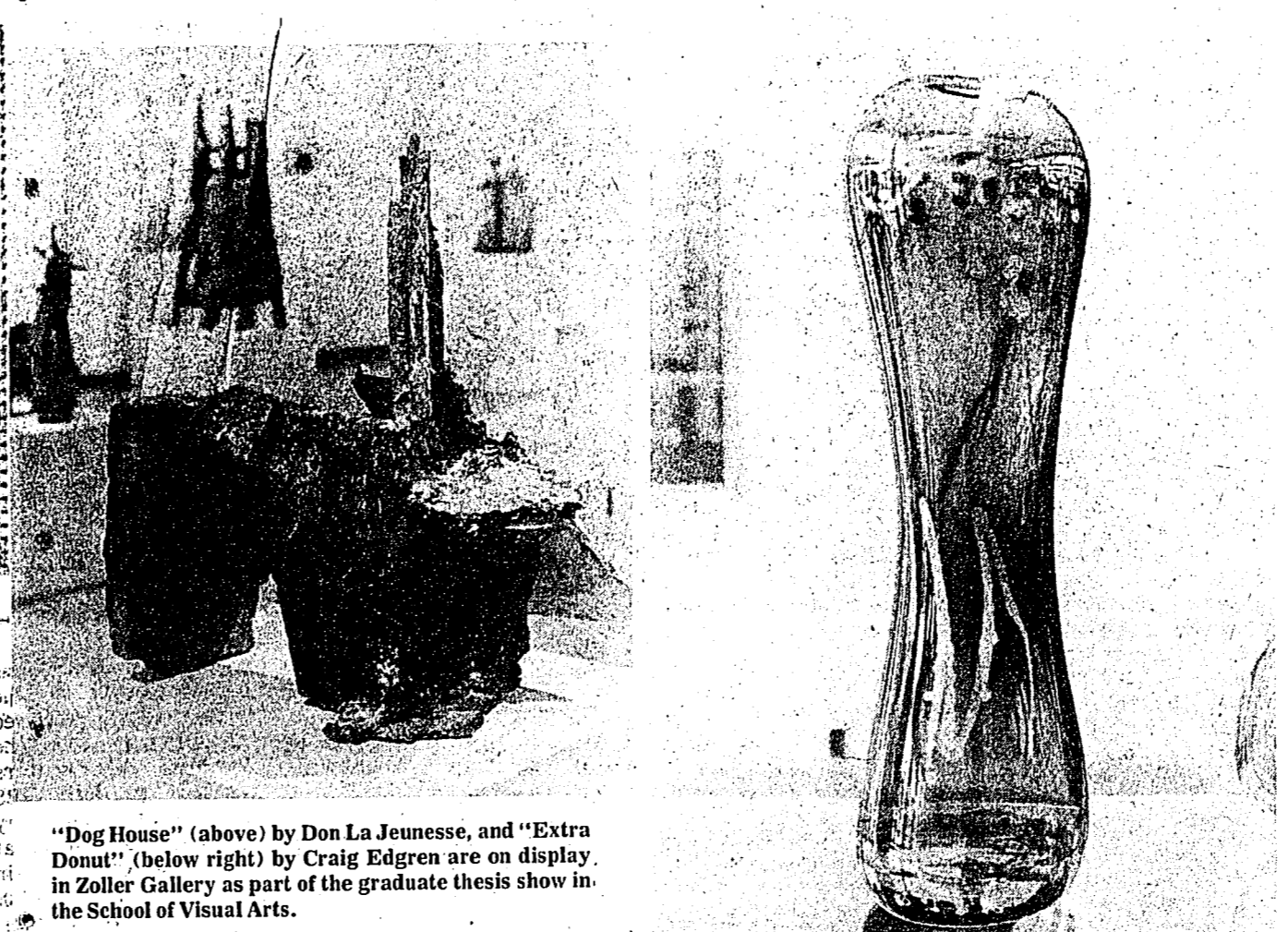
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UNIVERSITY CALENDAR SPECIAL EVENTS
Friday-Sunday, May 9-11

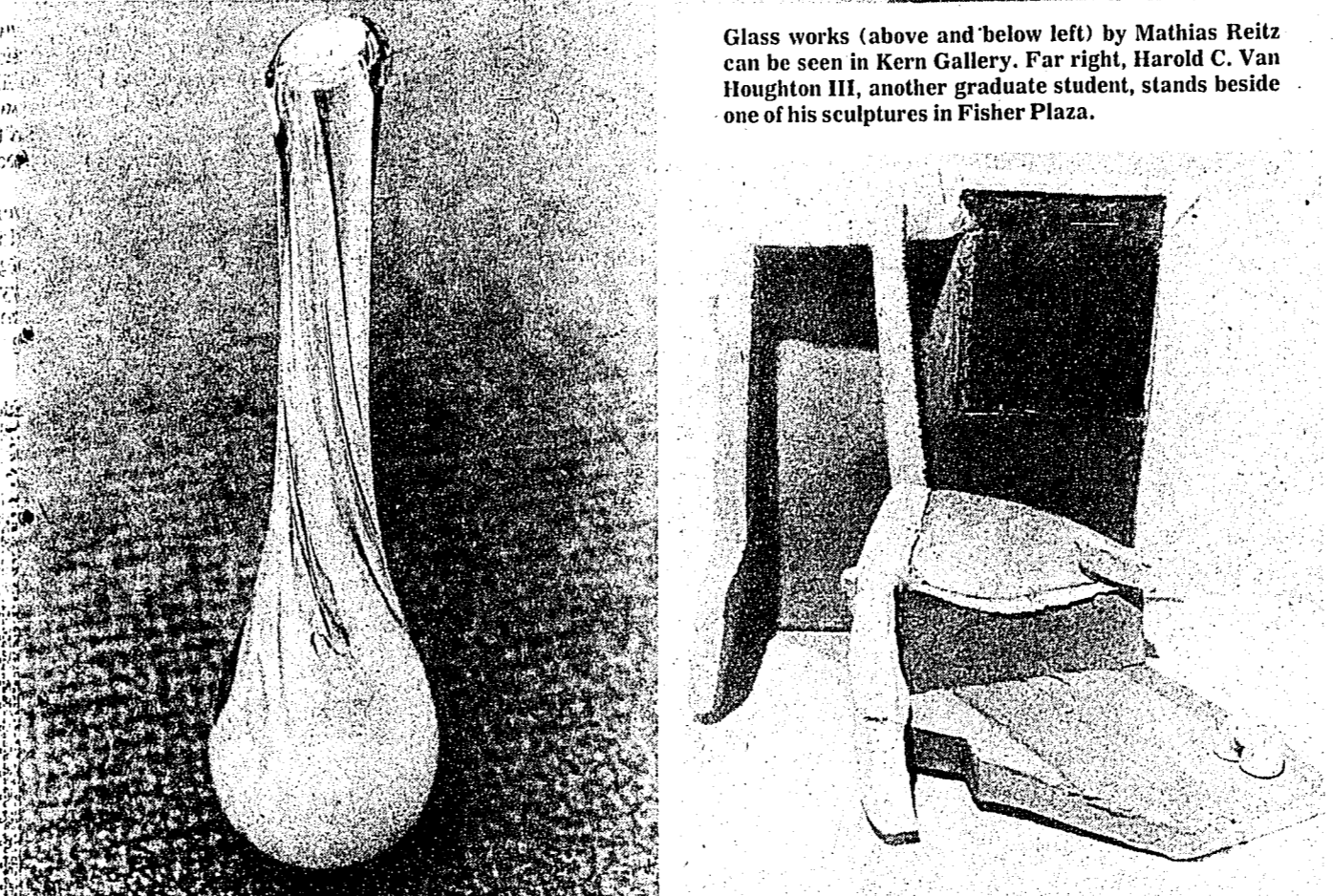
Friday, May 9
Sports: golf (women), Lady Lion Spring Invitational, ACOBN/Community Dev. meeting, 9 a.m., Room 307 HUB, American Indian Awareness Days, lectures, films, traditional dances, crafts and food, 10 a.m.-4:30 p.m., HUB and HUB Lawn.
Geography Dept. Coffee Hour, 3:45 p.m., Room 318 Walker, Ronald Abler, on "Whither Distances: Communications Technology and Society."
End of Another Year Dinner, 4:45-6:45 p.m., HUB Terrace Room.
5 O'Clock Theatre, Harry Nolan, 5:15 p.m., Pavilion Theatre.
FISHA Dinner at Le Jardin Cafe, 5:45 and 6:30 p.m., Maple Room Her, derson. Reservations, 865-7444 or 534-8291.
Campus Crusade for Christ meeting, 6:45 p.m., Osmond and Boucke.
France-Cinema, The Tall Blond Man, 7 and 9 p.m., Room 112 Kern.
Shaver's Creek Nature Center, Nighttime World of Ponds in Spring, 7:30-9:30 p.m., Stone Valley.
GSA Coffeehouse, 8 p.m., Room 102 Kern.
Penn State Thespians, Carousel, 8 p.m., Schwab.
URTC, The Taming of the Shrew, 8 p.m., The Playhouse.
Penn State Brass Choral, 8:30 p.m., Eisenhower Auditorium.

Saturday, May 10
ACORN/Community Dev. meeting, 9 a.m., Room 307 HUB.
PSOC Bike Div., tour to Poe Valley, 9:30 a.m., HUB parking lot.
American Indian Awareness Days, 10 a.m.-4:30 p.m., HUB.
Circle K Club meeting, 10 a.m., Room 318 HUB.
Eco-Action meeting, 10 a.m., Room 225 HUB.
Nittany Valley Mineral Club, gem and mineral show, 10 a.m.-9 p.m., Wagner Bldg. Drill Room.
Rec. and Park Society social, 10 a.m., New Beaver Picnic Area.
Sports: golf (men), Alumni Tournament, 10 a.m.; track (women), Lady Lion Relays, noon.
Horticulture Dept., Mother's Day Sale, noon-4 p.m., greenhouse behind Tyson Bldg.
Penn State Thespians, Carousel, 2 and 8 p.m., Schwab.
France-Cinema, Warner's Animation Festival Part II, 6:30 p.m.; Children of Paradise, 8:15 p.m., Room 112 Kern.
GSA Cabaret, 8 p.m., Room 102 Kern.
Loretta Greiman, flute, 8 p.m., Music Bldg. Recital Hall.
URTC, The Taming of the Shrew, 8 p.m., The Playhouse.

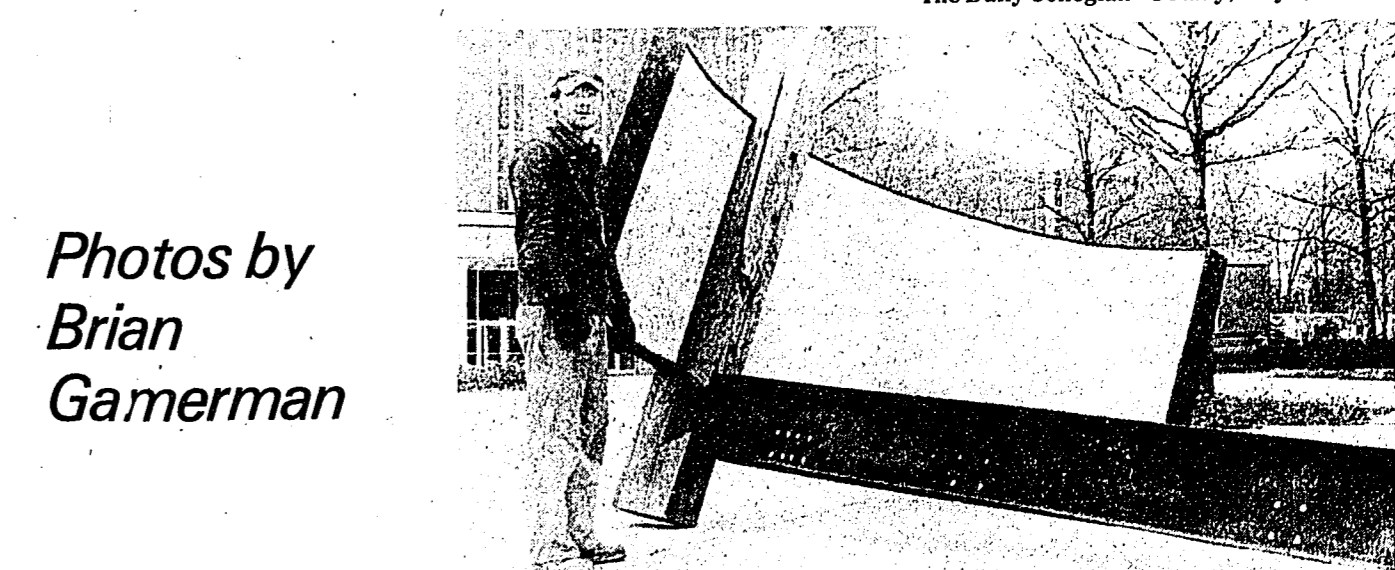
Sunday, May 11
Shaver's Creek Nature Center, Morning Bird Walk, 7:30-9:30 a.m.; Spring "Things" Walk, 2-3 p.m., Stone Valley.
University Chapel Services, 11 a.m., Eisenhower Chapel. The Rev. John Dromazos, Pleasant Gap United Methodist Church.
Unity Christian Campus Ministries Service, 11:15 a.m., Frizzell Room, Eisenhower Chapel.
Nittany Valley Mineral Club, gem and mineral show, noon-6 p.m., Wagner Bldg. Drill Room.
Honors Convocation, 2 p.m., Eisenhower Auditorium.
Mother's Day Concert, Penn State Internationale Dancers, 3 p.m., White Bldg. Dance Theatre.
Penn State Glee Club, Mother's Day Concert, 3 p.m., Schwab.
France-Cinema, The Tall Blond Man, 7 and 9 p.m., Room 112 Kern.
Alpha Kappa Psi meeting, 7:30 p.m., Room 304 Boucke.



"Dog House" (above) by Don La Jeunesse, and "Extra Donut" (below right) by Craig Edgren are on display in Zoller Gallery as part of the graduate thesis show in the School of Visual Arts.



Glass works (above and below left) by Mathias Reitz can be seen in Kern Gallery. Far right, Harold C. Van Houghton III, another graduate student, stands beside one of his sculptures in Fisher Plaza.



Photos by Brian Gamerman

Treasures
This terracotta man (c.200/c.700) and bronze leopard (mid-16th century) are but a few representatives of the major museum exhibition, Treasures of Ancient Nigeria, touring Detroit, San Francisco and New York this year. In conjunction with the tour, Knopf presents a stunning book filled with handsome photographs of the 100 pieces in the exhibit. The book helps to depict the fascinating civilizations of ancient Nigeria.

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Schedule of Events: May 9, 1980
Open to Students, Faculty and the Public

May 9, 1980
1:30-3:00 p.m. Workshop on News Media Ethics, Informal Lounge, Eisenhower Chapel
topic: "How Far Should a Journalist Go to Get a Story: a case study"
discussants: six students from Journalism 409
moderator: Dr. H. Eugene Goodwin, School of Journalism, PSU
3:30-5:00 p.m. Workshop on Moral Education, Informal Lounge, Eisenhower Chapel
speaker: Dr. Henry C. Johnson, department of Cultural Foundations of Education, PSU
topic: "But Who's Values Are We Going Teach?"
discussant: Mr. David Black, department of Philosophy, PSU

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