



AN INTERVIEW WITH JONATHAN JUDE (JJ) LAICO FLORES

BUHAY ARTISTA

By Corey Damocles

Birth date: December 18, 1971

Nickname: J.J.

Corey: What do you do for a living?

JJ: My career job titles would be: Entertainment Artist Management, Music Producer, Composer, Songwriter, Music Publisher, Recording Engineer and Programmer, Video Editor, and Graphic Designer.

In addition to that, I own a production / management company called Another Level Productions, Inc. Theresa Danet and I started it about 3 years ago. Together we have discovered and developed the careers of many wishing to start a career in the music business.

Corey: How did you get started?

JJ: I guess you can say it all started when I was born with the ability to hear. Throughout my childhood I grew up listening to my mother teaching piano in the living room. Waking up to scales every weekend morning as Mom taught piano to her students, and listening to different students playing the same songs, I couldn't help but figure out when a wrong key was hit. So I can thank her for correcting all those mistakes, for I had no idea that would subliminally be my musical theory lessons. Dad always had the best stereo equipment; you know, the BIG rack of stereo stuff and BIG speakers. Basically, it was the stuff that I wasn't old enough to play with. I never did listen to them very well. I was about 9 years old when I found this one cassette tape, which music was recorded on at the time before CD's came around. I'll never forget that tape. It was a black tape with a white label on it that said "HOT MIX." I put that tape on

and heard this music, which I later found out, was disco music. It was great! The coolest thing was that this song kept going. It had a pounding beat that wouldn't stop. I later learned it was a mix tape--several songs mixed together by a DJ. That was what started my whole DJ fascination. A few years later, music started to become very electronic-sounding. I needed to know how it was done. I found out it was made with a keyboard called a "synthesizer". That word soon became part of my Christmas wish list. I then turned the basement into my electronic playroom. At 11 years old, most kids were using their Commodore 64 (64kb memory) computers for games, but I was using mine to program my synthesizers in order to make music. When I was 17 years old, I had an opportunity to produce my first song in a recording studio. That very first record, "Forever Amor," was released and ended up on Atlantic Records, hitting the pop charts. That's when I knew what I wanted to do.

Corey: Which famous people in the business have you met and worked with?

JJ: Some internationally famous people I've worked with are: Vanessa Williams, Jocelyn Enriquez, and George Lamond. I've also worked on projects for *NSYNC, P.M. Dawn, Brian McKnight, Jordan Knight (New Kids On The Block), El DeBarge and Mariah Carey, as well as every successful artist from Chicago. However, the people whom I am proud of meeting are not the people you would see in the spotlight or the press or the TV. I'm more excited to meet the people behind the scenes, who created the careers of these famous people--the people who started them out, or who own the record labels they are signed to.

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MY SWEET LITTLE '69 CADDY.

By: Chris Elizaga

ON SEPTEMBER 29 I PURCHASED A 1969 CADILLAC Calais, for \$750. It had 68000 original miles on it and had spectacular interior and chrome, with very few "bruises." I saw it on the side of the highway about a year ago, and made it a goal to have it in my possession. You're probably wondering how a worthless skate rat, like myself, scrounged up 750 big ones. Well, if Grandma told you that I worked and saved for a long period of time, it's not true. I did it the old fashioned way. I sold something that I never knew I actually owned. The truth is, my brother Brandon and I owned halves of his Chevy Blazer. Immediately after I found this out, I sold my half to him for \$850.

On the test drive, the 472cui, 350 horsepower engine, ran surprisingly quietly. It also had an extremely smooth ride. It accelerated without hesitation, or any "dead" spots. In other words, it can light up the tires like nobody's business.

Now I am in the process of restoring this beautiful piece of machinery. I am only fifteen now, so I have until my sixteenth birthday, when I receive my license, to finish.

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