SPECIAL ISSUE

Summer Activities Guide 2014

PUBLISHES
April 10, 2014

AD DEADLINE
April 4, 2014

90,000 viewers
will see your ad

More than 60%
are under the age of 50,
with money to spend on their kids

INVITE FAMILIES TO REGISTER FOR YOUR SUMMER PROGRAMS

MONTEREY COUNTY
WEEKLY
PRINT | WEB | MOBILE

FOR MORE INFO: 831-394-5656
www.mcweekly.com/marketing

It starts with the guitarist, a skinny teen with earbuds dangling out of his shirt collar. He sends a rhythm of crunchy, distorted chords barrelling through his Epiphone Les Paul guitar: *Dunn, nah, nah nah. Dunn, nah, nah, nah nah.* Then the bassist jumps in, followed by a second guitarist and a drummer. Soon the whole band is chugging along in a steady, thumping loop, like a car with its engines revved and ready to rip.

Ten-year-old Rovick Alberto clutches a piece of white printer paper and studies the words. He leans into the mic and belts out the first line: "Driving down the highway/ Going to the show!"

The band bursts into a new energy, and Alberto continues the familiar AC/DC tune: "Gettin' robbed! Gettin' stoned!"

Whoah, whoah, time out, calls Sam Martinez. The band screeches to a halt. Martinez pulls the sheet out of the kid's hands.

"We don't use that word," Martinez says, pointing at the lyric that says *stoned*. "We use *broken*."

That is Sam's School of Rock.

Sam Martinez has the rock look down. The musician-turned-educator sits in his small music studio in North Salinas on a recent Friday night, listening to the heavy drum beats and blaring guitar riffs pour out of the recording room just opposite the cramped office. He's in a crumpled black suit coat and an AC/DC print shirt with the top button undone. It's nighttime and he's wearing sunglasses.

From behind a thinly padded door comes the muffled sound of music: Alberto sings AC/DC's "It's a Long Way to the Top (If You Wanna Rock 'n' Roll)," and a teenage girl offers a rendition of Joan Jett's "I Love Rock and Roll."

Martinez and his wife Celia started the scrappy nonprofit in 2009 after Gadsby's, the music store Sam Martinez worked at, went out of business.

Rock and roll: It's the stuff of youth and rebellion, noisy ruckus that sets parents to finger wagging. But the School of Rock turns that notion on its head. The school—even with its raucous music—is promoting an admirable cause: bringing musical education to students who may not get it elsewhere.

"Look at these kids," says Gregg Ichikawa, a guitar instructor. "It doesn't get any better than this, man. When you hear what's coming through that wall you hear them getting better every week."

Music funding is often on the chopping block in public schools. It was part of Martinez' inspiration for the school. "Everything was being cut back," he says.

The Salinas Elementary School District, for example, went from having four vocal music education teachers in 2012 to only two now, says Exabel Cervantes, program manager for the afterschool and music programs at the district.

The district has been able to continue to give its 8,000 students vocal instruction every other week, but that's due to funding from the Salinas City Elementary Education Foundation, which supports arts, technology and music.

Sam's' week-long summer sessions take in kids with a variety of experience from ages 8 to 16. Music instructors divide the kids into bands and teach them to jam.

"We drill the daylights out of them for four days until Friday's big performance," Martinez says. "The whole deal is to get them to play a big show."

Students at Sam's pay for instruction, but the operators say if they had enough funding they'd like to make lessons free. As it is, the owners do their best to give everyone a chance. Low-income students are given reduced tuition rates for the summer camp.

"There's never been a kid turned down here for any reason," Martinez says.

Music to budding musicians' ears.

For dates and locations, see the Sam's School of Rock listing in the summer camp listings, call 235-9588 or 235-9489 or visit www.samsschoolofrock.com

For Those Who Want to Rock
Sam'z School of Rock teaches nascent rockers the chops they need to play as one.
By Kevin Tomlar

Music Man: Sam Martinez (above, right), co-founder of Sam'z School of Rock, teaches young musicians a variety of styles, from AC/DC to Joan Jett and Grand. The school's motto is "Building Unity and Awareness Through Music."

On Key: Guitar instructor Gregg Ichikawa above, left) guides students rehearsing for an upcoming Sam'z show.

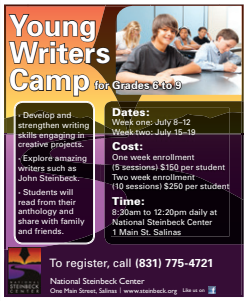
Summer Camp
listings on page 36

Carmel Academy of Performing Arts
Up and coming performers can spend their summer honing (or being introduced to) the craft of the stage. A variety of day camps for dance and theater are offered. Program includes a "Princess Camp," complete with etiquette and ballet lessons and "Glee Camp," inspired by the TV series. Two extensive sessions of dance classes and private music lessons will also be available. For complete listings, please refer to the website.
Weston and 8th, Carmel. 624-3729. www.carmelacademyofperformingarts.com

Carmel Youth Center
The center offers distinct and well-rounded programs, including fitness classes and team games, arts and crafts, life skills and science. The group also takes regular field trips to the Carmel Public Library.
June 10-Aug. 9, Mon-Fri 8am-6pm. $15/day; $75/week; $150/11-day pass; $465/2-week music program.
4th and Torres Streets, Carmel. 624-2285, www.carmelyouth.com

Chamisal Tennis Club Camps
Half day to four-long tennis camps will be held over several sessions for kids age 5-6, 7-10 and 10-17. Hot Shots Tennis is targeted for the younger crowd, and includes basic tennis fundamentals. Junior Tennis Team is geared for kids who want to take their tennis to the next level. Chamisal's most popular program, Learn to Love, returns for beginning and advanced tennis superstars.
Day camp. Various sessions June 10-Aug 8. $40-$165.
185 Robley Road, Salinas. 484-1135, 649-1135, www.chamisal.com

Chartwell School Summer Programs
Chartwell School offers a variety of academic programs for elementary, middle and high school students, including a CORE academic skills program and a variety of enrichment programs. The CORE Program focuses on language development and instills students with key academic skills in reading and writing. Introduction to sports camp and a basketball camp also are offered.
Academic programs and sports camps begin June 17 and run throughout the summer. $425-$950.
2511 Numa Watson Road, Seaside. 394-3468, www.chartwell.org

City of Seaside Summer Youth Programs
The City of Seaside offers a wide variety of programs for youth of all ages. In addition to the Youth and Education Center that serves middle and high school ages, the city provides a variety of sports, day camps, classes and a pre-school program.
Prices, dates and locations vary.
Recreation services, Oldemeyer Center, 986 Hilby Ave., Seaside. 899-6900, www.ci.seaside.ca.us

Clover Sports Summer Camp
Sporty fun and games for boys and girls ages 5 to 11. Kickball, dodgeball, slip'n'slide, water balloon fights, scavenger hunts and plenty of ice cream are just a few of the activities offered.
June 3-Aug. 9. $250/week; $80/day.
225 Crossroads, #279, Carmel. 241-8179, www.cloversports.com