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***High Notes: A Rock Memoir
Working with Rock Legends Jefferson Airplane
Through The Doors to the Grateful Dead***
By Richard Loren
(foreword by David Grisman)

"The sixties were an immense concentration of cultural energies, bursting with incredible artists and music," says Richard Loren. "The seeds of the anti-war, civil rights and women's movement were all planted in the sixties. We were young and idealistic and these powerful movements united us all. It was a time during which we all shared love, compassion and hope, as we experienced successes and failures in trying to understand life's truths."

Loren recalls his journey through the turbulent eras of rock's ascendancy in his new book, ***High Notes: A Rock Memoir, Working with Rock Legends Jefferson Airplane Through The Doors to the Grateful Dead***. With never-before-told stories, Loren offers a humorous and heartfelt account that illuminates music history and provides telling insights into some of the most notable entertainment personalities of the late twentieth century. Eminently readable and authentic, readers will find Loren's inside look fascinating and satisfying.

"***High Notes*** is part history, part travelogue, part cultural coming-of-age tale," explains Loren. "The rock 'n' roll icons that inspired and shaped a generation were my personal mentors, business partners, and friends. Through my experiences, music and pop-culture lovers gain a reflective insider's perspective on these amazing artists in one of the most compelling periods of American history."

High Notes is broken up into four colorful, story-filled sections:

* **Part One:** New York City - My life with Jefferson Airplane, The Doors and the Chambers Brothers

* **Part Two:** Stinson Beach, California - David Grisman, the Rowan Brothers, Garcia-Saunders, Old and in the Way

* **Part Three:** The Grateful Dead - Politics, Grateful Dead Movie, Garcia Bands, Egypt, Saturday Night Live, Alaska, Radio City Music Hall

* **Part Four:** The Grateful Dead Merry-Go-Round - Germany, Mississippi River Boat, Watch the River Flow, Sirens of Titan, Garcia-Grisman

Uniquely personal, Loren provides insight and revelation with his singular take on the rich, famous and powerful people he encountered during his days as an agent, manager and promoter. **High Notes** is must read for those who lived through the times and for those who want to share a personal perspective on one of rock's most formative and fascinating eras.

"Along the way," Loren adds, "I learned more than I ever imagined about the avarice of the industry, the fragility of the artist, the magic of the muse, and the transformative power of music."

Richard Loren worked as Jerry Garcia's personal manager and is a former agent and manager of the Grateful Dead. In his music business career, he also represented a wide variety of musical artists and other headline bands, most notably-The Doors and Jefferson Airplane.

Loren graduated from Gettysburg College and began his professional life in the music business in 1966, as a music agent for the Agency for the Performing Arts (APA) in New York. He found and promoted emerging musical talent with a client list headlining amongst others, Tim Buckley, The Doors, Jefferson Airplane and the Chamber Brothers.

In 1970, he moved to the San Francisco Bay Area and became Jerry Garcia's personal manager. From 1974 to 1981, he also worked for the Grateful Dead, first as their agent and then their manager.

While working for the Dead, Loren is credited with initiating several groundbreaking firsts. In 1977, he introduced a unique distribution system for The Grateful Dead Movie that allowed for exclusive screenings of the film in select concert halls nationwide. In 1978, he coordinated diplomatic negotiations between the governments of the U.S. and Egypt to conduct a series of Grateful Dead concerts at the site of the Sphinx and the Great Pyramids of Giza and for the Dead's fifteenth anniversary in 1980, he organized an eight show run at Radio City Music Hall, the *FIRST APPEARANCE EVER* by a rock group at the historic venue.

Loren retired from the music business in 1981, but briefly returned to work in 2008, to be the executive producer of a Grateful Dead Thirtieth Anniversary CD/DVD entitled, *Grateful Dead: Rocking the Cradle Egypt 1978*. A segment called "The Vacation Tapes" is an abbreviated version of personal footage he directed and filmed that debuted as a bonus on that Rhino Records release.

He now lives in New England, and continues to be interviewed and quoted frequently by music industry authors and magazine writers.

Website: www.highnotes.org

High Notes is scheduled to be released November 2014 and can be preordered from amazon.com and through all major booksellers.