

MUSICROW

Bonfire Music Group Launches Management Division

Jessica Nicholson • July 26, 2019 •



Bonfire Music Group will launch Nashville-based Bonfire Management on Aug. 1. Led by **Steve Johnson**, the team includes Bonfire Music Group's owner **Lonnie Lassiter**, CEO **Ethan Burkhardt** and marketing director **Kyle Watson**.

The artists on the Bonfire Management roster are **Chatham County Line**, **The Barefoot Movement**, **The Slocan Ramblers**, **Jason Lee McKinney Band**, **Mike & Amy Aiken**, and **Anna Lynch**. Bonfire Management will also oversee the operations of The Earl Scruggs Music Festival slated for its inaugural event Labor Day weekend of 2020 in Mill Spring, North Carolina at the Tryon International Equestrian Center.

"I'm looking forward to all the great things ahead with Bonfire. I've known Lonnie and Ethan for over 10 years, we have worked closely, and they have turned in to family, just like the artists I'm privileged to be working with on the roster," Johnson says. "I can't wait to get things going. I'm beyond excited to be leading their Management Division. We have assembled a strong roster of artists and will be supporting a few festivals. It's a fun mix of working with artists and events, really all the fun things I enjoy about the music community. Now, let's make some wonderful noise and get things going!"

Most recently, Johnson spent more than six years as Artist Relations Manager at MerleFest. He also spent time as Tour Manager for Steep Canyon Rangers. Johnson has a diverse background including stints in hospital administration, air medical/aviation services, leading non-profit organizations both in and out of the arts/music communities, and in government affairs having spent time on Capitol Hill. To his music industry credit, Johnson started Mountain Music Entertainment and HoosierDevil, both focused on artist and event management and booking. He has worked with many artists providing management and/or booking support, including Junior Sisk, Lorraine Jordan, Mark Newton, Danny Burns, Nu-Blu, Songs From The Road Band, and Rodney Dillard. Additionally his companies have produced or supported several music events, including the Historic Jonesborough Bluegrass Series, and Jam in the Trees. Johnson has directly served as Artist Relations Staff to Red Ants Pants Music Festival, Mountain Song, and Graves Mountain Festival of Music.

“We are excited for this new direction and to have Steve on board with the team,” said Burkhardt, CEO of both Bonfire Music Group and Pinecastle Records. “Steve is known for being a hard worker in the music community and is well connected to many facets of the industry. We look forward to great things ahead.”