CASHBOX

Artist Spotlight

BILLY PAYNE

Raised on the sounds of Country music, Billy Payne played with his family at gatherings in the West Virginia mountains, which is still home for him. His first vinyl was of Johnny Cash. His style of singing was a big influence on his love affair with the music scene. At twelve years old he started teaching himself how to play guitar and sing the popular songs from Johnny, Waylon, Willie, George, and all the great stars of Country music. Playing in clubs and wherever he could, the next many years instilled the love of performing.

In 1995, he met Waylon Jennings and they became friends. He has recorded and performed with Waylon's band The Waylors (Waymore's Outlaws) for several years.

After winning the national "Star Search" show in Charleston, West Virginia in 1998, the recognition came from the record labels. Billy recorded his first album with Aaron Records in Nashville. He had two top 10 independent Country songs and one on the Top 30.

In October 2014, he was inducted into the world famous "Wheeling Jamboree" as an artist member and has performed there several times with many of the Jamboree stars. In June 2016 the Academy of Western Artists nominated him in three categories; Artist, Album and Song of the Year with the "Genuine Leather" CD. In October 2017, 2018 and 2019 he was again nominated in the same categories for his latest CD.

He performed on the "Phil Mack Show" in Europe. During his 14-day tour in November 2017, he also did some acoustic appearances on various TV and radio shows and other performances in Ireland. Summer of 2018, Billy headlined the Barcelona Cowboy Boots Fest in Spain.

Billy has been fortunate to share the stage with several of the "stars of Country": Leona Williams, Billy Crash Cradock, David Frizzell, Highway 101, Charlie McCoy, Mayf Nutter, Lorrie Morgan, Ronnie McDowell, Martin Delray, Del Reeves and many others.

Currently, his music has started gaining popularity overseas with airtime in New Zealand, Great Britain, Australia, all over the UK, and Spain.

All seven of Billy's albums can be purchased online: ITunes, Spotify and CD Baby and various stores. Billy is nominated for sixteen different categories in four different organizations for 2024. Billy's latest CD, "A Little Rough Around The Edges" is up for 'Album of the Year' with The Elite Music Awards New York, The Red Carpet Awards Holland, The Josie Music Awards Nashville, and the ISSA International Song Writers Association In Atlanta.

From his latest CD, *I'll Find It When I Can* is his new radio single and debuts this month on the Cashbox Indepenent Country Top 100. His music can be downloaded from any major format site.

Millennium MUSIC GROUP

AirPlay DIRECT

CEN/TECH™ AUTOMATION
Centech Automation
(936) 205-9149
sales@centechautomation.com
www.centechautomation.com

INVENTORY / DUST COLLECTION / COMPRESSED AIR / CUSTOM WORK
INSTALLATION GALLERY / EXPERT INSTALLATION

Dust Collection: You need integrated dust collection to make your production line work. We help customers get the right installation the FIRST time.

Compressed Air: Compressed Air is the most expensive thing a production facility produces. Why waste money on inefficient compressors and air lines? Let's get it right, saving valuable resources, quick payback, converting wasted energy back into profit.

Grinders: When you make things happen, there is going to be waste, plain and simple. We offer a solid, robust solution that just keeps on working...just like you do. Handle it ONE TIME, and FORGET IT. WE agree, NO down time is the best kind of time in a production facility.

Design and Consulting: We offer experienced CAD design and installation services. You see what is being proposed, BEFORE, you decide to proceed. We use solid equipment to assist us in doing your work right the first time. We can help, in updating your systems to today's expectations of operating a solid, efficient production facility.

NOVEMBER 2024

CASHBOX™

Diving in Deep with Sara Evans

IN THIS ISSUE...

ON THE COVER

72 Diving In Deep with Sara Evans
By Robin Tanner

Features

12 Rick Revel
Dreams and Determination
By Robin Tanner

20 The Isaacs
Family Legacy
By Robin Tanner

28 Larelle Lindon Pharr
A Voice for Any Occasion
By Chloie Wright

34 Jake Huber
A Faith That Knows No Boundaries
By Chloie Wright

64 David Carr, Jr.
Craft and Creativity
By Cory Parker

Series

38 The Music Lives On - *Tommy Cash, Kris Kristofferson, Cissy Houston, Liam Payne*
Staff, Cashbox

120 Where Are They Now? - *The Bangles*
By Robin Tanner

124 Icon Series: *Gloria Gaynor*
By Robin Tanner

Artist Spotlight

CASHBOX
10 Chuck Thomas
32 Beau Renfro
62 Frozene Lott Hayes
68 Billy Payne

GRACE RECORDS
16 Soulchase
124 Sandy Lane
130 Ashley Collins

Departments

46 Cashbox News

80 Cashbox Music Charts
Americana Top 100
Black Gospel Top 50
Bluegrass Top 100
Bluegrass Gospel Top 50
Christian Country Top 100
Contemporary Christian Top 50
Independent Country Top 100
Mainstream Country Top 100
Pop / Rock Top 100
R & B /Hip-Hop Top 50
Southern Gospel Top 100

CASHBOX

NOVEMBER 2024

Cash Box was founded by Bill Gersh in 1942. George Albert took ownership from the late 1950s until his passing in 1997. In 2006, Bruce Elrod, a music professional and record producer, revived the magazine as an online publication with the revised name, Cashbox. Bruce partnered with music promoter and magazine publisher, Randall Wilds, in 2018. This partnership re-established Cashbox as a printed publication. Today, Wilds & Associates continues the publication of Cashbox with integrity and pride, preserving the legacy of its founders and former owners - the late Bill Gersh, George Albert, and Bruce Elrod.

CASHBOX MAGAZINE
Administrative Office and Advertising
17911 Hwy 96 • Kennedy, AL 35574
Phone: 205-662-4826 / Fax: 205-596-4375
Email: randall@wildsandassociates.com
www.cashbox-magazine.com

SUBSCRIPTION
www.cashbox-magazine.com

OWNER/C.O.O.
RANDALL WILDS

ADMINISTRATIVE ASSISTANT
RACHEL HODGES

MANAGING EDITOR
JOHN LANIER

ASSOCIATE EDITOR/SOCIAL MEDIA EDITOR
ROBIN TANNER

NEWS EDITOR
MARYANNE WAGONER

ART DIRECTOR
CHRISTINE SCOTT

CASHBOX CANADA
SANDY GRAHAM

MARKETING CONSULTANT
TOMMY SMITH
BRADFORD "DOC" HOWARD

CASHBOX ARCHIVES
RANDY PRICE

PUBLISHED AND DISTRIBUTED BY
WILDS & ASSOCIATES

©2024 CASHBOX / Wilds & Associates. All rights reserved. No part of this magazine may be reproduced, stored in a retrieval system, or transmitted in any form or by any means - electronic, mechanical, photocopy, recording or any other - without written permission from the publisher. News or information read 'live' on the air is allowed without prior written permission from the publisher by noting the source of information.

All advertisements must be approved by the publisher before appearing in CASHBOX. All advertisers must agree to provide documentation to establish credibility and reliability to fulfill obligations incurred as a result of said advertisement. CASHBOX reserves the right to refuse any advertising for any reason. Acceptance of advertisement by the publisher does not necessarily imply endorsement.

BGJ PROMOTIONS
ARTIST SPOTLIGHT

BILLY PAYNE

By Malik Riaz

Billy Payne is not just a name in the world of traditional Country music; he's a force keeping its soul alive. Born and raised in southern West Virginia, Payne picked up a guitar at age twelve, setting himself on a path that would eventually take him across the world. From singing in church and family gatherings as a teenager to playing in local bars in the early '90s, his journey has been driven by passion, perseverance, and a deep respect for the legends who came before him.

Billy's career is filled with remarkable highlights. Performing at the Ernest Tubb Midnight Jamboree and the Famous Wheeling Jamboree were defining moments, but his biggest break came in 2014 when he became an official artist member of the Wheeling Jamboree. That same year, he was selected to tour and record with Waymore's Outlaws, the band that once backed the legendary Waylon Jennings. This opportunity took him across the world, including a stop in Ireland, where he performed on the Phil Mack Show and made television and radio appearances.

His European adventures didn't stop there. Payne also headlined the Barcelona Spain Cowboy Boots Festival, proving that real Country music knows no borders. Through all of this, his mission has remained steadfast: to keep the old-school real Country music alive in this day and age.

Billy Payne's talent has not gone unnoticed. He won Star Search in 1998, earning him a contract with Aaron Records in Nashville. His singles, *No Limit on Love* and *Nadine* both climbed into the Top 10 on the Inside Country Independent Music charts.

His latest single, *I'll Find It Where I Can*, written by veteran Nashville songwriter Zack Van Arsdale, is currently making waves on the CashBox charts. In 2024, Payne was honored with multiple awards, including the Josie Music Award for 'Outlaw Album of the Year' for his album "A Little Rough Around the Edges," which was presented at the Grand Ole Opry House in Nashville.

Additionally, he took home trophies from The Red Carpet Awards in Holland, winning 'Best Blues Cover' for his rendition of *Undercover Agent* for the Blues and 'Most Appreciated Artist' of 2024. His name has been consistently nominated in prestigious award circuits, including The Elite Music Awards in New York and The International Singer-Songwriter Awards in Georgia.

Despite his success, Payne remains deeply connected to his values. His philosophy on navigating the entertainment world is clear: "Never stop dreaming. Stay away from negative people who do not know your struggle. Don't abuse yourself with substances," Payne states.

He also believes that integrity is key in the music business: "Morals are hard to keep in the entertainment world. The good people will survive. You have to learn to say no."

For Payne, music isn't just about fame, it's about preserving the legacy of real Country music. He avoids the distractions of political and spiritual debates, choosing instead to let his music speak for itself.

Billy Payne's goals remain ambitious yet deeply rooted in his love for Country music. He aims to continue performing, recording, and sharing his passion with future generations. As he forges ahead, one thing is certain: "Billy Payne is not just making music; he's making history."

www.billypaynecountry.com