

# William F. Beecher (a.k.a. “Wilfax”) is an American singer-songwriter

His music incorporates elements of rock, jazz, blues, folk, and bluegrass.

Wilfax made his debut after six years of serious study, at age the of 18, singing and writing songs with his three-piece rock band, Wrecking Ball. The young group of musicians quickly caught the attention of the California music scene with their catchy tunes, thoughtful lyrics, and dynamic guitar stylings.

Despite the growing popularity of Wrecking Ball, Wilfax sought to continue strengthening his skills, endeavoring to learn a vast array of musical genres. This desire led him to begin writing and performing on his own. Before long, he found himself signed to a development deal by Nomad Records. During this period, he developed into a top-shelf studio musician and singer. For a period of several years, he devoted time to personal song writing and playing lead guitar for a variety of acts, including such familiar California acts as the Tim Moyer Band and Mojo Hand.

In 2003, ‘Wilfax’ became the official name of William F. Beecher’s musical act that originated in beautiful San Clemente, California, just North of San Diego County. Along with another musician, the duo played in continuous rotation throughout Southern California venues showcasing two albums of music (*Think Big* and the self-titled album, *Wilfax*). Both albums made brilliant work of delivering emotional, meaningful lyrical content and imaginative and dynamic musical arrangements. A painful divorce and the untimely passing of his father culminated into two heart-felt, powerful works about life, love, and loss.

Though still writing original material, Wilfax has incorporated a host of ‘reinvented’ popular cover songs into the mix- a little something for everybody, you might say. These imaginative cover tunes have gained Wilfax increased popularity in the entertainment scene. Known for signature versatility, Wilfax can be seen playing as a solo, duo, or a full band act within a multitude of venues. Much of the musical accompaniment and backing vocals are performed by Maximus James and Dave Flores, both accomplished professional musicians.

In recent years, Wilfax has been seen performing at NAMM (before Covid), House of Blues, Coach House, Lost Highway Festival, Bluegrass Festival, and Bar 20; along with a variety of local restaurants, wine bars, hotels, and weddings.

After successfully showcasing at NAMM, singer/songwriter Wilfax was signed by JGM Records to their independent label in 2017. His first album for the label, *Work, Kids, and No Sleep*, is a 5-track debut that will resonate with daydreamers entrenched in the rigors of daily life.

“Wilfax founder Will Beecher is a rare talent.” says Brooke Lambkin, (singer-songwriter at JGM who has worked with the artist on two of her latest albums - *Redeeming the Time* and *King of Peace*). “He knows who he is and what’s best for a song, when to add content, and when ‘less is more.’ His incredible versatility makes working with him effortless. Not only is he a stunning guitarist, but he is a gifted singer-songwriter as well. The honesty and sincerity he demonstrates as an artist is refreshing. When he plays a line, it rings true... it’s genuine.”

The latest seven track album *Down to This* (released in October of 2021) by Wilfax is an encouragement to keep it simple.

Grab a drink, put up your feet, and let your thoughts take you away to the soundtrack of Wilfax.