



# RED PIN *REVIEW*

Vol. 1 Issue 1

Deep Dive

**From a world map  
to a new business,  
the mission behind  
Red Pin Productions**

Music Review

**"The Hunter" by  
Once Great Estate**



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# Meet the Editor

Aleyna Neivandt-Brown  
Founder, Red Pin Productions

Welcome to the inaugural issue of the *Red Pin Review*—a space where music, gear, and industry intersect. I'm Aleyna Neivandt-Brown, and music has been at the center of my life since I picked up my dad's guitar at eight years old. Over the years, I've worn many hats: **flutist, audio engineer, composer, recording artist, educator, and collaborator**. Each role has shaped the way I navigate this industry and my own craft.

With **five degrees in music** and **AVID Pro Tools Certifications**, I've had the privilege of working across genres and mediums—from composing concert works and film scores, to performing as a flutist on stages in the U.S. and abroad, to producing music and scores alongside award-winning collaborators. My own albums, including **EXHALE** (2019), **nearing** (2024), and **reckoning** (2025) reflect that same commitment to telling stories through sound.

In addition to my work as a musician, I'm the founder of **Red Pin Productions**, a full-service music, sound, and label services company, which I look forward to diving into in this special issue of the *Red Pin Review*.



My background as a professor helps inform the goals of **education and mentorship** through Red Pin Productions. I find deep joy in connecting with students, clients, and collaborators to bring ideas to life.

At the heart of everything I do is a mission: to champion **gender equality** in music and to serve as a role model for women in fields that remain heavily male-dominated, like audio engineering and composition. This publication is an extension of that spirit. It's a platform to explore the ever-evolving world of music and technology, to highlight the voices shaping our industry, and to celebrate the art of listening. Whether we're diving into the nuances of sound design, unpacking industry news, or spotlighting emerging artists, my hope is that these pages resonate with the same passion, curiosity, and advocacy that fuel my own work.

Sonically Yours,

Aleyna

# Introducing Red Pin Productions

Red Pin Productions is more than a production company; it's a one-stop shop where passion meets creativity and craft, tailored to your goals, with professionalism and integrity at the core of its business model.

From music composition and audio engineering to industry consulting and educational content, Red Pin Productions offers á la carte production services and mission-oriented contributions to the industry with the *Red Pin Review* and Red Pin Podcast.



Aleya Neivandt-Brown  
Photo by Max Neivandt. Dec 2024

# It's All in the Name



Aleyna's original independent publishing co. established in 2019 was called Red Pin Publishing. The name was derived from the map she had on her wall, full of pins... **Blue** pins for places she'd lived, like FL, VA, CA, and what would soon be TX. **Yellow** pins for places she'd been, like France and Spain after hiking the 500-mile Camino De Santiago. Italy after performing as a classical flutist in the InterHarmony music festival. And Great Britain after studying abroad in London. **Red** pins were for where she wanted to go next... Thus Red Pin Publishing was created in homage to all the places her music would take her and all the listeners who would hear it around the world.

# Mission

Beyond delivering the highest quality productions across music, sound design, and label services, the Red Pin Productions mission is to foster and protect artistic integrity and be an example for women in music & audio engineering roles.

## Services

### Music

Original scores for film, dance, and more. Stem packages of flute and vocals. Audio engineering. Full song production.

### Sound

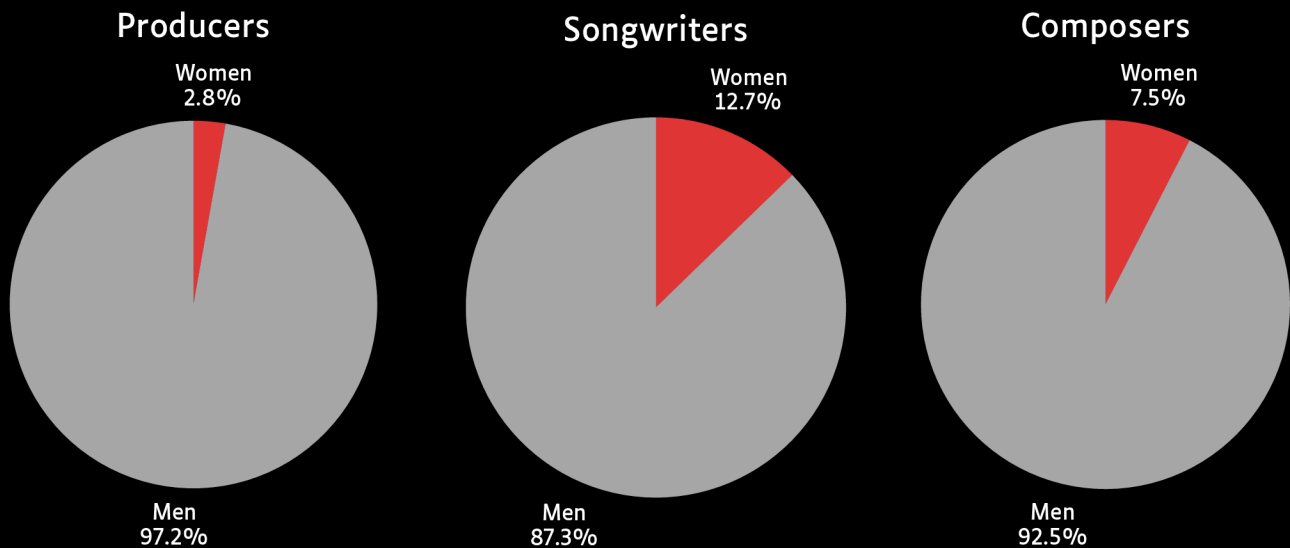
Sound design for film and video game audio including foley and original FX, asset packages ready for seamless integration.

### Label Services

À la carte services including album art design, publishing, distribution, marketing campaigns, and consulting, keeping you in the driver's seat of your own music.

# Why

The music world is dominated by men, especially when it comes to technical roles in producing and engineering, as well as the classical world of composition.



According to a Nov 2024 article on gender disparity in the music industry from *Music Promotion Club*, "While there are a lot of female performers, women artists are lacking in all parts of the music creation process. The lack of female producers in the industry is particularly noticeable at 2.8% of total producers." And when it comes to songwriters, "Over the decade only 12.7% of total songs

released are considered to be written or co-written by women."<sup>1</sup> And it's not just in the commercial music industry. Such gender disparities exist in the classical music scene and pervade academia as well. According to the *2024 Donne Report*, out of 16,327 compositions across 111 orchestras across 30 countries, "only 7.5% of works were composed by women."<sup>2</sup>

**Red Pin Productions is committed to being a positive change in the industry.**

# Music Review

Tallahassee's prolific songwriter Tracy Horenbein fronts a band bringing "Southern Americana from the Florida Woods"<sup>3</sup> in a new single from forthcoming E.P. *Lullabies for Lesser Wits*

## Meet **Once Great Estate**



Left to Right:

Eli Jonas, Tracy Horenbein, Luke Rodgers, Lewis Berger



[www.oncegreatestate.com](http://www.oncegreatestate.com)

Nostalgia for a Gulf coast lifestyle meets poignant modern poeticism and production throughout Once Great Estate's extensive catalog. Since 2017, founder, lead singer, and multi-instrumentalist Tracy Horenbein has taken her perspective on the North Florida landscape – natural, cultural, sociopolitical, and personal – and embedded it into thoughtful lyrics and music that provide an authentic rendering of this place like no other band I've heard.

Once Great Estate's discography features rotating band members and collaborators lending their performances to Tracy's unique and compelling songwriting. Current band members include Eli Jonas, Luke Rodgers, and Lewis Berger. The audio engineering is by Chan Leonard, Horenbein's husband and co-owner of their full service recording studio, The Shire, located on their beautiful Tallahassee property.

# Once Great Estate's **The Hunter**

Review by Aleyna Neivandt-Brown

A gentle riff-based intro with strumming acoustic guitars and subtle reverse electric guitar effects paces the listener's approach to "The Hunter." The drums and bass enter with a southern Americana groove, setting up the welcome smoothness of Horenbein's vocals. "Daddy where you going with that shotgun in your hand?"<sup>4</sup> The lyrics paint a picture of a hunter in the moonlit mountains, with poignant word play between "predator" and "prey." Beckoning detuned electric guitar sustains elevate the production into an electrified Americana heading into the second half. The lyrical storytelling of the hunter's fate develops into justice for the "wild and free."

The bridge textures feature splashy cymbal-forward drumming and echoes of synthesized vocal effects, taking the listener into O.G.E.'s dreamy southern shoegaze fusion.

Reprising the chorus lines along with quintessential tremolo electric guitar, "The Hunter" closes out neatly, only leaving behind a pondering morality and yearning for the next O.G.E. track. Luckily, we won't have to wait long, as more music from *Lullabies for Lesser Wits* is coming soon...

In the meantime, I recommend checking out their 2024 album *Goodbye Cody Scarp*, an ode to the relict Cody Escarpment.

## "The Hunter" by Once Great Estate

Available Now on Bandcamp  
Streaming Everywhere on 10-10-2025

Recorded and mixed at The Shire,  
Tallahassee, FL by Chan Leonard.

Tracy Horenbein - Vocals & Guitar  
Luke Rodgers - Lead Guitar  
Lewis Berger - Bass  
Eli Jonas - Drums

Written by Tracy Horenbein.

Cover photo by Lance Horenbein.



# Resources

## Citations

- <sup>1</sup>"Women in Music Industry: Gender Disparity in Music," Music Promotion Club, 2024,  
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- <sup>2</sup>"Equality & Diversity in Global Repertoire," *Donne Women in Music*, June 2024,  
<https://donne-uk.org/wp-content/uploads/2021/03/DonneReport2024.pdf>.
- <sup>3</sup>Tracy Horenbein, "About," Once Great Estate, 2017,  
<https://www.oncegreatestestate.com/about>.
- <sup>4</sup>Tracy Horenbein, *The Hunter*, 2025.

## Photo Credits

Photos of Aleya Neivandt-Brown featured on Cover and Pages 2, 3, 4 taken by Max Neivandt.

## Additional Readings

Brown, Aleya M. "Femininity: Ownership and Power": A Multimedia Exhibition, thesis, December 2021; Denton, Texas.  
 (<https://digital.library.unt.edu/ark:/67531/metadc1873819/m1/83/>:  
 accessed September 30, 2025), University of North Texas Libraries,  
 UNT Digital Library, <https://digital.library.unt.edu>.

## Support

Once Great Estate's "The Hunter" is in part to raise awareness of the negative effects on wildlife of the Florida bear hunts. Learn more at [stopthebearhunt.org](http://stopthebearhunt.org)



# Special Thanks to

Patreon **INNER CIRCLE** Members:

Jennifer B.



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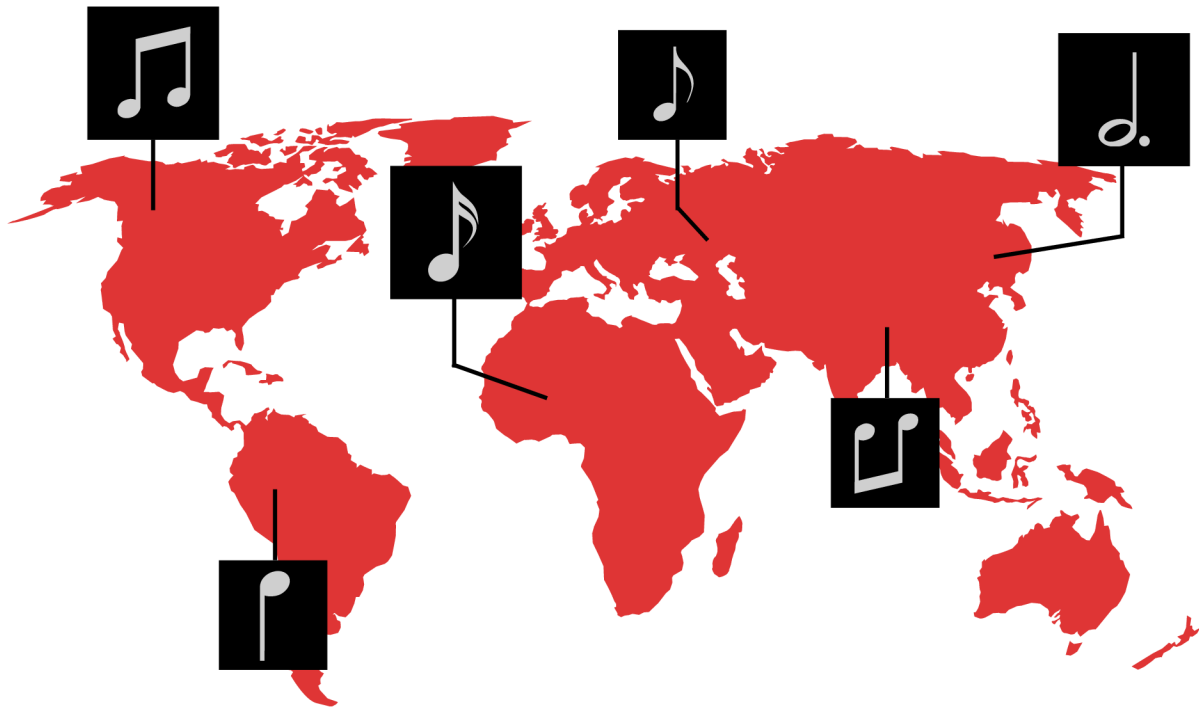
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**Where  
will YOUR  
music go next?**



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