

THE Band Bootcamp

"HANDLE THE TRUTH"

SEPTEMBER 23RD & 24TH 2021

THURSDAY

9:30am - 11:30am (EST)

THE
Moment OF Truth

Live pitching of music for Films & TV

11:30am - 12:30pm (EST)

HOW TO GET PAID FROM THE MLC

How to get your money from the MLC

12:30pm - 1:00pm (EST)
BREAK

1:00pm - 2:00pm (EST)

NO DATA? NO DOLLAR\$

Unlocking the mysteries of metadata
and the money that comes from it.

2:00pm - 3:00pm (EST)

**WORLD CLASS PRODUCERS
and MIXERS**

How they work and how to hire them

3:00pm - 4:00pm (EST)

AMAZING ARRANGERS
(Sponsored by ASMAC)

4:00pm - 5:00pm (EST)

TECH TALK

Session Wire & Dolby Atmos

FRIDAY

10:00am - 11:00am (EST)

THE MUSIC BUSINESS IS F*%KED
Creating merch that will keep you alive

11:00am - 12:00pm (EST)

FOUND FAME & FORTUNE
Cool ways to get promoted & paid

12:00pm - 1:15pm (EST)

THE FUTURE OF A&R
Five different versions of what a label is

1:15pm - 2:00pm (EST)
LUNCH BREAK

2:00pm - 3:00pm (EST)

TOURING IN 2022
COVID, concerts, & cash

3:00pm - 4:00pm (EST)

**WRITING SONGS THAT
MAKE MONEY**
How to work hard and smart

4:00pm - 5:30pm (EST)

THE
Moment OF Truth

Live pitching of music for Films & TV

5:30pm - 7:00pm (EST)

ZOOM AFTER PARTY (BYOB)

Working With World-Class Producers and Mixers

"How they work and how to hire them."

Thursday September 23rd 2:00pm-3:00pm (EST)

GARY NOBLE

Gary Noble is that multiple Grammy awarded and nominated technician with the ear that inspires magic. He is known for his knack of "bringing the artists' and producers' visions to life." His ear is attuned to many genres of sound and music as reflected in his expansive catalog of award-winning songs. When award winning artists like Alina Baraz, Faith Evans, Jazmine Sullivan, Estelle, Amy Winehouse, Jordin Sparks, Nas, Chronnix and MackWilds needed their music mixed they turned to the Mix Engineer/Producer with comparable credentials. He was Salaam Remi's main mix engineer for over two decades. Major record labels like Sony Music, Atlantic Records and Universal Music Group recognize this and summon Mr. Noble regularly to give the music of artists like Jessie J and Abd Al Malik (which won 2 French Grammys) enhancements that can only be described as hypnotic. Movie studios know him as well, turning to him to mix songs for the soundtrack of blockbusters like "Amy", "Sex in the City: The Movie" and "After The Sunset." His work is also reflected in the commercial world. An example of his work is the Crystal Light campaign featuring Estelle's smash "Star".



DALE PENNER

Dale Penner's first hit, while an engineer at the infamous Mushroom Studios, was a track on the Top Gun Soundtrack with Loverboy. Since then, countless projects have benefited from Penner's production/mixing, including; Nickelback's The State (Roadrunner) certified platinum in America and Canada scoring Two Billboard Top Ten Singles, ("Leader of Men" and "Breathe"). Dale received the "Producer of the Year" award at the WCMA's for his work on Holly McNarland's (Universal) platinum-selling "Stuff". Other Penner production credits include: The Matthew Good Band, Econoline Crush and Montreal's Jonas (Certified Gold nominated for "Rock Album of the Year" at 2006 Juno Awards). In 2010 Dale was once again nominated as "Producer of the Year" for Western Canada. Other artists Dale's been fortunate enough to record are: Shawn Hook, David GoGo, Grimskunk, Sass Jordan, Long John Baldry, Joey Santiago (Pixies), Jamie Walters, KD Lang, Jimmy Barr (Portishead), Helix, Barney Bentall and Valdy.

DANNY JONES

As Danny Jones recounts highlights from a career that's found him vibing with everyone from Allen Toussaint, The Beach Boys and Stevie Ray Vaughan to Michael McDonald, Rufus Thomas and Pitbull, it's not uncommon to hear him throw in a whimsical tangent out of sequence from the official timeline. When he's talking about his annual gig mixing the jazz stage at the New Orleans Jazz & Heritage Festival, for Instance, the ever-evolving musical memory impressionism could roll like this: "I forgot to mention that I worked on and off with Bo Diddley for 20 years, the first time in the 70s when Bobby Vee got me the gig, the last time in the 90's. And did you know that I was one of the engineers on the soundtrack to the Jerry Lee Lewis film 'Great Balls of Fire'? Also, I was in 8th grade with one of the guys from Black Oak Arkansas, which came from the same part of the state. My band Montage opened for them during their 70's heyday and I drummed with them in the 90s when they were on a festival tour with Foghat, Mountain, Iron Butterfly and Grand Funk."



ASHISH MANCHANDA

Ashish Manchanda has achieved a rare distinction of success as a studio professional, live concert engineer, re-recording mixer/sound designer, music-video live concert producer as well as an entrepreneur and CEO of Boon Castle Media & Entertainment. He has worked on more than 150 film projects, including DevD, Bhaag Milkha Bhaag, Khosla Ka Ghosla, and The Chronicles of Narnia. In the music world, Ashish has been a close collaborator with independent artists Ranjit Barot, Alif, Grammy/Oscar-winning artist A.R. Rahman, and a host of renowned composers. At New York's Effanel Music, Ashish worked with artists such as Garth Brooks, Wynton Marsalis, James Taylor, and Boyz n the Scaggs. His experiences working with legendary engineer/producer Bruce Swedien was mentioned in Mr. Swedien's biography, In the Studio with Michael Jackson. Ashish is a four-time winner of the IRAA (Indian Recording Arts Academy) award. He frequently participates in industry conferences as a panelist, and has been a keynote speaker for organizations like BBG - British Business Group, Maersk-Line, and various schools and universities.

BILLY SMILEY

Producing over 150 albums, and 30 No. 1 songs, Billy Smiley has 5 Grammy Nominations. As a songwriter he has co-written 27 no. 1 songs, and over 50 top 10 songs, all the while writing for Brentwood/Benson Publishing, Word Publishing, Curb Records, Sony/BMG publishing, and his own company Meet You Halfway music. Smiley has helped discover, develop, produce, and write for such artists as: The Newsboys, The Normals, Johnny Cash, Susan Ashton, Petra, Steven Curtis Chapman, The Insyderz, Clay Aikens, Justifide, and Charity Von.



THURSDAY SEPT. 23

Music Supervisor

Live pitching and critiquing session
Thursday September 23rd 9:30am-11:30am (EST)

THE Moment of Truth



BARRY COFFING

Barry Coffing is a Music Business Entrepreneur who has been involved in almost every facet of the music business and has worked with many of the major companies. As an artist, he was signed to Warner Brothers Records. As a songwriter, he secured publishing deals with Universal Music Publishing and EMI. He owned his own record label with distribution through Sony RED.

Over the next 17 years, he amassed plenty of credits and awards with over 200 tracks placed in movies and TV, BMI Songwriting Awards, Multiple #1 hits, and an Emmy nomination. He continued to be the voice behind the scenes in movies like Moulin Rouge, The Brady Bunch Movie & Winnie The Pooh's Grand Adventure. He wrote TV themes for California Dreams, The Pyramid (Starring Donny Osmond) & The Heights.

His song "How Do You Talk To An Angel" went on to become a number one hit and sell over 500,000 copies worldwide.

Currently, he is a Music Business Entrepreneur who represents over 18,000 record labels and publishers for film and TV licensing. His company, Music Supervisor Inc. places hundreds of songs each year in Films, TV, and Advertising. Every major Film Company and TV network uses their software and services. He is in demand as a guest lecturer, speaker, and moderator.

A.J. GUNDELL

I'm an award-winning music and audio creative and executive: music library creator and owner; songwriter, composer, publisher, music supervisor; performer, recording artist, music and audio producer. 13 Emmy awards: 3 for outstanding original song, 2 as lead vocalist; numerous for original scores as composer and music director/supervisor for dramatic productions; and for audio post production—all for major media clientele. As a lifelong entrepreneur, I'm as committed to and as passionate about my business as I am about my music and sound.

I've worked with every major network, numerous high-profile cable and streaming channels, and dozens of diverse media clients, including ABC, CBS, NBC, PBS, Fox, ESPN, MTV, Netflix, Nike, E!, NBA-TV, HBO, Disney, Kmart, Discovery, Sony, AT&T, many more. 15 years at ABC's "All My Children" as staff MD/composer/audio post producer; 9 years previously at CBS's "Guiding Light", and as music supervisor/composer for the "Cosby" sitcom. Through my years in the industry trenches, I'm proud to have become affiliated with two of our great craft guilds and unions: the Directors Guild of America and the American Federation of Musicians, NYC Local 802. I also own seven publishing companies at our three distinguished domestic performing rights organizations: SESAC, BMI, and ASCAP.



JEFFREY LESSER

Jeffrey Lesser (aka - Jet Laser) is Founder and President of Jet Laser Productions and has served as Music and Audio Producer/Director for Nickelodeon and Music Director/Producer at Little Airplane Productions for 13 years. He has received the 4 Emmy Awards for Outstanding Achievement in Music Direction and Composition for his work on "The Wonder Pets!" He has also both composed and directed for the series.

Jeffrey has an extensive history as a record producer and recording engineer which has been enhanced by his many Gold and Platinum certifications and participation on Grammy, Tony and Academy Award winning recordings. His credits include: Ariana Grande, Barbra Streisand, Lou Reed, The Chieftains, Joni Mitchell, Linda Ronstadt, Sinead

O'Connor, Vince Gill, Sting, Diana Krall, Mary Chapin-Carpenter, Kool and the Gang, Maureen McGovern, Ry Cooder, Lyle Lovett, Kristin Chenoweth, Loudon Wainwright III, Jason Robert Brown, Rupert Holmes, The Lord of the Rings (Academy Award and Grammy winner - Best Score), Laurie Berkner and many others. He has produced the cast recordings of "The Last Five Years", "The Rocky Horror Show", Jonathan Larson's: "tick, tick...BOOM!" and "Parade" (Tony Award winner Best Musical and Score). He has also produced the cast recording of the Tony nominated Broadway musical: "Xanadu", "13", "The Marvelous Wonderettes", "The Bridges of Madison County", "Honeymoon in Vegas", Prince of Broadway" and "A New Brain".

Jeffrey directed the Emmy Award winning vocal performance of Eartha Kitt, as well as the Emmy Nominated vocal performance of Steven Tyler and Brooke Shields, Ziggy Marley, Idina Menzel, Mandy Patinkin, Kenan Thompson, Ben Vereen, Tim Curry and many others.

JULIUS ROBINSON

Julius Robinson has a background as a Music Exec, Songwriter, Screenwriter, Publicist and Music Journalist. He oversees all creative operations, including track uploads, approvals, pitches and licenses for nearly 200,000 pieces of high-quality music and sound effects. He oversees the placement of cues in hundreds of major and indie films, TV shows, internet and advertising. He interfaces with the sister site WegetMusic.com that services personal videos, student shorts films, and in-house corporate use. Julius has placed his own songs in many films including Friday Night Lights, The Game and Van Wilder, and recently on TV shows such as Vegas (CBS), 10 Things I Hate About You (ABC Family). He wrote the screenplay for the film Tortilla Heaven (2007), starring George Lopez. Julius began his entertainment career West Coast Editor Pop for Cash-box Magazine.

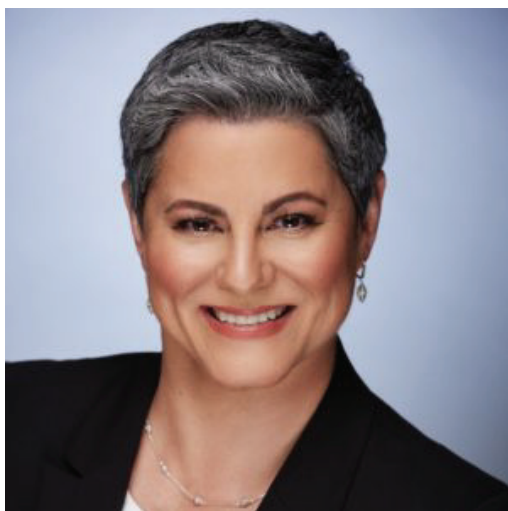


How To Get Your Money From MLC

"How they work and how to hire them."

Thursday September 23rd 11:30am-12:30pm (EST)

Go over every step to get set up with Serona Elton of the Mechanical Licensing Collective



SERONA ELTON

Go over every step to get set up with Serona Elton of the Mechanical Licensing Collective Serona Elton serves as Head of Educational Partnerships for The Mechanical Licensing Collective (The MLC). In this role, Elton directs The MLC's efforts to engage future members of the music industry currently studying music business and related subjects at colleges and universities across the country and around the world.

With extensive experience as a music industry professional and educator, Elton is also a professor, Director of the Music Business & Entertainment Industries Program, and Associate Dean of Administration at the University of Miami Frost School of Music. She is also a Yamaha Master Educator.

Previously, Elton worked for Warner Music Group, where she held the position of Vice President, Product Management, and EMI Recorded Music, North America, where she was Vice President, Mechanical Licensing and Repertoire Data Services. She has also provided consulting services to Sony Music Entertainment, Universal Music Group, Zumba Fitness, and other music-related companies.

A respected expert, Elton has written numerous articles about the music industry and directed several industry conferences. She is recognized by many for her extensive insight into mechanical licensing, royalties, contract summarization and management, rights management, record company operations and music industry information management.

Elton is very active in numerous music industry organizations and is currently the Immediate Past Chair of the Florida Bar, Entertainment, Arts, and Sport Law Section. Previously, she has served as President of the Music and Entertainment Industry Educators Association (MEIEA), a member of the Recording Academy Board of Governors for the Florida Chapter, and a Trustee of the Copyright Society of the USA.

Elton holds a B.S.B.A. in Finance from the University of Florida, an M.M. in Music Media and Industry from the University of Miami and a J.D. from Brooklyn Law School. She is a member of the New York Bar and Florida Bar. Elton resides in Miami, Florida.

No Data No Dollars

Unlocking the mysteries of metadata and the money that comes from it.
Thursday September 23rd 1:00pm-2:00pm (EST)

Spend intimate time with one of the most prolific songwriters in the world and gain insight into all her tips, tricks, and secrets making money through metadata. Not only is Michèle an expert on metadata but she also knows exactly how much money she is due for every broadcast, spin or performance.



MICHÈLE VICE-MASLIN

Michèle Vice-Maslin is an Emmy Winning; #1 hit Music Producer/ Arranger/ Songwriter & Publisher who composes (both music & lyrics) and produces-arrangers for Artists/Films/Television/Ads/Pro-mos/Games, etc. She has had numerous hit songs and cuts all over the world as well as over 5000 music placements. Her music can be heard on radio & television every day – 7 days a week/365 days a year.

Recent activity: song GET OVER YOURSELF included in Billboard Top 100 Girl Group Songs Of All Time. 2 songs - major feature DOWNSIZING (Matt Damon). Including SHESAIDSO.COM Alternative Power 100 List. Song in ad for JUSTFAB.COM. Songs in TV shows BLUE BLOODS, YOUNGER, FLORIBAMA SHORE, BUG JUICE, QUICK PITCH, THE ROMANOFFS, LUNCH BREAK, SHAHS OF SUNSET, XPLOATION, MY KITCHEN RULES, HOUSE HUNTERS, FLIP OR FLOP. FIXER UPPER,

SHAHS OF SUNSET. 90 DAYS FIANCE & others. Feature ACE THE CASE (Susan Sarandon) end title. Feature CON MAN she music supervised & created songs for incl end title (Ving Rhames, Mark Hamill). Feature DUMPLIN' (Jennifer Aniston), Feature FIRECRACKERS premiered at TIFF. Sizzle for new show "MEATS SWEETS & TREATS". Co-write with the legendary BOB DYLAN & more.

Previous successes incl KESHA, NICK CARTER (Backstreet Boys), POPSTARS EDENS CRUSH (feat Nicole Scherzinger), SAM MOORE, JUNIOR WALKER, VICTORIA JUSTICE, PLUS ONE, AVALON, ACE YOUNG, BRIE LARSON, MICA PARIS, ERIC B & RAKEIM, JONATHAN BUTLER, IRENE CARA, LATOYA LONDON, JUMP 5, TVXQ, MISSING, PRETTY LITTLE LIARS, DATING NAKED, THE PERFECT HOLIDAY, EULOGY, SPLICE, THE BOY WHO CRIED WEREWOLF, SONS OF ANARCHY, BEAUTY AND THE BEAST, UGLY BETTY, GHOST WHISPERER, HELLCATS, VICTORIOUS, SAM & CAT, CATHOUSE, DEAD LIKE ME, MISSING (Theme song), DEGRASSI, CLOUD 9, WHAT CHILLI WANTS, SINGLE LADIES, KING OF THE HILL, MINUTE TO WIN IT, THE VIEW, THE CHEW, THE HILLS, THE BIGGEST LOSER, THE VINEYARD, 20/20, HENRY DANGER, LAGUNA BEACH, GUIDING LIGHT, Y&R, GENERAL HOSPITAL, LOST GIRL, PUNK'D, PARENTAL CONTROL, BEST INK, PRINCESS PROTECTION PROGRAM, ONE LIFE TO LIVE, ALL MY CHILDREN, THE SUNDAY HORSE, HOUSE HUNTERS, BARBIE, CAVEMEN, ANOTHER CINDERELLA STORY, THE OFFICE and many many more.

Amazing Arrangers

(Sponsored by ASMAC)

Thursday September 23rd 3:00pm-4:00pm (EST)

The secret sauce to more hits than you can imagine is created by these master chiefs of the music business. The arrangers. Learn what they do, how they work, and what it costs.



CHARLES CALELLO

Charles Calello's passion for music led him to embark on his musical career at the young age of 18, just months after he graduated from Newark's Arts High School in his home state of New Jersey. He took the first step of his musical Mecca when he began playing in local clubs, leaving the future to unfold quickly. In 1958, Frankie Valli strolled into a nightclub in Newark, New Jersey, and was astounded by a band of young musicians performing live. Already with a hit of his own, with his then group, The Four Lovers, Valli knew the music he witnessed barreling off the stage was anything but ordinary. He asked who wrote the arrangements for the band, and quickly shook hands with Charles Calello. During the next five years, while Calello was working as a musician and attending Manhattan School of Music, he and Valli developed a close relationship, which ultimately led to him becoming the arranger for "The Four Seasons." In the early Sixties, The Four Seasons helped spawn a chain of hit records that catapulted the group

to stardom and assisted in creating a sound that is still unique today (Jersey Boys). During those early years, Calello arranged and/or produced several other top ten hit records included, The Name Game, with Shirley Ellis, Blue Navy Blue, with Diane Renay, A Lover's Concerto, with The Toys, and Lightning Strikes, with Lou Christie. In 1965-66 Calello replaced Nick Massi as the group's bassist and became a member of The Four Seasons, and toured throughout that period. After years of success with The Four Seasons, Calello went on to accept a position with Columbia Records (Sony Music) as a staff arranger/producer in late 1966. After producing and arranging the nationally acclaimed record for Laura Nyro, Eli and The Thirteenth Confession, he left Columbia Records and settled into a career as an independent arranger, producer and composer. In the late sixties he arranged Frank Sinatra's Watertown album and the classic song by Neil Diamond, Sweet Caroline. He has worked with such diverse artists as, Al Kooper, Nancy Sinatra, Roberto Carlos, Bruce Springsteen, Barbra Streisand, Engelbert Humperdinck, Glen Campbell, Janis Ian, Barry Manilow, Juice Newton, and many others. In 1979 he had his own hit record with a disco version of "Sing, Sing, Sing".[2]In 1992 he became principal arranger and assistant conductor of the Boca Pops in Boca Raton and later held the same position for the Sunshine Pops Orchestra. Calello's talent continued to produce Top 10 Hits over the years, earning him international acclaim. His discography includes over 100 Billboard chart records, 30 of which were Top 10 Pop Hits, 8 of which were nominated for Grammys. He has also scored more than 60 television shows, over 250 commercials, and five motion pictures.

PHILLIP A. PETERSON

Phillip A. Peterson is a composer, orchestrator, and a creative catalyst with work spanning from symphonic commissions, orchestrations for hip hop/pop to intricately composed film scores. His original compositions have been premiered by the Seattle symphony and have been featured in numerous films, commercials, and digital media. Peterson's unmatched talents and creativity have led to frequent collaborations including; orchestrating for Lorde and Ed Sheeran, producing & contributing to albums by Portugal. The Man, arranging & recording strings for Maroon 5, and appearing on records with Cashmere Cat and Kehlani. Peterson has worked on many Grammy-nominated records, contributed to Telly award winning advertising campaigns, and has more than 10 Platinum and Gold Records to his credits.



JOHN ALTMAN

John Altman is a film composer, music arranger, orchestrator, conductor and saxophonist. Among the 54 movies he composed, arranged and orchestrated for are Titanic (period music), Monty Python's Life of Brian and Goldeneye, winning a BAFTA Award for Hear My Song and a Golden Globe for orchestrating Sheltering Sky and Léon: The Professional. He also won an Emmy for his score for RKO281, was nominated for Roman Spring of Mrs. Stone and received a nomination for the Golden Reel award for Little Voice. He recently completed work on the next James Bond movie No Time To Die. In addition to writing a 100-minute score for the silent movie Shooting Star for the London Film Festival Gala, John has his name as an arranger on 19 platinum records, including George Michael's album "Faith", which won several GRAMMYS in 1989 including Album of the

Year, and was nominated for the Rutles film All You Need Is Cash. He wrote for Simple Minds, Barry White, Tina Turner, Björk, Diana Ross, Tom Jones, Pretenders, Rod Stewart, Michael Jackson and has scored over 4,000 commercials worldwide to boot. As a jazz musician he has led his big band in the UK, USA and Australia and played with Chet Baker, Slim Gaillard, Bud Freeman, Les McCann and many others. He has four Lifetime Achievement Awards and an honorary doctorate in music from the University of Sussex. His autobiography Hidden Man will be published in February by Equinox Books.

ANDREW KESLER

Andrew Kesler is an award-winning Musician, Composer, Arranger, Engineer and Producer based in both Canada and Los Angeles. Born and raised in the prairies of Saskatchewan, Kesler is accomplished in many musical styles and a seasoned international performer and session player. He's often referred to as the "Gadget Man" for his ability to work seamlessly on both sides of the glass in the recording studio and has credited contributions on over 50 albums spanning all genres.

Career highlights include America's Got Talent, David Foster, Arturo Sandoval, Gordon Goodwin's Big Phat Band, John Mayer, Jorge Calandrelli, Nan Schwartz, Lalo Schiffrin, Al Schmitt, Pentatonix, Chris Walden's Big Band, Jennifer Holliday, Manhattan Transfer, WDR Funkhaus Orchester, Macy Gray, Babyface, The 2018 Emmy Awards, The 2016 Tony Awards and many more. Andrew is also a member of the renowned international jazz vocal group Accent.



Andrew Kesler serves on the board of directors for the American Society of Music Arrangers & Composers (ASMAC) and is proud to endorse Nord Keyboards, Fury Guitars, John Pearse Strings and 64 Audio.

Tech Talk

Dolby Atmos & Session Wire

Thursday September 23rd 4:00pm-5:00pm (EST)



sessionwire



FRIDAY SEPT. 24

Welcome to the Music Business, You're F*cked (and how not to be)

Stay financially stable by creating great merch
Friday September 24th 10:00am-11:00am (EST)

Spend an hour with Martin Atkins, one of the biggest entrepreneurs in the music business. Not only is Martin an expert in the music industry, but he's also well versed in creating impeccable, lasting merchandise, and boosting merch sales for bands. This is a master class for everything merch, and music business!

MARTIN ATKINS

Martin Atkins is the definition of entrepreneurial activity in cultural arts endeavors, his 35+ years in the music business spans across genres and borders and industries. He was a member of Public Image Ltd and Killing Joke. He founded industrial supergroup Pigface, The Damage Manual, and Murder Inc., and has contributed to Nine Inch Nails (for which he has a Grammy) and Ministry. He is the owner of Invisible records and Mattress Factory Recording Studios (est. 1988). He is the author of *Tour: Smart*, *Welcome To The Music Business...You're F*cked!*, *Band: Smart*, and is the new Music Industries Coordinator at Millikin University in Decatur, Illinois. Martin is a producer, drummer, documentary filmmaker, DJ, and father of four. Whatever the future of entrepreneurial music business education is, you can pretty much bet that he'll be in the middle of it.



Found Fame & Fortune

Cool ways to get promoted and paid

Friday September 24th 11:00am-12:00pm (EST)

This panel is all about how to build your fanbase and work the system so that you get free exposure and get paid in ways and from sources that most people don't know about or overlook. They are industry experts who know their way around a spreadsheet and all the social media platforms. You will learn how to work smarter, faster and create a plan that will grow your fans and your pocketbook.

PEGGY IAFRATE

Strega Group is a talent development, marketing, and events group founded in 2008 by Peggy Iafate. Prior to 2008, Peggy gained entertainment and consumer packaged goods experience in companies like ABC/The Walt Disney Company and Kaplan, and has been honored to work with such industry giants as The Jonas Group and Kimberly-Clark Corporation as clients. Years of standing at the sound board and in the board room provided her with the unique ability to marry artists with consumer brands to create a story that produces an emotional connection and loyalty to the brand. At Strega, we build programs that enable the story to continue through digital, live event, and merchandise avenues.



Strega Group helps emerging artists learn what they need develop their brands. When an artist is "performance-ready" we secure gigs and tour opportunities empowering the artist to perfect their craft and build their brand AND audience. Next, they find the right fit brand. Together artist and consumer brands grow as one creating a bond with their target audience.



TIMOTHY CANNON aka PIWRECKZ

Timothy Cannon aka Piwreckz is a Hip Hop artist, publisher, graphic designer, music consultant, and music engineer. Piwreckz has been in the music industry for 20 years working alongside & featuring on songs with artists such as Beanie Sigel, Yukmouth, Bushwick Bill, Kidd Kidd, Hotboy Turk and many more, even consulting artists such as Benzino and Dave Toliver on publishing & royalties.

The founder of Wreckzfest, an annual multicultural music festival held in Lima, Ohio, Piwreckz has put together panel discussions with ROCNATION and showcases with Palm Tree Entertainment, PTE, the label that founded the artist Soulja Boy. A key role player in the Midwest, Piwreckz has helped artists receive performance royalties & streaming royalties. Recent successes in the music industry prompted him to start a music distribution site called Prompt Tunes, scheduled to release in 2022.

STEVE BELKIN

Steve Belkin's career in the music business has spanned nearly forty years in various capacities within the industry including retail, tour management, road management, stage management, artist management, tour production, marketing, consulting, songwriting and performing. He's worked with, toured with, managed and consulted artists such as The Tubes, The (flying) Burrito Brothers, Narada Michael Walden, Neil Sedaka, Craig Chaquico (Jefferson Starship), Tangerine Dream, Gaelic Storm, Ray Parker Jr. and many more. His company **Open All Nite Entertainment** consults for various independent artists in management, marketing, licensing, development, distribution and branding.



The Future of A&R

Five different versions of what a label is

Friday September 24th 12:00pm-1:15pm (EST)

Understanding what a label is, does, and is looking for in an artist for is as diverse as any part of the music business. That's why we have five of the coolest people from completely different genres and locations who all share a creative vision for what A&R is and how a label works.



VICKY HAMILTON

Vicky Hamilton is a Grammy Award-Winning music industry executive and personal manager, featured in VH-1s "Behind the Music", "Driven" and the "Biography Channel" on Guns N' Roses, Brett Michaels, and Mötley Crüe and the BBC series "Born To Be Wild", "The Golden Age Of American Rock". Considered one of the most successful music executives in the industry, Vicky has discovered, developed or managed the careers of Guns N' Roses, Mötley Crüe, Poison, Faster Pussycat and many others. In addition, Vicky Hamilton also has worked as an A&R executive at Geffen, Capitol and Vapor Records and had a successful independent record label, which won a Grammy for June Carter Cash Press On record. Currently, Vicky is finishing a worldwide book tour for her memoir, Appetite For Dysfunction; managing and consulting several music acts while developing a TV series and documentary and starting a new record label.

CARLOS ALVAREZ

Entering the Recording Industry in 1995 at the age of 16, Carlos Alvarez has toured & recorded professionally with established recording artists from major & independent labels such as Universal Latin, Capital/EMI Latin, Sony Discos, BMG U.S. Latin, and Artista/Texas. From 2002 -2012, Carlos worked at Seg-Son Music, Inc. overseeing licensing and song placement for the company's catalog. In 2004, He helped launch the corporation's record label division, A.R.C. Discos, where he assisted in record promotion for 5 years. During his time there, he was part of a two man team responsible for placing 6 titles from the label catalog on Billboard's Top 30 Regional Mexican Airplay chart, such as "Como Olvidarte" (Linderos Del Norte) that peaked at #4 on the chart, In 2012, Carlos moved to Azteca Music Group located in Dallas, and started to oversee the A&R, music publishing and digital distribution divisions of the company. With only four years as a label, Azteca has had 10 titles in Billboard's Top 30 Regional Mexican Airplay chart, including two that debuted #1 on Billboard's Top Latin Sales chart, as well as receiving three Latin Grammy nominations, and one Grammy nomination. Since 1996 he has been a voting member of The Recording Academy (The Grammys), where he currently serves as President of the Board of Governors for the Texas Chapter. He still performs with Campanas De America being a BMI (Broadcast Music, Inc.) affiliated songwriter and publisher.



KEVIN C. SUTTON

A native of Brooklyn, NY, Kevin Sutton has been in sales, marketing and advertising for over 20 years. He is a proud alumnus of both Milton Hershey School, and Grambling State University, where he received his degree in Mass Communications. He has amassed over 10 million dollars in sales for fortune 500 companies throughout his work experience. Kevin has assisted in the careers of Wu-Tang Clan, Shyheim The Rugged Child, Mysonne, Fred the Godson, Rass Kass, Mr.Cheeks, Bad Boy, and Funk Master Flex, and most recently secured distribution deals with EQ Roc-Nation for Son of the 215, Zigg the artist & Dutchieman, MeWe a EP deal with DJ Alamo of the coalition DJ's as well as a sponsorship with Hustle gang for Lil Moptop. Kevin has also secured booking for Casanova 2x, Young MA, Fivio Foreign, and Beanie Sigel to name a few. Most recently he has been

named the operations manager for Freeways new imprint Freedom Thinkers Academy. His connections with Shade 45, Worldstar HipHop, The Source, BET, VH1, Power 105.1 & Hot 97.1 as well as countless other major outlets ensures each entity he encounters will have the ability to be seen and heard along side the heavy hitters of the Music Industry. Kevin has had the pleasure of creating strategic marketing plans for the NBA, Sprint, Virco manufacturing, The Source Magazine, XXL Magazine, Ed Hardy Vodka, and countless others. As the founder of the firm 11:22 MMG he is dedicated to helping both artists and organizations alike reach their goals by leveraging the many relationships he has garnered throughout his lifetime to ensure everyone reach their highest expectations.

STEVE BELKIN

Steve Belkin's career in the music business has spanned nearly forty years in various capacities within the industry including retail, tour management, road management, stage management, artist management, tour production, marketing, consulting, songwriting and performing. He's worked with, toured with, managed and consulted artists such as The Tubes, The (flying) Burrito Brothers, Narada Michael Walden, Neil Sedaka, Craig Chaquico (Jefferson Starship), Tangerine Dream, Gaelic Storm, Ray Parker Jr. and many more. His company **Open All Nite Entertainment** consults for various independent artists in management, marketing, licensing, development, distribution and branding.



ASHISH MANCHANDA

Ashish Manchanda has achieved a rare distinction of success as a studio professional, live concert engineer, re-recording mixer/sound designer, music-video live concert producer as well as an entrepreneur and CEO of Boon Castle Media & Entertainment. He has worked on more than 150 film projects, including DevD, Bhaag Milkha Bhaag, Khosla Ka Ghosla, and The Chronicles of Narnia. In the music world, Ashish has been a close collaborator with independent artists Ranjit Barot, Alif, Grammy/Oscar-winning artist A.R. Rahman, and a host of renowned composers. At New York's Effanel Music, Ashish worked with artists such as Garth Brooks, Wynton Marsalis, James Taylor, and Boz Scaggs. His experiences working with legendary engineer/producer Bruce Swedien was mentioned in Mr. Swedien's biography, In the Studio with Michael Jackson. Ashish is a four-time winner of the IRAA (Indian Recording Arts Academy) award. He frequently participates in industry conferences as a panelist, and has been a keynote speaker for organizations like BBG - British Business Group, Maersk-Line, and various schools and universities.

Touring In 2022: COVID, Concerts, & Cash!

How to make tours make money in the pandemic era

Friday September 24th 2:00pm-3:00pm (EST)

Go over every tip and trick in the book from getting booked to getting paid.



KEVIN LYMAN

Kevin Lyman has shaped youth culture for over 40 years with his award winning expertise in the music and entertainment industry as well as business and philanthropic ventures. Lyman is best known as the creator of the Vans Warped Tour, which ran from 1995-2019, which can be considered one of the most socially influential music tours in the United States. He pioneered the successful integration of corporate sponsors with the extreme lifestyle, creating a blueprint for sponsorship integration widely duplicated in the marketplace today. Kevin's production agency, KLG fuses this blueprint to produce some of the most influential events in the world including branded festivals and custom events.

LEE MAYER

Lee Mayer is the CEO of Houla Entertainment, an entertainment management, promotions, and booking company. Houla Entertainment coordinates artists for concerts, corporate venues, private events, fairs, festivals, casinos, cruise lines, campus activity events. Our talented artists entertain audiences from the very small and intimate to the very large festival-type. These artists perform various genres of music, comedians, hypnotist, magicians, balloon artist, speakers, bubble ball sports and other varieties that are based in various cities throughout the United States and Canada. Houla Entertainment books only the best artists in the business! Houla Entertainment is Where the Big Dogs Play!



KEVIN C. SUTTON

A native of Brooklyn, NY, Kevin Sutton has been in sales, marketing and advertising for over 20 years. He is a proud alumnus of both Milton Hershey School, and Grambling State University, where he received his degree in Mass Communications. He has amassed over 10 million dollars in sales for fortune 500 companies throughout his work experience. Kevin has assisted in the careers of Wu-Tang Clan, Shyheim, The Rugged Child, Mysonne, Fred the Godson, Rass Kass, Mr.Cheeks, Bad Boy, and Funk Master Flex, and most recently secured distribution deals with EQ Roc-Nation for Son of the 215, Zigg the artist & Dutchieman, MeWe a EP deal with DJ Alamo of the coalition DJ's as well as a sponsorship with Hustle gang for Lil Moptop. Kevin has also secured booking for Casanova 2x, Young MA, Fivio Foreign, and Beanie Sigel to name a few. Most recently he has been

named the operations manager for Freeways new imprint Freedom Thinkers Academy. His connections with Shade 45, Worldstar HipHop, The Source, BET, VH1, Power 105.1 & Hot 97.1 as well as countless other major outlets ensures each entity he encounters will have the ability to be seen and heard alongside the heavy hitters of the Music Industry. Kevin has had the pleasure of creating strategic marketing plans for the NBA, Sprint, Virco manufacturing, The Source Magazine, XXL Magazine, Ed Hardy Vodka, and countless others. As the founder of the firm 11:22 MMG he is dedicated to helping both artists and organizations alike reach their goals by leveraging the many relationships he has garnered throughout his lifetime to ensure everyone reach their highest expectations.

Music Supervisor

Live pitching and critiquing session

Thursday September 24TH 4:00pm-5:30pm (EST)

THE Moment Truth



JEN SCHWARTZ

Jen Schwartz is the Director of Creative Music Strategy for MTV, VH1, BET, CMT, POP and LOGO . With over 17 year of experience in the industry her career began at MTV as a Music Supervisor for shows such as Made, My Super Sweet 16, Teen Cribbs, Uncommon Sense, and Kingin' With Tyga. With their fingers on the pulse of Pop Culture Jen and her team oversee music placements for all MTV, VH1, BET, CMT and LOGO shows. Including, Ex- On the Beach, Floribama Shore, Jersey Shore Family Vacation, Black Ink Crew, Love and Hip Hop, Siesta Key, Girls Cruise, The Hills New Beginning and many more. As the PRO liaison for ViacomCBS and the head of Cue Sheet Operations her innovative ideas have helped to refine and streamline the cue sheet process from inception to delivery.

WENDY MARMO

Wendy Marmo began as the assistant to the President of Interscope Music Publishing. From there, she held increasingly senior roles at major record labels including Priority Records, where she became an expert in licensing hip/hop and sample clearance, and Universal Music Group, where she licensed a multitude of iconic albums and soundtracks, major publishers including MCA Music Publishing, and even several successful music libraries including Music Supervisor, Inc. and Master-Source, where she successfully placed numerous songs in films and TV shows. In 2006, Wendy formed Super Music Services and has since enjoyed doing Music Supervision and Clearance and Licensing for all forms of media. Most recently, Wendy contracted with Dick Clark Productions to clear and license all the music for Dick Clark Productions, including "So You Think You Can Dance," "Billboard Music Awards," and "Dick Clark's New Year's Rockin' Eve." Wendy has also been the music supervisor on more than ten feature films, including "For The Love Of Money" (Lionsgate) and "Stay Cool" (Initiate Productions).



TRINA-MARIE HILL

Trina-Marie Hill has been involved in the music industry for over 2 decades. Early along on her path, Trina toured with some of the music industry's biggest acts and festival such as Pantera, Dave Matthews Band, Bush, Gregg Allman and Friends, Ozzfest and Sunsplash, among many others.

Trina moved to Los Angeles in 2002 where her keen ear and natural love for music lent itself to a career in Music Supervision. 18 years later, Trina has successfully placed and licensed thousands of songs ranging from unknown artists to the most widely known music. Her work can be found in television, film, documentaries and commercials.

Trina is typically found working on programming that focuses on music and musician based casts. Trina has had the pleasure to work at eOne Entertainment using her expertise in music supervision and clearances for many shows with the Alternative Programming branch of the company. Over the past 8 years with eOne, she has been a part of 20+ seasons of programming, most of which are musician based shows which require a deep understanding of music clearance and also the ability to craft the sound for each particular series.

Some of the shows that Trina has worked on at eOne are Mary Mary (WeTV), Nellyville (BET), It's A Mann's World (BET), We're The Campbells (TVOne) Growing Up Hip Hop (WeTV), Fameless (TruTV), Ladies Night (BET), Death Row Chronicles, No Limit Chronicles & Ruff Ryders Chronicles (BET), and many more. Trina is also involved in music documentaries. Currently streaming is, "Street Light Harmonies" which is a documentary that's a beautiful, yet overdue homage to the great trailblazers of Doo Wop music. She is currently working on, "Long Promised Road" a documentary about the genius, Brian Wilson (Beach Boys) and "My Life" honoring the unparalleled Mary J. Blige.

Prior to working with eOne Entertainment, Fremantlemedia North America (American Idol (FOX), American's Got Talent (NBC) employed Trina for her understanding of music. She worked on several Fremantle programs over the course of 5 years. Some of the programs that Trina worked on are American Inventor (ABC) Can You Duet (CMT), Rock The Cradle (MTV), What Chilli Wants (Vh1), Kirstie Alley's Big Life (A&E) and Hoffspring (A&E). Trina has as a vast knowledge of Music, Musicians, Publishing, Record Labels & Management Companies. She has also compiled a substantial catalog of music industry contacts including Management, Publishers and Record Labels - Indie and Major.

BARRY COFFING

Barry Coffing is a Music Business Entrepreneur who has been involved in almost every facet of the music business and has worked with many of he major companies. As an artist, he was signed to Warner Brothers Records. As a songwriter, he secured publishing deals with Universal Music Publishing and EMI. He owned his own record label with distribution through Sony RED.

Over the next 17 years, he amassed plenty of credits and awards with over 200 tracks placed in movies and TV, BMI Songwriting Awards, Multiple #1 hits, and an Emmy nomination. He continued to be the voice behind the scenes in movies like Moulin Rouge, The Brady Bunch Movie & Winnie The Pooh's Grand Adventure, He wrote TV themes for California Dreams, The Pyramid (Starring Donny Osmond) & The Heights. His song "How Do You Talk To An Angel" went on to become a number one hit and sell over 500,000 copies worldwide.

Currently, he is a Music Business Entrepreneur who represents over 18,000 record labels and publishers for film and TV licensing. His company, Music Supervisor Inc. places hundreds of songs each year in Films, TV, and Advertising. Every major Film Company and TV network uses their software and services. He is in demand as a guest lecturer, speaker, and moderator.



Writing Songs That Make Money

Unlocking the mysteries of successful songwriting and the money that comes from it.

Friday September 24TH 3:00pm-4:00pm (EST)



MICHÈLE VICE-MASLIN

Michèle Vice-Maslin is an Emmy Winning; #1 hit Music Producer/ Arranger/ Songwriter & Publisher who composes (both music & lyrics) and produces-arrangers for Artists/Films/Television/Ads/Pro-mos/Games, etc. She has had numerous hit songs and cuts all over the world as well as over 5000 music placements. Her music can be heard on radio & television every day – 7 days a week/365 days a year.

Recent activity: song GET OVER YOURSELF included in Billboard Top 100 Girl Group Songs Of All Time. 2 songs - major feature DOWNSIZING (Matt Damon). Including SHESAIDSO.COM Alternative Power 100 List. Song in ad for JUSTFAB.COM. Songs in TV shows BLUE BLOODS, YOUNGER, FLORIBAMA SHORE, BUG JUICE, QUICK PITCH, THE ROMANOFFS, LUNCH BREAK, SHAHS OF SUNSET, XPLOATION, MY KITCHEN RULES, HOUSE HUNTERS, FLIP OR FLOP. FIXER UPPER,

SHAHS OF SUNSET. 90 DAYS FIANCE & others. Feature ACE THE CASE (Susan Sarandon) end title. Feature CON MAN she music supervised & created songs for incl end title (Ving Rhames, Mark Hamill). Feature DUMPLIN' (Jennifer Aniston), Feature FIRECRACKERS premiered at TIFF. Sizzle for new show “MEATS SWEETS & TREATS”. Co-write with the legendary BOB DYLAN & more.

Previous successes incl KESHA, NICK CARTER (Backstreet Boys), POPSTARS EDENS CRUSH (feat Nicole Scherzinger), SAM MOORE, JUNIOR WALKER, VICTORIA JUSTICE, PLUS ONE, AVALON, ACE YOUNG, BRIE LARSON, MICA PARIS, ERIC B & RAKEIM, JONATHAN BUTLER, IRENE CARA, LATOYA LONDON, JUMP 5, TVXQ, MISSING, PRETTY LITTLE LIARS, DATING NAKED, THE PERFECT HOLIDAY, EULOGY, SPLICE, THE BOY WHO CRIED WEREWOLF, SONS OF ANARCHY, BEAUTY AND THE BEAST, UGLY BETTY, GHOST WHISPERER, HELLCATS, VICTORIOUS, SAM & CAT, CATHOUSE, DEAD LIKE ME, MISSING (Theme song), DEGRASSI, CLOUD 9, WHAT CHILLI WANTS, SINGLE LADIES, KING OF THE HILL, MINUTE TO WIN IT, THE VIEW, THE CHEW, THE HILLS, THE BIGGEST LOSER, THE VINEYARD, 20/20, HENRY DANGER, LAGUNA BEACH, GUIDING LIGHT, Y&R, GENERAL HOSPITAL, LOST GIRL, PUNK'D, PARENTAL CONTROL, BEST INK, PRINCESS PROTECTION PROGRAM, ONE LIFE TO LIVE, ALL MY CHILDREN, THE SUNDAY HORSE, HOUSE HUNTERS, BARBIE, CAVEMEN, ANOTHER CINDERELLA STORY, THE OFFICE and many many more.

MARCUS “BELLRINGER” BELL

Marcus “Bellringer” Bell is an American music producer, songwriter, multi-instrumentalist, singer, social media influencer, activist and entrepreneur. He has marketed and promoted, produced, remixed and written for, mentored, and developed some of the world’s superstars and brands. His list of credits includes Shelita Burke, Nicki Minaj, Snoop Dogg, Timbaland, Gala, Hadise, Park Jung-Ah, Amitabh Bachchan, Sony Music, HBO, Netflix, Showtime, Discovery Network, Amazon, Warner Brothers, Arista Records, EMI, and Universal Music to name a few. He has also created music for worldwide brands such as Mcdonald's and General Mills. Marcus Bell, the entrepreneur, is the CEO of Bellringer Productions LLC, a music sync licensing and production company that operates a catalog of over 10,000 songs and over 300 recording artists.



Bell published an Amazon #1 best-selling book titled “Bellringer Branding Bible: The 5 Musician Branding Principles for Singers, Rappers, DJs, Music Producers, Composers, Writers, and Recording Artists.” Global superstar Beyonce performed to one of the songs produced by Bellringer on her "On the Run II Tour" co-headlined with husband Jay-Z.



BARRY COFFING

Barry Coffing has amassed a great deal of credits and awards with over two hundred tracks placed in movies and TV, BMI songwriting awards, multiple #1 hits and an Emmy nomination. He continues to be the voice behind the scenes in movies like “Moulin Rouge”, the Brady Bunch movie, and Winnie the Pooh’s Grand Adventure. He wrote TV themes for California Dreams, The Pyramid starring Donny Osmond and The Heights. His song “How Do You Talk To An Angel” went on to become a #1 hit and selling over 500,000 copies worldwide. Currently he is a music business entrepreneur who represents over 12,000 record labels and publishers for film and TV licensing. His company places hundreds of songs each year.