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Independent Music Magazine

SPECIAL IMC07 CONFERENCE DIRECTORY EDITION

IMC07

independent music conference

TWO IMC EVENTS!!!

IMC/Philly - August 29th - September 3rd

IMC/Los Angeles - October 5th - 7th

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"Adam's appearance last night at The Bitter End in New York was a rock revelation. The Connecticut kid may be rock's next Matchbox Twenty, or more." *Roger Friedman - FoxNews.com*

Appearing Next At:

Aug 30 2007	8:30P	La Hacienda	- Stamford, Connecticut
Sep 1 2007	8:00P	Reality Cafe	- Stratford, Connecticut
Sep 7 2007	8:00P	Borders Books & Music	- Marlton, New Jersey
Sep 8 2007	8:00P	Cafe Atlantique	- Milford, Connecticut
Sep 12 2007	6:30P	Toad's Place	- New Haven, Connecticut
Sep 14 2007	5:30P	Bottega Lounge	- New Haven, Connecticut
Sep 15 2007	2:00P	Brewfest Waterbury	- Waterbury, Connecticut
Sep 22 2007	11:00am	Farmers Market @ Russo Park	New Haven, CT
Sep 27 2007	11:30A	Farmers Market Hartford	- Hartford, Connecticut

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Welcome to the City of Philadelphia and the Holiday Inn Hotel for the 2007 presentation of the Independent Music Conference. We are very pleased that you have joined us for our sixth event.

This year's IMC/Philly marks another milestone for us. John Street, the Mayor of Philadelphia, has informed us that he will be officially recognizing the Independent Music Conference with a special letter that is to be delivered to us in time for our opening ceremonies!

As the founder and Executive Director of the IMC, I will proudly read the letter to our attendees during my opening day speech. I am honored that the city of independence has chosen to recognize us as the conference of independence.

As we near the first day of our like to offer our most sincere shown us so much support sponsors, instructors, trade staff and to the many talented a part of the IMC, to The Philadelphia City Paper, Pulse Weekly, Out On The Magazine and many other to the local community and music and arts organizations since the very beginning, sincere gratitude.

Mayor John F. Street



Welcome to Philadelphia!

fifth annual IMC/Philly, we'd thanks to all those who have over the years. To the show exhibitors, volunteer artists who have been City of Philadelphia, The Pennsylvania Musician, Town Magazine, Shinbone supportive media outlets, the many independent who have been supportive please accept our most

Special mentions must be Koch of Songsalive!, Bill and Songwriters' Association, Dick Gabriel, John Acosta and Amie Moore of The American Federation of Musicians, Disc Makers, Greg Beebe of Sennheiser, John Harris - Director of The Millennium Music Conference, Melissa Daley, Dr. Lou, VMIX.com, the Digital Freedom Campaign, Joy Rose of Mamapalooza, Jimi Yamagishi of Songnet, Paul Chiacchierini of Racetrack Sound Studios, Tim Britt, Aisha Winfield of Jr. Music Executives, Heather Ninness, Tah Phrum Duh Bush, Curtis Clark, Carole Spiller, Dave Uosikkinen of The Hooters, John Robertson, Phil Nicolo, Rob Case of New Pants Publishing, and of course my own lovely wife and extremely capable Associate Director of the IMC - Elaine Ramos for their exceptional and unwavering support, some since the very beginning in 2002.

made for Gilli Moon and Toni Kay Pere of The Connecticut

This year is also momentous for other reasons! As we did last year with our Dallas event, we will again be presenting two IMC events in 2007. This year we travel to sunny Hollywood, thanks to the generosity of the major presenting sponsor of IMC/LA - Local 47 of the American Federation of Musicians. After we network in Philadelphia, join us out west for wonderful weather and highly effective learning and networking in Local 47's incredible facility. Also included in this special IMC Directory Edition is all the info you'll need for IMC/Los Angeles, so check it out and we'll see you in Cali!

This year for our 6th and 7th IMC events, we welcome over 50 industry instructors and over 200 attendees once again travelling from as far away as Australia! The music industry is going through a continuing transformation, as the digital world becomes ubiquitous, and the majority of our daily business is now being done online. In this time of unprecedented and rapid change, it's imperative that you arm yourself with knowledge and learn from the experience of those who have blazed the trails before you...

Welcome to the IMC! Thank you again for joining us, enjoy yourselves and be safe during your visit to the 5th annual Independent Music Conference in Philadelphia, Pennsylvania, and our seventh IMC event which takes place in Los Angeles, California!

- Noel Ramos, Executive Director - IMC07

independent music conference 2007.5

IMC PHILLY AGENDA

Thursday, August 30th

10:15 -10:30 (Room 1)
Opening Remarks - Welcome to the IMC!
(Noel Ramos, Executive Director)

10:30-11:45 (Room 1)
“Meet the Producers” PANEL
(Phil Nicolo, Joseph Castriota, David Ivory, Lawrence Gelburd, Docta Schock, Don DiNapoli, J. Hatch, Noel Ramos - Moderator)
A group of well-known producers in one room! This panel needs no further explanation.

12:00 -1:00 (Room 1)
“Industry Grind 101” (J Hatch)
A presentation and discussion of the realities of todays music industry and the respective grind that goes along with trying to make it to your goals. Outlining those goals, making a career map and planning your trip there. It's all based on an actual trip and materials needed to get to that destination. Discussion also includes” then vs. now” in terms of the different avenues, mediums and technologies artists have at their disposal.

12:00 -1:00 (Room 3)
“Radio Marketing 101” (Nick Pargaz)
“One of the most misunderstood facts of marketing a record is that you must promote it to radio.” Promoting a record to radio involves more then just sending it to the station; we will discuss the process in promoting a record to radio and the approach an independent artist should take with programmers and music directors. We will distinguish the difference between Mediabase, BDS, and soundscan, the difference between Reporting and charting. The workshop will cover the different formats of radio and how to go about choosing the proper format to promote your music to.

12:00 -1:00 (Room 4)
“Looking for Press in ALL the Right Places” (Noel Ramos)
Noel has published a music magazine for 20 years. He'll relate his experiences and results of surveys he's conducted with media peers. What grabs their attention? What convinces them to print one band's story over another? What do booking agents like to see? What else should you keep in mind? Has the advent of EPKs changed things? These answers and more from the perspective of those you want to target. Examples of press kits will be shown, and a free hand-out of Noel's 7-page “Press Kit Primer” will also be available for all workshop attendees.

12:00 -1:00 (Room 2)
Mentoring Sessions
Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. There will be an IMC staff member available to coordinate the sessions.

1:30-2:45 (Room 1)
“Publishing, Fact and Fiction” PANEL
(Rob Case, Michael Driscoll, Dick Gabriel, Bernard Resnick, Kevon Glickman, Joy Rose, Bill Pere, Paula Savastano, Noel Ramos Moderator)
The complex business of publishing will be discussed including: role of the publisher, benefit of their expertise to the songwriter, writer's share, publisher's share, statutory rates, the functions of the PROs, sync licensing, master use licensing, artist royalties (related but often confused with publishing), as well as which royalties are paid by radio. The myths that you should never assign or “give up” your publishing interests, and that artists should co-publish their songs or “retain 25% for nothing” will also be discussed.

3:00-4:00 (Room 3)
“Breaking Down the Myths of Copyrights” (Michael Driscoll)
This presentation will focus on the history, provide clear definitions of copyrights, and distinguish between creation of art and registration. The necessity of copyrights and the protection it brings to the artist's art will be discussed. For most artists the most valuable creations are not the CDs or cassettes manufactured, but your original songs and compositions. The following will be discussed: What Is a Copyright? Who Can Claim a Copyright. What Works Are Protected? What Is Not Protected by Copyright? How to Secure Copyright Notice of Copyright. How Long Copyright Protection Endures. International Copyright Protection. Copyright Registration. Registration Procedures. Effective Date of Registration. Who May File an Application Form? Provide sample Application Forms. Discuss Fees. How to Search of Copyright Office Records.

3:00-4:00 (Room 4)
“iStandard Producers - How to Get Heard” (Don DiNapoli)
This would be a lecture/Q&A session with up-and-coming hip-hop/R&B producers, where we would advise them on moves to make in regards to making placements on record labels, film/TV licensing, new media presentation, etc.

3:00-4:00 (Room 1)
“Winning with Arrangements” (Lawrence “Gelboni” Gelburd)
DIY can not compete with recording quality or access but they can through their songs and arrangements. Gelboni has arranged and produced songs by three unsigned bands who got into rotation at major (Clear Channel and Infinity) radio stations. See how you can too!

3:00-4:00 (Room 5)
Production Deals: “Word To The Wise” (John Robertson & David Ivory)
A producer and an attorney will discuss all aspects of production and then some!

3:00-4:00 (Room 2)
Mentoring Sessions
Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. There will be an IMC staff member available to coordinate the sessions.

4:15-5:30 (Room 1)
“What's My Line? Job Descriptions” PANEL
(David Cooper, James Fetzer, Don DiNapoli, Dave Dickson, John Robertson, Paul Chiacchierini, J Hatch, Benjy Eisen, Elaine Ramos, Noel Ramos-Moderator)
Producers, managers, booking agents, engineers, and others will describe their jobs and who does what. It can be a bit confusing when you are considering bringing a new team member aboard, especially if it's a manager or a lawyer. It can also be very helpful to know more about what you should and shouldn't expect from an engineer in the studio, booking agent, or publicity person. This panel will help you determine what to look for in your business relationships.

7:00-completion (Digital Freedom Stage)
“Live Performance Critique”
Artists and bands perform live on the Digital Freedom Stage for industry and peers. Get immediate feedback.

Friday, August 31st
10:30-11:45 (Room 1)
“Technology” PANEL
(David Cooper, Matt Singleton, Jordan Tishler, Vijay Raghavan, Sal Chandon, Noel Ramos-Moderator)
A general overview discussion of the independent music industry. They said it couldn't be done, but here we are, many thousands of indie musicians using the new technologies to advance a career outside of the traditional market.

12:00 -1:00 (Room 3)
“Blue Print for Music Success Seminar” (John Battaglia)
Many artists want to succeed, but few have a concrete plan in every area for their success. This seminar will present the following:
How to have your live performance blow people away;
How to create your own unique look;
How to hone the message in your music;
How to portray yourself to the media in the most compelling way;
How to make your strongest impression;
How to define your sound in a cohesive way;
How to be seen in your best light with your photos and presentation materials;
How to attract the right team around you and build up your fan base, and much more!
The Blueprint for Music Success could be THE VERY THING that you've been looking for to propel your music career to the next level. If you do what you always do, you'll get what you've always got. If you want something different, then you have to do something different.

12:00 -1:00 (Room 4)
“Promoting and MySpace” (James Fetzer)
With all the competition among band in todays music industry it is important to get your message read just as it is to get it out there. From how to build fans & keep them. How to get people out to see & hear your band

12:00 -1:00 (Room 5)
“DIRECTtoFAN” (David Cooper)
The shorter the bridge between artists and their fans, the better. DIRECTtoFAN is the key to the new Internet music marketplace because it provides the tools to build a direct bridge between artists and their fans. Using the DIRECTtoFAN methodology means the fans are more informed and get all the latest information, products and services at the best price, and it allows the artists to tell their story in their own words and make the most profit by eliminating the middleman. DIRECTtoFAN is a set of tools to help manage the fan relationship via a web-based fan club, including website content, and web commerce.

12:00 -1:00 (Room 6)
“Entering a Career in the Music Business” (Paula Savastano)
A forum that will present young and upcoming industry hopefuls on breaking into the music business; the discussion will focus on ways

to educate and market hopefuls through education, internships, entry level positions and entrepreneurial opportunities. It will also discuss the how to propel a career, once you've got your foot in the door of the industry, as well as various types of jobs that exist within the music business. It is a basic all around “how to get into the business” and what working in the music business is like.

12:00 -1:00 (Room 2)
Mentoring Sessions
Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. There will be an IMC staff member available to coordinate the sessions.

12:00-1:30 (Room 1)
The Performing Songwriter's Paint Box - Vocal Workshop” (Kay Pere)
Unlock all the colors of your voice. Techniques to release the unique expressive palate of each song. Tools to create a vivid experience for your audience no matter what your style. Learn specific vocal and songwriting techniques which will bring you attention as a Performing Artist. Producers and vocal coaches working to encourage vocal artistry on stage and in the studio will also find value in the distinctive approach offered by this workshop. Kay Pere is a multi-dimensional music educator, performing songwriter, visual artist and activist, whose creative work embodies a message of hope, healing and humanity.

1:30-2:45 (Room 1)
“Digital Delivery” PANEL
(Vijay Raghavan, David Cooper, Simon Rosen, Noel Ramos-Moderator)
Digital delivery is a reality. Now we are seeing how it is affecting the market. Even in the short time that we have been utilizing this new distribution method, it has already morphed considerably. Podcasting, ring-tones, digi-singles, sound tracks, and other digital marketplaces have already expanded this brand new opportunity. This panel will be a cutting edge discussion of these critical developments. Topics will include protection of intellectual property rights, digital distro deals, and the state of the emerging digital delivery market.

3:00-4:00 (Room 3)
“Basics of Music Publishing” (Rob Case)
The New A&R Scouts of the music industry. Learn the basic steps of the music publishing business including a detailed outline that every songwriter, composer, producer should know: Agreements, Studios, Budgets, and Copyrights.

3:00-4:00 (Room 1)
“Multi-Media Marketing and Promotion Internet and TV, Radio to the Streets” (Billy Trumpz)
This workshop will present an overview of different marketing strategies covering the streets to the radio and TV. Presented will also be different ways to teach an artist or an executive at a small independent how to get the buzz going. Discussion will be take place to help with these multi-level ways of marketing and promoting your next project.

3:00-4:00 (Room 4)
ET-Entertainment Psychology” (Dr. Jamie Ballard)
Do you sometimes think you should be further along in your career than you are? Do your friends/family sometimes 'block' your walk towards success in the industry because they don't understand? Do you find it hard to perform

consistently at the level you know you're capable of performing? Do you sometime doubt that you'll actually 'make it' in the entertainment industry? Entertainment Psychology (EP) highlights the everyday dynamics that occur within the minds of artists, as a result of artists living their lives as such. Both internal (artists themselves) and external (band/group members and the entertainment industry as a whole) elements, along with their emotional, psychological, and interpersonal components are discussed as viewed through the lens of EP, towards the end of artists realizing brilliance in both their lives and careers. Artists can design award winning lives as easily as they can write (or sing) award winning songs. Come learn how.

3:00-4:00 (Room 5)
“Raising Capital & Seed Money: Would you invest in you at this stage?” (John Robertson)
There are six basics which must be in place before you sit down with potential investors/Angels to raise funding for your venture. Investors will not give you credit for having four out of five of these items in place. How to make the investors' job a little easier by doing your due diligence through the eyes of the investor, before presenting your project. Your venture's portfolio of disclosure and readiness must be complete.

3:00-4:00 (Room 6)
“Money for Nothing: Licensing for TV and Film” (Jordan Tishler)
How cool would that be? Hearing yourself in film, getting paid! It's double dipping! But indie artists need to know how to get there and how to protect yourself. Come find out how it gets done. This workshop will focus on publishing v. licensing, what rights to you hold and what makes them valuable, for what and when do you get paid, what sorts of music are good candidates for licensing, why and how to work with third parties, who is out there to help you and how do they work/differ. Myths abound: Get the straight dope from an IMC veteran and music licensing insider.

3:00-4:00 (Room 2)
Mentoring Sessions
Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. There will be an IMC staff member available to coordinate the sessions.

4:15-5:30 (Room 1)
“Is Rock and Roll Perfect? Should it Be?” PANEL
(Matt Singleton, Lawrence Gelburd, Vic Steffens, John Harris, Phil Nicolo, Michael Driscoll, Paul Chiacchierini, Joseph Castriota, Noel Ramos-Moderator)
In the days of Auto-tune and Beat Detective, what constitutes appropriate usage of technology and what is simply a crutch or substitute for poor performances? Does a perfectly edited recording take the soul out of the music? How much does attitude and emotion contribute? When should you edit, and when should you leave well enough alone? What about live tracking in the studio?

7:00-1:00 am - Digital Freedom Stage
5th ANNUAL IMMIE AWARDS NIGHT - PERFORMANCES

Saturday, September 1st
8:30-10:30 (Room 1)
“DISCourse” - CLOSED PANEL
(Paul Chiacchierini, Rob Case, Jordan Tishler, Nick Pargaz, Kyle Ober, Bill Pere, John Robertson, Robert Ross, Matt Singleton, Noel



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IMC PHILLY AGENDA

Ramos-Moderator)

Panelists will review submissions in a closed session (panelists only), in order to provide more effective and practical feedback on Saturday afternoon during the open DISCourse panel presentation.

10:30-11:45 (Room 1)

“Health and Performance” PANEL

(Jamie Ballard, Kay Pere, Elaine Ramos, Noel Ramos-Moderator)

An open discussion on how to establish and maintain your physical and mental health as a performer. Issues such as vocal use and abuse, hearing loss, psychological balance, stress and others will be presented.

12:00-1:00 (Room 3)

“Kill All The Lawyers” Shakespeare’s Henry VI (John Robertson)

Entertainment attorney John Robertson discusses production deals, publishing contracts, your rights and legal issues within the music business and the parameters of picking the right legal and business affairs team.

12:00-1:00 (Room 4)

“The 8 Keys to Success in the Music Business” (Bill Pere)

Music is first and foremost a people-driven industry. Understanding the 8 factors that determine how people (band-mates, booking agents, DJ’s managers, record producers, partners, and fans prefer to give and receive information can give you powerful leverage in navigating the maze of human dynamics. Bill’s work and publications in this area, based on the widely used MBTI, have been called “groundbreaking” by Ian Bessler, Editor, Songwriter’s Market.

12:00-1:00 (Room 5)

ET - Entertainment Psychology” (Dr. Jamie Ballard)

Do you sometimes think you should be further along in your career than you are? Do your friends/family sometimes ‘block’ your walk towards success in the industry because they don’t understand? Do you find it hard to perform consistently at the level you know you’re capable of performing? Do you sometime doubt that you’ll actually ‘make it’ in the entertainment industry? Entertainment Psychology (EP) highlights the everyday dynamics that occur within the minds of artists, as a result of artists living their lives as such. Both internal (artists themselves) and external (band/group members and the entertainment industry as a whole) elements, along with their emotional, psychological, and interpersonal components are discussed as viewed through the lens of EP, towards the end of artists realizing brilliance in both their lives and careers. Artists can design award winning lives as easily as they can write (or sing) award winning songs. Come learn how.

12:00-1:00 (Room 1)

“Acoustic Roundabouts” (Toni Koch)

Songsalive! will run acoustic performances throughout the conference weekend for Songsalive! members.

12:00-1:00 (Room 2)

Mentoring Sessions

Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. There will be an IMC staff member available to coordinate the sessions.

12:00-1:30 (Room 6)

PRESS PARTY

Presenters will be interviewed by the press, with opportunities for photos to be taken with our IMC spokesperson, Melissa (St. Jude) Daley.

1:30-2:45 (Room 1)

“Media Challenge” PANEL

(Aaron Jentzen, Benjy Eisen, John Kerecz, Nick Pargaz, Xavier Powell, Gary Jay, Randy Alexander, Billy Trrumpz, Noel Ramos-Moderator)

In the face of corporate consolidation, rapid changes and dizzying technological advances, what’s an indie to do? How important is airplay these days, and how do you get some? What are the best ways to get press and media coverage? What are the best ways to promote via the media?

1:30-2:30 (Room 3)

Music Business Professionalism 101” (Aisha Winfield)

Presented by the Jr Music Executive Program, an entertainment industry based initiative created to encourage students to attend school, graduate, and be successful by exposing them to careers in the music business, this workshop will be tailored to our attending students to learn about business professionalism.

3:00-4:00 (Room 3)

“Tripling Your Audience with Targeted Songwriting” (Bill Pere)

Are you reaching only 30% of your potential audience? The other untapped 70% is only a few key words away. You do not have to sacrifice artisitic integrity to reach a wider fan base. You just need to know some of the central factors in effective lyrical communication, and then decide how you want to apply them. The difference between songs that are liked and remembered by broad and diverse audiences as opposed to those that have a narrow following lies in a few easily applied techniques and an understanding of how people prefer to give and receive information. This workshop provides practical application of the information presented in “The 8 Keys to Success in the Music Industry”.

3:00-4:00 (Room 4)

“Studio Preparation/Production” (Kyle Ober)

How to best prepare yourself before entering the studio. Learn why it’s important to know the reasons for going into the studio. It’s not just, “Well ya know ... we jus’ wanna record our songs Dude !!” Learn how to choose the material you wish to record and if it is truly ready to be recorded. Find out if you are ready to work with a producer and learn how to determine if he understands your vision. Find out if you even need a vision to work with a producer or is it about his vision? Discuss time tables... how long does all this take? What piece of equipment is your best friend before, during, and after your studio experience and probably for the rest of your life as a musician? (not a trick question)

3:00-4:00 (Room 5)

“Basics of Music Publishing” (Rob Case)

The New A&R Scouts of the music industry. Learn the basic steps of the music publishing business including a detailed outline that every songwriter, composer, producer should know: Agreements, Studios, Budgets, and Copyrights.

3:00-4:00 (Room 6)

“It’s the Music Business!”

(Marcy Rauer Wagman)

You want to start a business. What type of business entity should you choose that’ll give you the best tax breaks and the most protection; how do you create it? We’ll look at the formation, the tax consequences, liability issues and contracts associated with Sole Proprietorships, LLC’s, Partnerships and Corporations.

3:00-4:00 (Room 1)

“Acoustic Roundabouts” (Toni Koch)

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3:00-4:00 (Room 2)

Mentoring Sessions

Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. There will be an IMC staff member available to coordinate the sessions.

4:15-5:30 (Room 1)

“The New Definition of Radio” PANEL

(Lou Pica, Nick Pargaz, Xavier Powell, John Kerecz, Gay Jay, Jonathon Alexander, Noel Ramos-Moderator)

The goals formerly obtainable only through radio airplay are now accessible to Indies through a variety of opportunities created by the new technologies. This panel will discuss leveraging the “new radio” for exposure and networking through the media itself.

5:30-7:00 (Room 1)

“DISCourse” - OPEN PANEL

(Paul Chiacchierini, Rob Case, Jordan Tishler, Nick Pargaz, Kyle Ober, Bill Pere, John Robertson, Robert Ross, Matt Singleton, Noel Ramos-Moderator)

A unique listening and discussion group where artists can get real world feedback on their CDs. Panelists will review submissions in a closed session (panelists only), in order to provide more effective and practical feedback during the DISCourse panel presentation. CDs and press kits MUST be submitted for review no later than Friday, August 31st at 5:00 at the registration table.

7:00-8:00 (Live on location)

Dr. Lou’s Radio Show Broadcast LIVE from the IMC! (Lou Pica)

Be interviewed by Philadelphia’s own Dr. Lou on Philadelphia’s only all indie radio show! Sign up to be interviewed.

8:00-2:00 a.m.

PERFORMANCES - Digital Freedom Stage / IndieGate Acoustic Lobby

Sunday, September 2nd

10:30-11:45 (Room 1)

“Studio to the Street” PANEL

(Vic Steffens, Paul Chiacchierini, Robert Ross,

Tah Phrum Duh Bush, Noel Ramos-Moderator)

A moderated panel presentation of the steps that typically occur from the time the artist decides to market his/her music through the recording process, to a tour, possible indie label deal, and a discussion of how independent artists can learn and benefit from the “label” model.

12:00-1:00 (Room 3)

“Your Creative Compass: How to Achieve Sustainable Creativity in a Busy Life”

(Kay Pere)

We often focus on learning the business of music and craft of songwriting, but it is important not to overlook the wellspring from which it all comes -- our creativity and inspiration. Sometimes it seems difficult to find inspiration, to try something new, or to just have the time to create amidst the demands of a busy schedule. This workshop will address these issues and provide practical tools and strategies for insuring that your creative self never disappears under a heap of day to day demands on your time.

12:00-1:00 (Room 4)

“Unleashing Absolute Power - The Ultimate in Building Your Music Business”

(Xavier Powell)

This interactive and informative workshop has finally arrived to the IMC! Considered to be one of the industry’s thought-leader, Xavier J. Powell will help you to change your mindset about your brand, your market and your business. He is one of the first music professional’s that teaches Neuro-linguistic Marketing (or NLM) which is a new form of marketing that teaches you how to create a buying psychology in your audience’s mind. The focus of this workshop will be how to develop POWER, PRESTIGE and RESULTS for YOUR Music Business the independent way.

12:00-1:00 (Room 5)

“All You Need to Know About Getting Started in Today’s Music Business” (Docta Shock)

Just getting started, been at it for a while, need to cut through the BS, getting frustrated with all the different tips and advice you’ve received? Here is the place for you to ask any question you may have about anything you need to know from an industry pro who will answer your questions on any subject in music business... honestly.

12:00-1:00 (Room 6)

“Looking for Press in ALL the Right Places” (Noel Ramos)

Noel has published a music magazine for 20 years. He’ll relate his experiences and results of surveys he’s conducted with media peers. What grabs their attention? What convinces them to print one band’s story over another? What do booking agents like to see? What else should you keep in mind? Has the advent of EPKs changed things? These answers and more from the perspective of those you want to target. Examples of press kits will be shown, and a free hand-out of Noel’s 7-page “Press Kit Primer” will also be available for all workshop attendees.

12:00-1:00 (Room 1)

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12:00-1:00 (Room 2)

Mentoring Sessions

Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. There will be an IMC staff member available to coordinate the sessions.

1:30-2:45 (Room 1)

“Street Teaming, Buzz Building, Merch, Expanding Your Revenue Streams” PANEL

(Rob Schwartz, Toni Koch, Docta Shock, James Fetzer, Noel Ramos-Moderator)

Members of the promotional side of the market will discuss the importance of incorporating a serious street teaming effort into your overall indie business efforts. Methods for attracting street teamers, rewarding them, managing the program and brainstorming other new promotional ideas will be highlights. This brainstorming session will include ideas for increasing CD sales, creating alternate revenue streams, and expanding overall sales and income efforts. Diversifying your revenue streams gives you much more security than if all your income is based on only one or two sources. Seek opportunities that can lead to supplemental income and round out an indie career.

3:00-4:00 (Room 3)

“How to Do Successful Benefit Concerts” (Bill Pere)

For most artists and bands, “doing a benefit” usually means putting out a lot of work and playing for free. The main purpose of a benefit is to help some worthy cause, but non-profit does not have to mean no-profit for artists. Bill has raised more than half a million dollars for various charities through his performances, and

is the Founder of LUNCH, a nationally recognized organization which uses the power of popular music to produce positive social action. Bill’s upscale benefit events draw large audiences of people who pay to come and LISTEN to origianl music. As a result of his benefit work, Bill had received many offers for deals that result in real paychecks. It’s all in knowing how to organize and execute an event, how to present your ideas, and how to present yourself and your music. Partnering with the non-profit sector is one of the best ways for any band or artist to take a great leap forward in their career while using their music to make the world a better place. This workshop will show you how.

3:00-4:00 (Room 4)

“Studio Preparation/Production” (Kyle Ober)

How to best prepare yourself before entering the studio. Learn why it’s important to know the reasons for going into the studio. It’s not just, “Well ya know ... we jus’ wanna record our songs Dude !!” Learn how to choose the material you wish to record and if it is truly ready to be recorded. Find out if you are ready to work with a producer and learn how to determine if he understands your vision. Find out if you even need a vision to work with a producer or is it about his vision? Discuss time tables... how long does all this take? What piece of equipment is your best friend before, during, and after your studio experience and probably for the rest of your life as a musician? (not a trick question)

3:00-4:00 (Room 6)

“Got Ringing? - What EVERY Musician Needs to Know About Hearing Loss”

(Elaine Ramos)

Hearing loss caused by exposure to music will be described, as well as preventative techniques designed for each band member so as to avoid losing hearing sensitivity during not only performances, but practice sessions as well. Issues such a “tinnitus” (ringing in the ears) will be discussed along with most current research on music-induced hearing loss and treatment.

3:00-4:00 (Room 5)

“Artist Development, Promotion, Networking ; Not Just for the Rap/Hip-Hop Artist

(Docta Shock, Conscious, Billy Trrumpz, Tah Phrum Duh Bush)

In today’s music business, independent artists have to do it all. To be successful in this business, marketing, promotion, artist development and networking have become as or even more important than the tracks. Add these skills to your music project and you will have the tools you’ll need to succeed.

3:00-4:00 (Room 1)

“Acoustic Roundabouts” (Toni Koch)

Songsalive! will run acoustic performances throughout the conference weekend for Songsalive! members.

3:00-4:00 (Room 2)

Mentoring Sessions

Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. There will be an IMC staff member available to coordinate the sessions.

4:15-5:30 (Room 1)

“Indie Booking and Full Spectrum Touring” PANEL

(James Fetzer, Tah Phrum Duh Bush, Benjy Eisen, Noel Ramos-Moderator)

Many Indies realize the importance of watching their budget and utilizing DIY methodology for their booking and touring efforts. But what’s the point of touring? This panel takes it to the next level. Maximize your effectiveness: gig-swapping, interviews, airplay, promotion, retail. Time is precious and touring is a massive undertaking; learn to tie in all the critical elements. These experienced road warriors will help you make the most of your efforts.

7:00 pm -1:00 am

PERFORMANCES - Digital Freedom Stage

Monday, September 3rd

10:00-4:00 (Room 1)

“Songsalive! Songcamp”

(Toni Koch, Bill Pere)

A 6-hour, high powered, focused songwriting camp where songwriters and composers can gain valuable feedback on their music, and collaborate in co-writing under the guidance of Songsalive! songwriter mentors. Songcamp starts with a critique session on your songs, followed by an intensive co-writing session where songwriters are split into groups to co-write and deliver a completed song, then performed to the full group and music business execs at the end of the session. Sign up in advance for the Songcamp during the conference at the Songsalive! booth.

IMC ARTISTS HONOR HARRY CHAPIN IN NEW HAVEN

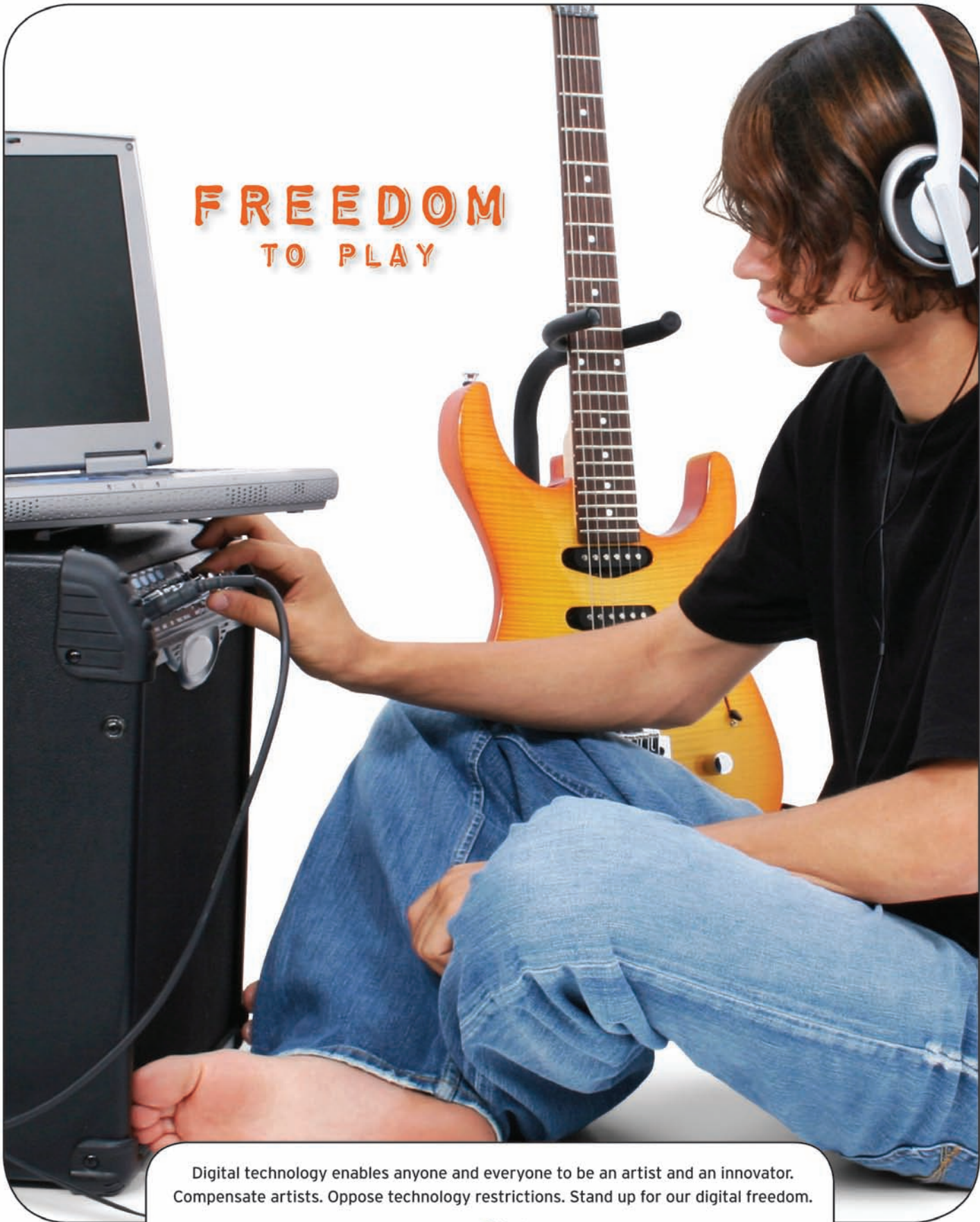
On June 1, from as far as Ohio, Vermont, Massachusetts, New Jersey and Maryland, the fans came to the historic Shubert Theater in New Haven Connecticut. The event: New Haven's First Tribute to Harry Chapin, a benefit concert produced by IMC Indie Artist of the Year Bill Pere, who is also the Founder and Executive Director of Local United Network to Combat Hunger (L.U.N.C.H.)

On hand were the original members of Harry Chapin's Band (Steve Chapin, Big John Wallace, and Howard Fields), joined by their sons, Jonathan Chapin and Clark Wallace. Also performing were Bill and Kay Pere, along with members of the Connecticut Songwriters Association and the LUNCH Ensemble.

The concert, with about 700 in attendance, raised money for Liberty Community Services, which provides assistance for the homeless in the greater New Haven area. The two-act show featured the LUNCH Ensemble, performing an opening set of Harry Chapin Favorites, and debuting a new song written by Bill and Kay Pere, "Time at the Table," calling attention to the disparity between rich and poor. Bill made a presentation to World Hunger Year, the organization founded by Harry Chapin, giving them a check for \$1,000, which they have done for the last 17 years.

Then the Steve Chapin Band performed 90 minutes of Chapin favorites written by Harry and Steve. Big John Wallace wowed the crowd with his famous four octave voice, switching effortlessly from bass parts, to the baritone solo of "Mr. Tanner", and the inimitable high falsetto in "Taxi." The finale had all the performers on stage for a rendition of Harry's closing anthem "All My Life's a Circle". The sustained standing ovation was a good indicator that this event is likely to occur again.

Bill and Kay Pere, through their benefit concerts, have raised almost \$1,000,000 for supporting hunger relief and family service agencies, carrying on the legacy and work of Harry Chapin. They have produced hundreds of concert events, and they regularly teach workshops on how to do successful benefit shows.



staff

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Noel Ramos

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Elaine Ramos

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Mike Lapke

Staff: Carole Spiller, Kyle Ober, Curtis Clark, Tim Britt, Heather Ninness, Tah Phrum Duh Bush, John Kerecz, John Kleinschmidt, Aisha Winfield and Junior Music Executive Group - conference volunteers/street team

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Thursday

Live Performance Critique
8:00 PM - Coole High
8:40 PM - Bears Repeating
9:20 PM - Tokyo Tramps
10:00 PM - Homeboy Sandman
10:40 PM - Bill Monaghan Band
11:20 PM - Karen & Amy Jones
12:00 AM - Lori Citro
12:40 AM - Huge

Friday

Immie Awards

HOSTS: Melissa Daley & Noel Ramos

8:00 PM - Bill Monaghan Band
9:00 PM - Tah Phrum Duh Bush
10:00 PM - Tokyo Tramps
11:00 PM - Anthony Lattanze Band
12:00 AM - Santalina
1:00 AM - Huge

Saturday

8:00 PM - Charlie Phillips
8:40 PM - Tim Miller
9:20 PM - Bears Repeating
10:00 PM - Programaddicts
10:40 PM - Westcott
11:20 PM - TBA
12:00 AM - Privileged Few
1:00 AM - Dyalect
12:40 AM - TBA

Sunday

8:00 PM - Coole High
8:40 PM - Tah Phrum Duh Bush
9:20 PM - Tribal Knowledge
10:00 PM - Radical Artist Movement
10:40 PM - Programaddicts
11:20 PM - Westcott
12:00 AM - TBA
12:40 AM - TBA

IndieGate Acoustic Lobby

Saturday

8:00 PM - Frank Porter
9:00 PM - Dr. Lou
10:00 PM - Lori Citro
11:00 PM - Bill and Kay Pere
12:00 AM - Sarah Guild



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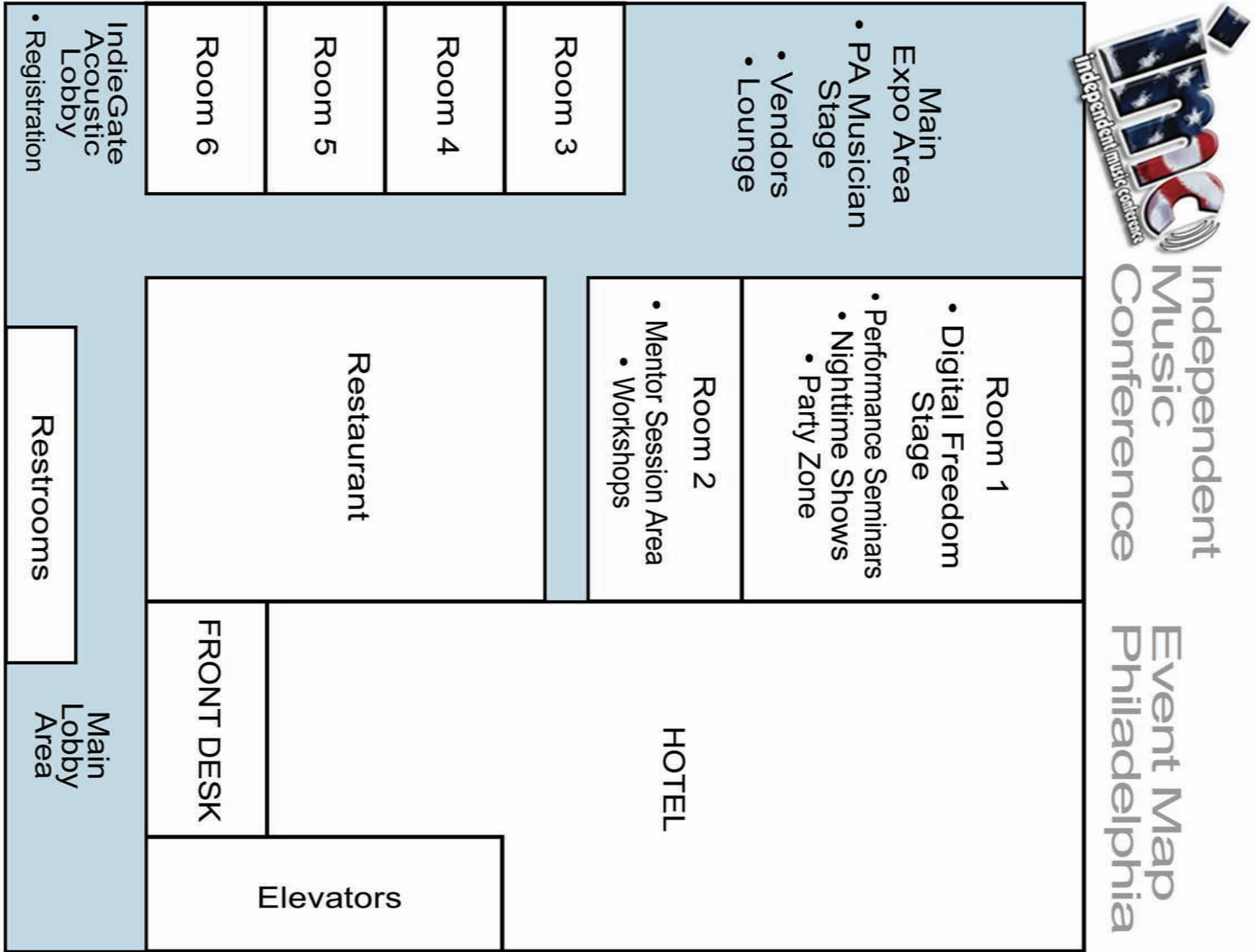
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John Acosta - Los Angeles

John Acosta is from Professional Musicians Local 47 in Los Angeles, California, where he is the Administrator for Electronic Media. John also serves as the chair for AFM Youth Diversity Subcommittee. John Acosta hails from the Bronx, New York. His father Juan Acosta was a percussionist from Cuba who worked as a touring musician with latin jazz greats such as Tito Puente & Celia Cruz. John began his musical career in Elementary School playing flute and saxophone in his school orchestra, even performing at Carnegie Hall in New York City. John has been a working musician from the age of 16 when he was sponsored to move to California under his manager's behest. In California he began his recording career working as a composer, guitarist, producer and engineer for artist signed to Warner Brothers, DreamWorks, Geffen, BMG, Elektra and Capitol Records. John's compositions have had major chart success in the US and Europe . Presently he has been active in organizing musicians around the Southern California area with special emphasis on alternative rock, latin music, rap, and DJ's. John also continues to write and produce for up and coming artists.



Jonathon Alexander - Los Angeles / Philadelphia

Founder of Tap It, Inc., (www.tapitfame.com), Jonathon created a process and technology that automates common known rigors for artist in fashion, art, music and entertainment. He has been partnered with various well known established organizations and individuals to validate technology and process and has been featured in multiple media magazines and television shows for stand out site and process. Also Jonathon is founder of CHAT Technologies, a company to provide high level assessment, audit and implementation to mid size corporate IT infrastructures. While with Exodus Communications, Jonathan Alexander managed a total of over 15,000 thousand systems for various corporations at several international locations with projects including Yahoo, Hotmail, BMW, China Republic, CBS, and Victoria Secret. His Media & Entertainment credits include: Inc Magazine - Nominee for 2006 Entrepreneur of the Year, Black Enterprise Magazine – Hot Pick in February 2006 Issue for technology and nominated for Small Business Innovator of the Year Award, CBS Radio - created radio show spotlighting emerging artists that is broadcasted every Sunday in Los Angeles and streamed over the internet, CNBC Biz Brief - Feature story on digital distribution product for independent artists among many others.



Randy Alexander - Philadelphia

Randy Alexander owns Randex Communications, a national entertainment publicity and artist management firm, following 20 years of award-winning entertainment journalism at the Trenton Times. Named one of South Jersey Magazine's "24 People to Watch," he is a NARAS member and popular moderator/panelist and volunteer for NARAS, CMJ Music Marathon and DIY Convention; nationally quoted industry expert and former Philadelphia Music Alliance board member. PR clients include BRE Presents, Camden Co. Special Events, Godhead, Ill Nino, Richard X. Heyman, Emmy nominee Michele Greene, The Grip Weeds, The Milwaukeees, The Mercury Seed, All Good Festival, Mid-Atlantic Blues Festival, Coming Home Studios and Paul Green School of Rock. He manages Robert Hazard (Rykodisc).



Jamie Ballard - Philadelphia

With a PhD., Jamie has blended his passions for and knowledge/ experience regarding the entertainment industry, life coaching, and psychology, and consequently 'birthed' Entertainment Psychology. Through EP, Jamie is serving entertainers, including athlete, by considering the issues they face as student, amateur, and professionals; by increasing their awareness of protective and enhancing factors available within and around them; and by developing and implementing life strategies which speak to emotional, social, psychological, spiritual, and behavioral success for entertainers and other professionals (e.g., entertainment attorneys, managers, agents, publishers, teachers, coaches, etc.), working and living within the industry.



John Battaglia - Philadelphia

John is the founder and president of Rockstar Image, a personal coaching and image-building firm for artists. As the imaging and marketing agent for numerous music, sports, and Hollywood celebrities, he's represented Beyonce, Usher, Jessica Simpson, Brandy, Eve, and many other stars. John is the author of the books, The Rockstar in You: The 7 Keys to Creating a Rockstar Mindset, Building a Rockstar Image, and Having a Rockstar Life. John has been featured in publications such as Life & Style and The New York Daily News, as well as on TV shows like Entertainment Tonight and Star Daily. While he works with clients all over the world, John resides in New York's East Village.



Rob Case - Los Angeles / Philadelphia

President of New Pants Publishing, Inc. and Old Pants Publishing, Inc., Rob is a graduate of the Colorado Institute of Art, Denver with an Associates Degree in Business with an emphasis in Music and Video Business. Rob's songwriter's songs have appeared in TV show placements including the New CBS Primetime show Love Monkey, One Life to Live on ABC Daytime, the Soap Network and South Park on Comedy Central in the US and internationally in Canada, Mexico, Europe, and Asia. Rob has produced and released several CDs through the years that have been on the Grammy Entry List in 28 separate categories including Album of the Year, Rock Album of the Year, Pop Album of the Year and Country Album of the Year. Rob has appeared internationally and nationally on several music panels and workshops as a speaker including William Patterson University, Music Publishing Workshops, The Taxi Road Rally, The Dallas Songwriters Association A&R Workshop, Atlantis Music Conference, Vegas Music Conference, Dewey Beach Music Conference, and The Millennium Music Conference, to name just a few.



Joseph Castriota - Philadelphia

Joseph is an accomplished engineer and producer with twelve years of experience in the recording business. He holds a BA in Instrumental Music Performance from Bellarmine College where he studied double bass and electric bass guitar with an emphasis in jazz. Joseph is a multi-dimensional engineer and producer and has worked in many genres. He has engineered for such legendary producers as Peter Asher, Matt Wallace, Nathaniel Kunkel, Ron Aniello, and Ralf Sall. In addition, Joseph has worked as a producer for major and independent labels doing artist development, including: The Dixie Chicks, Days of the New, Rebecca St. James, Doors Tribute, "Die Born" in the movie Black Hawk Down, Paul Coleman, Ethan, Digby, and The Muckrakers.



Sal Chandon - Philadelphia

Director of the Pennsylvania Academy of Recording Arts and Sciences, Sal is a recording industry veteran with numerous television, film and album credits. A voting member of the Audio Engineering Society* since 1981, and The Recording Academy* since 1996, he has been involved in music recording and audio for video engineering in some of the most prestigious studios in the United States. Sal attended the Audio Recording Technology Institute in Long Island and graduated at the top of his class in 1981. As studio manager at Celebration Recording in New York City, one of the most prolific jingle writing companies in history, Sal recorded and produced commercials for numerous national accounts, several of which received Clio awards. With National Video Center and Recording Studios in New York City, he worked on various projects mixing audio for video, most notably the popular television program This Week in Baseball, by Major League Baseball Productions, featuring the late Mel Allen. Sal continues his involvement in the recording industry as the General Manager and Chief Mastering Engineer at Racetrack Sound Studios in Gettysburg, PA where he resides with his wife, Joan, and their daughter, Alexandra.



Paul Chiacchierini - Philadelphia

Paul began his music career at the age of 16, playing in bands and solo in clubs. His main instrument is the saxophone, but has studied piano and other keyboard instruments. Paul earned a Bachelors of Science for Music , adjudicated Maryland State band auditions, and performed for the Maryland State Band Director's Association at the Annual Music Educator's Conference. As a member of the band, The Emerald City, he co-wrote the song "The Theme of the Emerald City" with Kevin Hawkins and Walter Pappas. It was entered in the instrumental music category of the 1988 Billboard Song Contest receiving an Honorable Mention award. Paul completed The Omega School of Applied Recording Arts & Sciences Certificate Program in Recording Engineering and Studio Techniques and Music Business. With Sal Chandon, Paul formed Racetrack Music Group, an independent recording company.In 2005, as recording engineer on Paul Lewis' release "Trading Horror Stories" (Realize Records), Paul was nominated for his first Grammy Award in six categories including Song of the Year and Record



Conscious - Philadelphia

Epitomizing, the attitude of a spokesperson for the anti-pigeonhole movement, Conscious is an artist of many facets. A lateral thinker that not only contemplates outside of the boxes that society attempts to create for him, but reshapes them to fabricate art in multiple forms. In 2005 he began developing Freehiphopnow.com in an attempt to provide an alternate portal to information for and about independent artist and any individual seeking a source for new music and art. Conscious is a professional net worker and a supporter of forward thinking progressive action. His goal is to refine his own machine while being a support vehicle to aide others to do the same.



David Cooper - Philadelphia

David has had a long and diverse career providing computer software for the live entertainment industry. He traveled the world working as a tour accountant and business consultant for some of the greatest musical acts including The Who, U2 and Pearl Jam. For their 1995 U.S. tour, Pearl Jam turned to David to devise a low-cost, high-capacity ticketing and customer service system that would allow maximum flexibility. They also wanted to provide special services to the members of their official fan club, while also enabling every fan to use multiple methods of payment. The system worked so well that the group's 1995 San Francisco show sold 48,000 tickets in 21 minutes, at 2 tickets per call, a Guinness Book of Records fastest sellout, at the same time reducing counterfeits and scalping. With his colleagues, David built two virtual private networks for the SFX organization, a national sports and entertainment event management company later acquired by Clear Channel. He released a book this year called Breaking A Band in the Internet Age and created a set of tools called DIRECTtoFAN.com to support the "how to" book. David received a B.A. in Management Information Systems and Accounting and is a frequent keynote speaker and panelist at ticketing and entertainment conferences around the country.



Tim Coyne - Los Angeles

Los Angeles actor/writer, Tim Coyne, has been delivering interviews and personal stories through The Hollywood Podcast since March 2005. The Los Angeles Independent dubbed Tim "L.A's Web Maverick" and described his Unkempt storytelling series as "hilarious and heartbreaking." Coyne is a contributor to the BBC, a guest host on yourLA, a local NBC affiliate show, and finished in the top 75 in the nationwide Public Radio Talent Quest. Tim puts his stories on stage regularly in LA and can be seen in the upcoming feature film Crossing Over, starring Harrison Ford, Sean Penn, Ray Liotta, and Ashley Judd. Tim was born and raised in Massachusetts. For more information, visit www.thehollywoodpodcast.com



Dave Dickson - Philadelphia

President of DEC Group, Dave utilizes his extensive background in finance and business planning to create operating efficiencies. Dave is an Accredited Associate of the Institute for Independent Business International; a world wide organization of senior executives specializing in the overall development of the small business community.



Don DiNapoli - Philadelphia

With Prototype Entertainment, Don represents six producers, including F.R.E.A.K., co-producer of 50 Cent's radio smash "Amusement Park", as well as placing music in major films and television shows. With his colleagues, Don is currently working on tour sponsorship for Ashlee Simpson. Don's business group represents a nationally touring pop/rock band WONDERLUST (formerly FN-Co, www.myspace.com/fnco) that has played large national festivals, have a video on MTV-U for their single "UR4Me", as well as played shows with Bruce Springsteen's sax player Clarence Clemons.



Michael Driscoll - Philadelphia

Michael has over 20 years of experience in the music and entertainment industry. He has worked for more than 15 years as a contract negotiator for several Philadelphia area firms. In 1998, following a disabling spinal injury, Michael focused his efforts on the healing power of music and was the recipient of the first PA State Grant in the Arts promoting needs-based support for disabled recording artists. Michael helped form the independent recording label, Indian Rock Records. The predominate volunteer staff at IRR continues to help promote several hundred artists every year through their free web site, newsletter, and referral services. Michael is also very involved in community-based arts programs, such as the IRR program, "Digital Recording in the Classroom." He is the co-founder of "Opening Doors of Perception," a program focusing on the concerns of disabled artists.



Benjy Eisen - Los Angeles / Philadelphia

Benjy Eisen is a freelance journalist whose credits include Rolling Stone, Paste, Filter, America Online (Spinner.com), High Times, MTV.com, and others. He's played arcade games with the Shins, poker with the Disco Biscuits, billiards with DJ Logic, and phone tag with the surviving members of the Grateful Dead. In addition to writing, he produces Relix Magazine's podcast, "Cold Turkey," and manages the band Quagmire Swim Team. He's currently working on a novel about a kid, a guitar, and a dream.



James Fetzer - Philadelphia

Like his late Great Uncle John Fetzer, founder of the Fetzer Institute and Owner of the Detroit Tigers, James also started in radio. He joined the US Army and served in the Signal Corps. Although James achieved great success as the youngest GM of a multi-franchise auto dealer in PA, 9/11 led him back to the US Army as a recruiter. He has since traveled abroad lending help to disaster victims such as those affected by Louisiana's Hurricane Katrina. Persuaded by a friend to get involved in the music industry again due to his aggressive managing & business style, James formed Fetzer Music Management in Oct 06 and has over 20 artists nationally in its roster.



Richard Gabriel - Los Angeles / Philadelphia

After a successful career both as an artist (a member of the 60s/70s group Gary Puckett and the Union Gap) and a touring/studio musician, Dick Gabriel later served as a negotiator and the national director of the AFM's Electronic Media Services Division. More recently he has been working with special recording agreements and conducting outreach programs - regularly speaking at seminars, conferences and schools on the business of music.



Lawrence "Gelboni" Gelburd - Philadelphia

Record Producer Gelboni is a voting member of NARAS, the Grammy organization. He formed Integrated Entertainment, an independent production and publishing company. Over the last ten years, Gelboni has produced albums across the US, varying stylistically from complex modern rock to singer-songwriter. He has honed his skills as an arranger, focusing on the pre-production phase as critically important to a project's success. Gelboni's productions range from demos to full-blown international releases. He mixed Dash Rip Rock's greatest hits album entitled "Gold Record" for the Ichiban label. Gelboni has also produced Gatlin, Ash Wednesday, Three Miles Out, Playing for Audrey, Margin of Error, Squash, Amy Carr, Real, Sundowner Syndrome and many other bands.



Atty. Kevon Glickman - Philadelphia

Kevon graduated from John Marshall Law School and also studied international business law at King's College in London. Kevon is admitted to practice in New York, New Jersey and Pennsylvania. He is a frequent lecturer and teaches the "Music Business Management" course at Cabrini College. Kevon's current clients include Rick Ross on Slip N Slide/Def Jam, Trina on Atlantic, and Kulcha Don on Ruffantion. He is also the publisher of soulstress Leela James. Kevon was President and Chief Operating Officer of Ruffnation Records, a joint venture with Warner Bros. Records; RuffLife Records, an independent label distributed by ADA and Ruffsongs Music Publishing. Ruffsongs presently has songs on the 8 Mile and State Property soundtracks. Kevon was Sr. Vice President/General Counsel for Ruffhouse Records, a joint venture with Sony Entertainment, which sold over 50 million albums in the urban and dance genres. Notably, Ruffhouse was responsible for the highest selling rap album of all time, The Fugees', The Score, which also garnered two Grammy Awards, and Lauryn Hill's, The Miseducation of Lauryn Hill, which won five Grammy Awards in New York City. Kevon is also a partner in the Radio Woodstock Network.



John Harris - Los Angeles / Philadelphia

John managed Elektra recording artists, The Sharks, Atlantic recording artists, KIX; co-produced the City Island Concert Series in Harrisburg; and managed numerous nightclubs, restaurants and hotels. He initiated the Millennium Music Conference in 1997 that has been educating and showcasing emerging talent for ten years. John still manages several acts and is a promoter and talent buyer for clients in South Central PA.



J Hatch - Philadelphia

J Hatch is a mogul in the making. Under Inasirkl, he represents six producers who have credits with Jay Z, Snoop Dog, Mary J Blige and notable others. Under iStandard, Hatch coordinates producer showcases in six states throughout the course of the year. Under All Is One, J Hatch and his colleagues coordinate three artist showcases a month called Faces In The Crowd, have helped four artists get signed to major labels such as Chrisette Michele (now signed to Island Def Jam, featured on songs with Jay Z and Nas). J Hatch has been interviewed for Scratch, XXL Hip Hop Soul, XXL, Rap Fanatic and has won the UMA for Best Promoter of the Year in 2005. There's more, but 100 words is enough for now.



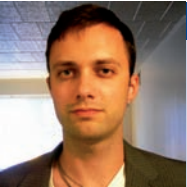
David Ivory - Philadelphia

GRAMMY® nominated and Philadelphia's own David Ivory, has had clients who are local, national and international artists/songwriters. Owner of Dylanava Studios and Ivory Productions, the other "artery" to Ivory's organization, it is a company that works with song writers, other producers and artists to create synergy. David Ivory is an artist's producer/writer/supporter who has developed a non-traditional way to continue advancing the production of great music. David Ivory is also proud to pass on his many years of industry knowledge in the classroom - Adjunct Professor of the "Music Industry Program", Summer MI Boot Camp program designed for High School seniors considering furthering their educations at Drexel, and instructor for the Music Technology Program at St. Joe's Prep, as well as numerous music conferences. David Ivory has also served on the Board of Governors for the National Academy of Recording Arts and Sciences (Grammy's) since 1999 where he participates in various committees and has lectured nationally on their behalf. From A&R execs at major and indie labels to the hottest regional session players. Ivory 's convictions on songwriting and building upon the production side of his craft are best described in his own words. "Don't settle, go the extra distance, make your songs the best they can be. Do less to do more. It's not cliché it's the truth". He sees the producer's role as, "that of songwriter, engineer, manager, lawyer, parent and ultimately the vehicle that gets the group to the next level." Ivory's awards between 1996 and 2001, include three RIAA Gold Record Awards (The Roots, Syleen Johnson, Patti Labelle), an RIAA Triple Platinum Record award (Erykah Badu), Grammy nomination for best "Hip Hop Album of the Year" (The Roots), Grammy Awards Certificate ("Engineer-Best Duo Performance"), and a Grammy award for best "R&B Album of the Year" for Patti Labelle. He was awarded "Best Studio of the Year" by the Philadelphia Music Alliance in 1989.



Gary Jay - Philadelphia

With more than 16 years in the promotion game, having spent more than a decade at two of the nation's largest independent record labels, the former Vice-President of Promotion at Rykodisc and Senior Director of Rock Radio Promotion at TVT Records, Gary Jay, now owns and operates Land Shark Promotion Studio and its sister company, Lil' Devil Music Lab, both based in Brooklyn, NY. Land Shark Promotion Studio enables artists in rock, metal, folk, jazz, and blues genres to build profiles through creating awareness and securing support from commercial and non-commercial radio and video outlets, in addition to press and media coverage, and maximizing their presence on the internet through a wide variety of viral and online marketing methods. It's one-stop shopping for developing your brand as an artist and ensuring that your music gets heard. This Philadelphia-native has played a role in the careers of a wide-variety of gold and platinum artists and bands, ranging from hard-rockers Sevendust, Tool, Default, and Nothingface, to cerebral rockers Guided By Voices, Ladytron, Matthew Sweet, Collective Soul, and timeless talents like John Mayall, Rory Block, and Robert Hazard.



Aaron Jentzen - Philadelphia

Music editor for Pittsburgh's alternative weekly, City Paper, Aaron is also a freelance music critic for other publications. A multi-instrumentalist, he performs and records solo and with groups, and is an active participant in the city's music scene.



Wendy Keilin - Philadelphia

Wendy Keilin of Artist's EDGE Success Coaching (www.Artists-Edge.com) is an Artist's Success Coach. Her mission is Causing a World of Prosperous Artists. She works with musicians and other creative professionals to earn a prosperous living doing the creative work of their hearts, by helping them clearly define their goals, develop a unique, lucrative niche, target market, and packaging for their art, craft an effective plan, take consistent action, and break through any blocks that have stopped them from achieving it. Wendy has been coaching artists full-time for seven years, and is a regular speaker at music conferences. She is an owner and founder of Artist's EDGE Success Coaching and the Artist's EDGE Membership, which provides resources and live and recorded coaching to musicians and other artists worldwide in a community setting. Success in the music industry IS achievable – without struggle or compromise – and is more choice than chance. Wendy's work provides step-by-step guidance to make it happen. Visit her in the mentoring room to help you identify some quick ways to earn a lot more money with less work doing more of what you love most.

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John Kerecz - Philadelphia

Crazy John Kerecz is presently the owner/manager of Old School House Radio or OSHRadio.com an internet radio station that devotes itself to promoting independent music and comedy. He has played in numerous bands and can still be seen stepping up to play on occasion. Crazy John has also authored books of varying subjects some of which can be found by searching on his last name on amazon.com. He started his radio career back in 1980 at XLV 90.3 FM in the Lehigh Valley PA.



Toni Koch - Los Angeles / Philadelphia

Toni, a native of Phoenix, AZ, joined Songsalive! after the unparalleled Songsalive! Expo 2002 held at UCLA where she coordinated 48 performers on 5 stages over 4 days of events as part of the Team. Currently the Songsalive! National Memberships & Promotions Director, Toni has enjoyed an eclectic career in street team promotions. She can be a “pit bull” when focused on breaking out new artists. Toni’s background includes: folk/rock artist in the 70’s, dj club spinner during the 80’s, national record pool director in the 90’s; managing indie artists and bands (Breakfast of Champions 1998-2000), Artist Relations/publicity/journalist (authors, songwriters, companies) to coordinating the marketing of street teams for Evening Star Productions (now Live Nation) and SFX/Clear Channel Entertainment before moving to Los Angeles in 2003 to pursue her own dreams. Toni represented Songsalive! as a co-producer of “Females on Fire: The Los Angeles Women’s Music Festival” in August 2007. Toni produces monthly showcases for Los Angeles Songsalive! and works often with gilli moon, (artist and President of Songsalive!) on various projects. To say Songsalive! has afforded Toni an abundance of opportunities to fulfill not only her dreams but to assist others on their journey is an understatement. Songsalive! is a non profit organization dedicated to the support and promotion of songwriters and composers worldwide. www.songsalive.org / www.myspace.com/tonik



Dina LaPolt - Los Angeles

Dina LaPolt specializes in representing musicians and developing artists. Her passion for music began over 20 years ago having studied music in high school and college. She has worked in the music industry as an artist, personal manager, booking agent, and concert promoter, all of which has allowed her to bring a unique insight to the practice of law. Dina is an expert in solving complex issues, whether relating to contracts, copyrights or royalty analyses; and, with her background in both law and the music business, she combines a fresh perspective to problem solving with extraordinary organizational skills. In addition to her expertise in the music industry, Dina also handles matters relating to film, television, and book publishing. Specifically, she was part of the business affairs team for a major television syndication, she developed and negotiated production deals for feature films and made for television movies, and she has drafted and negotiated several writer and book deals. In addition to practicing law, Dina also teaches Legal and Practical Aspects of the Recording and Publishing Industries at UCLA Extension, Music Contracts at the Musician’s Institute in Hollywood, CA and she still has time to perform in her all girl rock band called, “Trophy Girl.”



John Lilley - Philadelphia

John Lilley is the guitarist for the independent rock heroes from Philly, **The Hooters**. He started playing guitar at the age of 9 and was exposed to guitar greats such as Chet Atkins, Doc Watson and Mississippi John Hurt. Traditional bluegrass and country music have stayed with John but during his teen years he also studied jazz which led to a whole new form of expression. In his 20’s he got involved in the local Philadelphia rock scene and became the guitarist for Robert Hazard and the Heroes, who went on to write Cyndi Lauper’s hit “Girls Just Wanna Have Fun.” In 1983 John joined another local band, The Hooters, founded by Rob Hyman and Eric Bazilian, who later went on to pen such hits as “Time After Time” for Cyndi Lauper’s “She So Unusual” and “One of Us” for Joan Osborne’s debut album “Relish.” The Hooters’ first independently released album sold over 100,000 copies! Their major label debut “Nervous Night,” on Columbia Records, sold over 2 million copies and included Top 40 hits “Day By Day” (#18), “And We Danced” (#21) and “Where Do The Children Go” (#38). The band toured America, Europe, Scandinavia, Japan and Australia in the 80s - 90s, performing at historic events including opening the Live Aid Concert in Philadelphia 1985, Amnesty International Concert at Giants Stadium 1986 and Rodger Waters’ The Wall Concert in Berlin 1990. The Hooters are now reunited as of Nov. 21st, 2001 and are about to independently release a long awaited new record. John’s solo project is also soon to be released.



Steven Memel - Los Angeles

Steven Memel is an internationally acclaimed vocal technique and performance coach. His clients have won Grammys, Emmys, and Tony Awards and have been nominated for Academy Awards and Golden Globes. His clients have also recorded on Sony, BMG, Jive, Epic, J Records, DreamWorks, A&M, Atlantic, Warner Bros. and more. Steven has also lectured and taught at various conferences, including TAXI Road Rally, Independent Music Conference - Philadelphia, Nashville Music Conference, Bermuda Songwriters Association, West Coast Songwriters Conference, SongsAlive, Musician’s Institute, UCLA, USC and numerous international programs. In addition, he has coached actors for their roles in film and television, public speakers and worked on presentation skills for business professionals. Notable clients include: Adam Levine (of Maroon 5), Justin Long (Upcoming Alvin & the Chipmunks), Brittany Murphy (Happy Feet), Taryn Manning (Hustle and Flow, 8 Mile), Melee, Juliet Simms, Big City Rock, Lauren Bacal, Mariel Hemingway. Isabella Rossellini, John Wood, and Linda Hopkins.



gilli moon - Los Angeles

gilli moon is a singer, songwriter, recording artist, pianist, actor, producer, author, painter, motivator, and entrepreneur. Her restless creativity and rebellious nature constantly drive her to push the envelope -- in the recording studio; when performing on stage; or indeed wherever she chooses to place her immeasurable energy. Well-known for her dynamic live shows that have touched music lovers worldwide and garnered high praise from the most jaded of critics, gilli is an energetic poly-media artist with now 4 multi-faceted albums to her credit, the latest being extraOrdinary life. She has received numerous press for her courage, power and dynamic energy as an artist and inspiration for other artists, has won many awards and has worked with other highly respected prominent artists, including Simple Minds, Placido Domingo and Eric Idle (Monty Python). As President of Songsalive!, the largest international non-profit organization supporting and promoting songwriters (www.songsalive.org), gilli moon encourages other artists in staying motivated, defining success on one’s own terms, how to develop the right relationships, overcoming obstacles and “doing it the indie way”. She is also the author of the motivational book “I AM A Professional Artist - the Key to Survival and Success in the World of the Arts”



Dr. Shawn Nasseri- Los Angeles

Dr Shawn Nasseri, a renowned otolaryngologist and specialist in Voice Disorders, has worked with artists such as ZZ Top, and a number of the American Idol performers including Katharine McPhee. He has been quoted in a 2004 Newsweek article in regard to how he medically treats aging rock star singers. He will be co-presenting a workshop entitled, “The Healthy Voice” with vocal coach, Steven Memel.



Phil Nicolo - Philadelphia

In 1980, Phil and brother Joe founded Studio 4, a recording studio in Philadelphia. Individually and together as the Butcher Bros. (a reference to their father’s trade), they quickly established themselves as a force in all genres of music production. Mr. Nicolo’s early rock credits include the Hooters, Nighthawks and Willie Nile, Kriss Kross, Teddy Pendergrass, and Taj Mahal. Other credits include John Lennon, Bob Dylan, Amy Grant, Trent Reznor (Nine Inch Nails), Santana, Pete Yorn, Luscious Jackson, Urge Overkill, the Pretenders, Jon Bon Jovi, Billy Joel, Rolling Stones, Aerosmith, Sting, the Police, and Stone Gossard of Pearl Jam. In 1989, Ruffhouse Records was launched from Studio 4, and moved over 100 million units through Sony distribution. Responsible for the careers of Lauryn Hill, the Fugees, Cypress Hill, Kriss Kross and Wyclef Jean, Ruffhouse alone accounted for 12 of Columbia Records’ 39 Grammy nominations in 1997. While maintaining a busy stable of multi-platinum artists, Mr. Nicolo has continued to work with cutting edge talent, including Train, the Mighty, Mighty Bosstones, Dishwalla, Fig Dish and Cibo Matto. Currently Phil is working on a live performance video with Aaron Lewis (lead singer of Staind). He recently finished Rock School, a documentary soundtrack with the Students from Paul Green’s School of Rock and various artists including Alice Cooper, Billy Idol, Jon Anderson (Yes), Ann Wilson (Heart), Ian Gillan, Marky Ramone, Dave Mustaine (Megadeath), and Stuart Copeland (The Police). Phil is the chair of the P&E wing of the Philadelphia chapter of NARAS (the Grammy people) and is active in the community with various NARAS events. He has been nominated for 4 Grammy awards, and won for mixing and mastering The Spanish Harlem Orchestra . He is the proud recipient of the 2003 Lew Klein Alumni in the Media Award, placing him in the Temple University Communication Hall of Fame. Phil also received an Immie Award at last year’s Independent Music Conference.



Kyle Ober - Philadelphia

Kyle has acquired extensive knowledge of what goes into the growth of any developing artist starting from square one. Having always been involved with music production in one way or another, Kyle built his own private studio approximately five years ago in the Philadelphia area, working only with acts he completely believes in, within the capacity of Artist Development/ Production. He states, “Given the amount of hours I spend in front of those monitors, I can’t do it any other way. I have to like the act. That wouldn’t be possible as a commercial studio.” And Kyle proclaims, “I never thought it would be so diverse”. Projects range from acoustic to harder edge in a variety of genres including Pop, Blues, Rock, R&B, Gospel, Folk Rock and even Country. “I just like a lot of different stuff... some of it unanticipated,” Ober says.



Nick Pargaz - Los Angeles / Philadelphia

A seasoned veteran in the music industry with a primary focus on Music Marketing and Promotions Nicolas ‘Big Nick’ Pargaz has taken the grass-roots model of radio marketing and brought it to the 21st century. National Music Group was created to offer an alternative to high priced radio promotions companies. NMG has combined several independent promoters to work together under one umbrella, augmenting the strengths of each company, thus maximizing dollars spent. After years of working in Radio Marketing ‘Big Nick’ realized the needs of independent artists and record labels, who do not have large promotional budgets. The NMG staff created what is now the most complete searchable radio marketing database online. My Radio Contacts features over 13,000+ Radio stations covering all formats. NMG has created one of the most valuable tools an artist or label can use if their goal is to reach the masses and impact a record. For more information on National Music Group or to listen to current artists please go to <http://web.mac.com/nationalmusicgroup>. For more information on My Radio Contacts go to myradiocontacts.com.





Kay Pere - Philadelphia

A multi-dimensional music educator, performing songwriter and social activist, whose creative work embodies a message of hope, healing and humanity, Kay enjoys a wide reputation as one of the premier vocal instructors in the Northeast. In this capacity, she has presented vocal workshops for the Garde Institute for Creativity, the Connecticut Songwriting and Performance Conference, the New England Music Expo, and IMCs in Philadelphia and Dallas. Kay delivers fresh piano propelled Folk/Pop with soaring melodies, innovative chordal harmonies, and well-crafted lyrics in performances across the US and Canada. She is Associate Director of Local United Network to Combat Hunger (LUNCH) and a Director of the Connecticut Songwriters Association. Kay's recently released CD, "Even Better Than Chocolate", described by the Mystic River Press as having the "comforting power of a steamy cup of cocoa and cream -- minus the calories, " was recorded in Nashville with Grammy award winning engineer and producer Michael Hopkins.



Bill Pere - Philadelphia

Bill was the Indie Artist of the Year at IMC 2003. His 30 years of music business experience include being taught by many of the biggest names in the music industry. Recognized coast to coast as one of today's best song writing coaches and presenters, Bill is executive director of the Connecticut Songwriters Association, founder of Local United Network to Combat Hunger, president of the Connecticut Songwriting Academy, and producer of the Harry Chapin Legacy Show series. He has released fourteen original recordings which are distributed worldwide, and Bill's articles on the business and craft of music are published in several major industry publications. Bill is also a qualified MBTI practitioner and an official Connecticut State Troubadour. For more info, visit www.billpere.com.



Lou Pica - Philadelphia

Best known as Dr. Lou, he is the founder of Dr. Lou Music, film productions host of the Dr. Lou InXperience and Dr. Lou Independent Blues Radio Show, syndicator of Philadelphia's House of Blues Radio Hour with Elwood Blues, producer of independent films and music videos, screenwriter, performer, and music critic. With a keen eye toward the patterns in music and film that make for "classic" content, Dr. Lou is a song writer and musician. As a radio personality and philanthropist, Dr. Lou's radio shows give the opportunity for many genres of music to get real air time and exposure to a wealth of artists with common goals. As a performing artist, Dr. Lou has performed at locations including the Wachovia Center, Chickie's, Petes, and many other locations including Austin, Atlanta, and San Francisco. He is currently working on music video and film projects.



Xavier Powell - Philadelphia

C.E.O of TEAM Industry and founder of The Motivational Youth Foundation, Xavier is a committed self-starter who has the vision that every artist should be a quality entertainer who knows the business of the music industry. He has seen the "ins and outs" of the music industry as a voyeur with a gift for public speaking. As a insider who also models for Black Romance magazine, Xavier consistently studied the business side of the music industry. He launched a successful career as a consultant for the "Unsigned Artist" whose services include artist development and image control. As a music consultant, Xavier taught the business to over 5,000 unsigned artists. After speaking at every major music seminar, he redefined his company and created a seminar called "The ART OF WAR for the Unsigned Artist". Now, through an audio series, a music business guide, a seminar course, and radio show, Xavier has redefined the way the music business is done with unsigned artists. He has won the respect of many A&R representatives and record label executives by developing their acts to not only sell more records but the label's image as well.



Vijay Raghaven - Philadelphia

Vijay Raghavan is a spokesperson for the Digital Freedom Campaign, a broad-based coalition of consumers, innovators, artists, and filmmakers seeking to educate the public on the effects of unreasonable restrictions on new technologies to consumer rights and technological progress in the digital age. Prior to joining the Digital Freedom Campaign. Raghavan served as co-founder and CEO of Load N Go Video Inc., an e-commerce company specializing in mobile video services. Raghavan offers a unique industry perspective to develop communications strategies and publicity initiatives for the Digital Freedom campaign. Vijay holds a B.S. in Finance from the University of Maryland.



Elaine Ramos - Los Angeles / Philadelphia

Elaine holds two graduate degrees and national certifications in the areas of speech-language pathology and clinical/educational audiology. With over twenty-five years of combined professional experience, she has presented numerous workshops in her home state of Connecticut and at national conventions, and has taught at both the undergraduate and graduate college levels. She will be presenting a workshop at the IMC which will focus on the effect that music can have on one's hearing and the preventative measures that performers can take to reduce their risk of permanent loss. Besides her full-time job as a clinical practitioner, this is Elaine's fourth year as Associate Director of the Independent Music Conference.



Noel Ramos - Los Angeles / Philadelphia

Noel has been a DJ, choral singer, graphic designer, illustrator, publisher, web developer, consultant, teacher and a few other similarly unsavory things in his life; but now he's cleaned up his act and is serving as a panelist, mentor and executive director for the Independent Music Conference. Well OK, Noel still does all of the aforementioned unsavory stuff too. In addition to making himself available for one-to-one mentor sessions, Noel will also be presenting his famous "IndieGate Internet Workshop."



Marcy Rauer Wagman - Philadelphia

An entertainment attorney, Marcy represents clients world-wide. She is Director of the Music Industry Program at Drexel University, and CEO of MAD Dragon UNLTD (MAD Dragon Records (Ryko/WEA), DraKo Booking, MAD Dragon Publishing, MADKo Concerts, MADFire Videos, and D3digital. MAD Dragon artists include Jules Shear, Matt Duke, Hoots & Hellmouth, and Andrew Lipke. Marcy was a major label recording artist; a multi-award-winning producer/composer of FCD Music Productions, with clients like: ABC, Herr's, AT&T, McDonald's, Campbell's, KYW, etc.; co-wrote the No. 1 song "I'm Not Your Man" for Tommy Conwell and the Young Rumlbers (Columbia/SONY); wrote hit singles for Crimson Glory (Atlantic Records), and others; and is an international publisher.



Bernard Resnick - Philadelphia

Bernard is an entertainment attorney practicing in Philadelphia for twenty years. His firm has earned over 40 gold, platinum, multi-platinum, Billboard #1 and/or BDS Certified Spin awards for deals the firm has negotiated and drafted on behalf of the firm's clients, representing sales of over 40,000,000 records. The firm's clientele ranges across many styles and genres of talent. Representative clients (past and present) include UGK, Bun B., Trina, Peedi Peedi, Us3, Calvin Miller, Timbaland, Pink, The Rembrandts, Dave Mason, Grover Washington, Jr. and The Philadelphia Orchestra. Bernard has recently co-authored three chapters in "The Musicians Business and Legal Guide -- 4th edition." He is also a musician, songwriter, record producer, music publisher and manager.



John T Robertson Jr. Esquire - Philadelphia

Since 1987, after his 20-year professional music career, John has focused his legal practice and entrepreneurial pursuits on the entertainment industry and has represented and managed entertainers, sports' celebrities and various other entertainment clients and in the entertainment industry. He has also owned, represented and managed numerous entertainment businesses including Tug McGraw's sports and entertainment management and marketing company (McGraw and Company) independent record labels, Karma 33 Records (with recording Artist: Dean Davidson and Grammy winning producer, Phil Nicolo), Judgment/RCA Records (formerly Ruffhouse/Columbia Records); Powerhouse Entertainment Group and Grammy Award winning independent record label, Libertad/Universal Records, a multi-media record, music publishing, film company. John is currently serving his second term as a Governor of the National Academy of Recording Arts and Sciences (NARAS: The GRAMMYS), and was its former Secretary-Treasurer of the Executive Committee. John is Partner/Chair of the Intellectual Property / Entertainment law Division of Philadelphia based law firm of Hepburn, Robertson, Axelrod & White, LLC.



Joy Rose - Philadelphia

JOY ROSE is the founder and Executive Director of Mamapalooza Inc., a company by Women, Promoting (M)others for cultural, social and economic benefit. Inspired by her experiences as a wife and mother of four, Joy has had the good fortune to align with a core group of dedicated individuals, who also believe in championing opportunities for Mamapalooza's 1,000+ participants. Joy is committed to celebrating and honoring mothers in music and arts, creating a great company with a lasting legacy of empowerment and support, while redefining what it means to be a modern mother. She is also the founder and lead singer of the rock band, 'Housewives On Prozac' and continues her work for Lupus research, organ transplantation, and as activist in the arts.



Simon Rosen - Philadelphia

Hailing from the Bronx, Philadelphia-based entertainment lawyer and litigator, Simon Rosen, has possessed a love, devotion, passion, respect and understanding of music and the business of music. His respect and awe of those affiliated with music and its "business" motivate his life work- counseling and guiding those in the music business. Simon's late father and grandfather were musical performers. He has always strived to protect and advance the rights of those in the music community and his artist client roster has been as diverse as the music world itself. Simon has worked with not only the greatest musical talents, but also with those merely striving to eke out a living through music. He has authored a highly acclaimed column in urban music tip sheet, "IMPACT", entitled: "LEGAL CORNER: SIMON SEZ". Simon has served as an Adjunct Professor at Drexel University, where he taught Copyright in the Music Business and has lectured nationally on a wide range of music business topics, including entertainment law, copyrights, setting up your own record company, publishing, urban music, production deals, joint venture label deals, putting out your own CD, and management contracts. Simon continues to focus his efforts in and around music, the universal language of the world. His current clients include Bodog Music (distributed through Koch), rapper Cassidy, and recording artist Bria (signed to a joint venture deal with StarGate Productions).



Robert Ross - Philadelphia

As a 2005 graduate of FullSail Real World Education in Orlando, Florida, Robert holds an Associates of Science Degree in Audio Recording. Upon graduation, he started work for Racetrack Sound Studios in Gettysburg, Pennsylvania, where he now resides as a staff recording engineer. Over the past two years Robert has worked on projects with regional bands Dimestore, The Sway, Sector 3, Black-Eyed Susan and Realize Records recording artist Chris Bruni. Other notable projects include; Steka and The Nutthin in the Rap genre, Cormorant's Fancy Irish/folk, and Acapella groups Four Scores and Drop the Octave. Robert is currently an instructor with the Pennsylvania Academy of Recording Arts & Sciences, and holds associate memberships in NARAS (the Grammy Awards), and the Audio Engineering Society.

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Paula Savastano - Philadelphia

Paula is director of royalties at Spirit Music Group. After 3 years in opera management, she switched focus to publishing while working at Broadcast Music Inc. Since then, Paula has worked for a variety of record labels and publishers including: Cherry Lane Music, Turn Up the Music, Musical Heritage Society and Ryko Music Group. In 2003

Paula started a consulting firm, Savastano, Schmel and Associates, to assist clients with royalty processing. The business has expanded to help clients maneuver the inner workings of music publishing including licensing and royalties. Paula also teaches at William Paterson University and is a freelance flautist.



Skip Saylor - Los Angeles

Skip Saylor has owned and operated a world-class recording facility for 26 years. He has worked with literally hundreds of top performers over the course of his thirty-year career as a music producer, engineer, mixer and studio owner. Those performers include Tom Petty, Aretha Franklin, Janet Jackson, Mary J. Blige, Guns n' Roses, Eminem, Santana, Elton John and dozens of other superstars.



Chip Schutzman - Los Angeles

Chip Schutzman brings over 25 years of media experience which includes broadcast production for radio, television and internet media outlets as well as interactive marketing concepts and campaigns. He is credited with the initial content development for House of Blues Digital (hob.com) and most recently, Chip has consulted and completed online marketing projects for Dolly Parton, Heart, Jewel and Barbra Streisand.



Rob Schwartz - Philadelphia

Rob Schwartz started his music career as a songwriter for established artists. From there, he developed the critically acclaimed "WHO?MAG DVD" which has reached distribution in every major outlet. Robert decided to transform the DVD into TV creating "WHO?MAG TV", currently airing in Europe on CoolTV reaching over 40 countries and the Tri-state on MOTV. Robert also manages R&B diva SANTALINA who appeared on the front page of www.msn.com 19 times totaling over 5,000,000,000 views. Currently, he is in the process of creating a motion picture for one of his self-written horror scripts. Contact Rob at rob@whomag.net, www.whomag.net or www.myspace.com/whomag.



Docta Shock - Philadelphia

One of the most influential, respected, knowledgeable, and hardest working people in Philadelphia's Urban Music scene is Docta Shock. As a sought after producer, photographer, writer and studio owner, he is constantly in demand. Docta Shock served as the Urban Music Director for the Philadelphia Music Conference 1999-2001 and was

responsible for bringing urban music to the forefront of the PMC. He also established and produces the Philly Urban Legend Awards, awarding Philly's hip-hop pioneers and urban street legends A ON 2. Also Docta Shock was instrumental in establishing a hip-hop advisory committee for Philly's N.A.R.A.S chapter (Grammy Awards) and also serves as an instructor for the Dell East's Music Business Institute (DEMBI) and the Painted Bribe's A.R.T. Lab program. Shock owns and operates Philly*Os #1 urban music biz website (R)C www.UrbanBeatMovement.com. He is also the former urban music scene columnist for the Philadelphia Weekly, and is the hip-hop editor for AudioGlyphix Magazine. Shock is a consultant for Philly's top music video show "Urban X-Pressions" & Serves as a panelist for the Indie Music Forum in NY & Philadelphia Is the creator of the Bi-monthly Urban Music Biz Workshops. He has been featured in the Philadelphia Inquirer, New Observer, Daily News, Tribune, Audio-Glyphix magazine and on BET.com & CN8.



Matt Singleton - Philadelphia

Matt Singleton has over 25 years of experience as a studio owner, producer/ engineer and touring musician. Matt's professional recording experience stems from his Ann Arbor, Michigan roots where his first studio experience came under the watchful eyes of Henry Weck (Brownsville Station, Blackfoot) and Pete Bankert (Ron Asheton, Dark

Carnival). In 1993, Matt founded The Blue Room Studios in San Francisco where he worked with Randy Jackson, Train, Storm Large and members of Four Non-Blondes. In 2006, Matt opened Singleton Studios in Charlottesville, VA with the goal of developing promising young talent in the Atlantic Coast region.



Vic Steffens - Philadelphia

Vic Steffens has been a fixture in the southern Connecticut music scene for over thirty years. Steffens led several successful New England based groups, including the immensely successful Scratch Band, which spawned the careers of G.E. Smith (Hall and oates, Saturday Night Live) Christine Ohlman (Saturday Night Live), Paul Ossola (Saturday Night Live, Levon Helm, Peyer Wolfe, etc.), and Mickey surry (Bryan Adams).

After several close brushes with artistic success, Steffens decided to concentrate on recording and producing music. He established Horizon Music Group and has engineered literally hundred of sessions, including R&B girl group SWV, gold for The Blues Brothers 2000 movie, and rapper Big L's posthumous release. Other noteworthy sessions include Roesch Records noted Blues Jazz series featuring Jesse Austin, Matt, "Guitar" Murphy, jazz piano legend Ahmad Jamal and others. In addition to Jazz and Blues, Steffens is a first call engineer for gospel recordings, having worked with gospel icon Edwin Hawkins, Stellar Award nominees Youthful Praise, Kevin Monroe and Devotion, Dion Kippings and New Covenant, Bealuh Heights choir and others. Steffens also handles production for pop and rock, including full length CDs for Mighty Purple, Gargantua Soul, The Breakfast, The Limit, the Afro Semitic Experience, Seth Adam Band, and others. HMG Recordings distributed by SelectoHits was established in 2002 to assist in the distribution of titles produced by Steffens or by artists friendly to Horizon. Visit Vic Steffens at www.horizonmusicgroup.com



Tah Phrum Duh Bush - Philadelphia

Tah Phrum Duh Bush is the original oddball/lyricist/emcee from Flatbush Brooklyn, NY. Tah has been making his way, in a BIG way, on the indie scene for years and what looks like many more to come. He's based his success largely upon what he calls "the grind factor of a man with 7 days to live and only a few hours to get what he wants".

As a mentor to many artists in NYC and beyond, Tah is well known as the "Underground resource of resources" and has been dubbed "best live act in NYC without a band."



Jordan Tishler - Philadelphia

Jordan Tishler is Music Producer and President of Digital Bear Entertainment. Jordan devotes his career to finding, guiding and promoting new artists within our industry. Jordan has developed artists including The Motion Sick, Melodeego, Labb, James O'Brien, Marie's Children, Evil People on various labels. Jordan holds degrees from Harvard, and has training on multiple instruments. He has studied ear training with Grammy Award nominated Golden Ears David Moulton and music theory with post modern classical composer Ivan Tcherpenin. He also played bass in Boston punk luminaries Underground Society and Origin of Species. DBE owns one of Boston's premier recording facilities and an active sister company, dBE.Music, specializing in placing young writers' work in film and television. Jordan speaks regularly at music conferences like IMC, NEMO, NXNE, MECCA, MMC and finds them to be a good way to keep his ears open to new trends before they hit. Jordan is Chairman Emeritus of the Audio Engineering Society (AES) Boston section, is a voting member of the Recording Academy, and received a 2005 Immie Award for service to the Independent Music Community.



Billy Trumpz - Philadelphia

Billy M. Trumpz is multi-talented in the music and film fields. He produces, composes, arranges and writes Hip-Hop, R&B and POP lyrics for himself and other artist as well. He masterfully produced and co-produced all of his albums, "SHANGRI-LA" and "SHOWTIME".

Now working on three new albums "LIFE IS SOMETHING," "FIST FULL OF DOLLARS" and "SKYYSCRAPER" all are posed and ready for multi-platinum status. He has amassed over 500 songs written & freestyled and 250 poems. Also his first two albums on the streets and internet, sold over 15,000 units with no radio airplay. Billy is a member of ASCAP both as writer and publisher. To add to his accomplishments, he is a Five Time published poet with the International and National library of poetry and part of "Best Poets and Poems of 2003/2004/2005". He has performed at the Philadelphia Convention Center, New York Apollo, Philadelphia's Fairmount Park, among countless others. This remarkable repertoire of talent and exquisite taste in music will have the world anxious to sample Billy Trumpz's flavor of music, production and multilevel talents, now and far beyond the year 2008. Billy says, he wants to infinitely encircle greatness, leaving footprints for others to follow.



Dave Uosikinen - Los Angeles

Dave was a founding member of pop rock outfit, The Hooters, which was formed in 1980. Their debut record, "Nervous Night," was released on the Columbia label and sold in excess of 2 million copies and included Billboard Top 40 hits such as "Day By Day," "And We Danced" and "Where Do The Children Go." The Hooters recorded 6 highly acclaimed albums throughout the 1980s and 1990s and achieved

superstar status, including being asked to open three of the most important musical events of the century: The Live-Aid Concert, Philadelphia in 1985, Amnesty International Concert at Giants Stadium in 1986, and Roger Waters' extravaganza at The Wall in Berlin in 1990. In 1990 Dave and his wife Tami had a son, Sam, and Dave concentrated his professional efforts on staying close to home. He did, however, continue to tour with The Hooters until 1994 when they decided to take a hiatus from the road. In 1994 Dave and entrepreneur, Dave Macrae, launched independent record label, Moskeeto Records. In 1999 Dave was asked to join an innovative group of technology experts and music aficionados who created a revolutionary online music portal MP3.com. The company was a highly scrutinizing and revered business that changed the music industry, distribution and consumer listening habits for years to come. Dave has performed Music Videos, Recordings and Live shows with following incredible artists: * The Hooters * Patty Smyth * Cyndi Lauper * Rod Stewart * Alice Cooper * Largo (Taj Mahal, Joan Osborn, David Forman, Garth Hudson, Bill Wittman) * The Soul Kitchen * Tahir Wilson * Pretty Posion * Damian Hagger and more.



J. Walker - Los Angeles

The creativity and passion J.Walker uses has helped him win numerous poetry slams and talent shows in the Los Angeles area. A self proclaimed Rhymecologist, J. uses his talent to help clients express themselves through lyrics. J.Walker has performed live on Power 106FM, KDAY 93.5XFM, 106.1FM KMEL and Xtra Sports 570AM.



Aisha Winfield - Philadelphia

A move to the "City of Brotherly Love" has shifted Aisha Winfield's passion from working with recording artists and music industry executives to assisting youth develop their talents and pursue their dreams. A graduate of Cornell University, Aisha began her career in the music industry at Epic Records where she worked in marketing and promotions. At Epic she was responsible for developing grassroots

marketing plans and promotional opportunities for artists such as Ghostface, Cam'ron, Ginuwine, Bone thugs-n-harmony, and more. She also managed a national promotions team. In 2001 she left Epic to become GM of the artist management firm C.I.D. Management (Jill Scott) where she acquired a variety of concert production and touring skills. In 2004 Aisha and friend Shani Gonzales (A&R Coordinator at Warner Music Group) launched the Jr Music Executive Program. The program is an entertainment industry based initiative created to encourage students to attend school, graduate, and be successful by exposing them to careers in the music business. (see www.myspace.com/jrmusicexec). Currently, as the GM for Rockstar Entertainment (managers Marc Byers and Sherman Byers/producers Dre & Vidal/recording artist Beanie Sigel) Aisha's role requires a broad knowledge of the music industry. She continues to build the Jr Music Executive Program and her firm A.I.B. Marketing, while serving as a board member and volunteer for several community-based organizations.

by Linda Rapka, Overture Managing Editor

Boldly billing itself as “the conference where you won’t get signed,” the Independent Music Conference aims to get back to the core of a true music conference, focusing on networking and teaching the ins and outs of the industry as opposed to solely showcasing talent.

"After 20 years of dealing with the conference industry, I saw so many things I didn't like – so many things that weren't effective for the musicians who attended," he said.

In 2007 there will be two IMC events, the first takes place August 29th - September 3rd in Philadelphia, Pennsylvania, and features five solidly packed days of educational workshops, seminars, panels and networking opportunities. The web site for IMC/Philly is IMC07.com.

Ramos spoke with the Overture about some of the key aspects of the Independent Music Conference and what musicians should expect to gain from what he calls “a revolutionary event.”

Noel Ramos: The main problem with the typical “music conference” business model that has existed for two decades is that the promoters knew the artists wanted to “get discovered.” The lure of instant fame was so strong that organizers could essentially put together a music festival and call it a “conference,” even though the focus was on the performances and very little attention was paid to the educational aspect of the event. Lots of hype and wild claims grew from this and greedy promoters started inserting lines such as “Showcase for us and you might get SIGNED” into their advertising campaigns. They began making so much money off of \$35 “Showcase Application Fees” that it created an entire industry of “music conferences” that amounted to little more than an unpaid gig in some bar – that’s if the artist was “chosen” to “showcase.” For the 1,500 or so hopeful applicants whose submissions never even got looked at, it was just \$35 down the drain and another hope dashed.

In 2003 I took up their challenge and launched the first Independent Music Conference. I promoted it as a revolutionary event and that we'd offer real world value and no hype or empty promises. I even started promoting it as the "Conference where you WON'T get signed."

Noel Ramos: It's ALL-important. The only real value a musician can get from a music conference is the learning and the networking. If they have any other expectations in mind, I strongly suggest that they do not attend. I'd rather see them spending that time and money in their efforts to get paid gigs and practicing their craft. If a music conference seems like it offers good value in terms of education – and I mean info that the musician can use right now, and networking – and I mean with accessible industry people who sincerely want to work with struggling musicians, then it's an event worth attending.

Noel Ramos: Dick Gabriel has been a friend and strong supporter of my efforts for many years. Through his incredible support I have been most pleased to be involved with the AFM on a number of levels. Dick's generosity and networking skills brought Local 47 and the IMC together and I couldn't be more pleased about it!

Overture: *On a personal level, what drives you to provide indie musicians with the skills they need to achieve success?*

Firstly, I want to help dispel the negative stigma associated with the events, and more importantly I hope to encourage the industry to adopt a more realistic approach. It's a new millennium and the music industry is in a state of massive flux, as is our society as a whole. It's time to address the future. I hope to see the term "music conference" held in the same esteem as "medical conference" or "scientific conference." It's a professional industry, and our conferences should not only reflect that but also serve as a birthing ground for growth and improvement on an industry-wide basis. I hope to help make education and networking the hallmark of any effective music conference.

Overture: *You stress that performing at the IMC isn't as important as the other aspects of the conference. In a nutshell, what are you trying to get across to these musicians who are only looking to perform?*

Noel Ramos: Ah! You've hit the root of our struggle. The legacy industry is fueled by the dream of wealth, fame and superstardom. Many hopeful musicians still aspire to those powerfully attractive goals. For them, there is a certain degree of blindness. When someone wants something so badly, it is often difficult to make them see the truth no matter how clearly you explain it.

For those musicians I simply wish to say, please do not attend the IMC. I do not want

you to be disappointed, I do not want you to attend with incorrect expectations, and I do not want you spending your precious time and money on something that will not give you the results you are hoping for. Most of those musicians will eventually find their way to us, and when they are ready for what we offer, we will be there to provide it.

Overture: *At this point in time, what are the agenda items and who are the instructors for the IMC events?*

Noel Ramos: We actually had a number of eager instructors in the wings waiting for confirmation of the Los Angeles event!! We have a great Podcasting panel, a vocal workshop, a panel on MLMs and their relationship to the music industry, an important workshop on hearing protection for musicians, legal issues, songwriting workshops, sound engineering techniques and more. In Philly it's even more intense as the event fills up five very packed days. Music Publishing, Radio Airplay, Attracting Investors, Entertainment Psychology, 8 Keys to Success, Targeted Songwriting, Successful Benefit Concerts, Studio Preparation, Getting Press, Promoting and MySpace, Music Success Seminar, Myths of Copyright, and much more.

Just a few of the instructors so far are Skip Saylor, Tim Coyne, Michael Driscoll, Steven Memel, Gilli Moon, Toni Koch, Dr. Joseph Spiegel, entertainment attorney Dina LaPolt, Rob Case, Chip Schutzman, Noel Ramos, Elaine Ramos, CCC-SLP/A, Dave Uosikkinen (The Hooters), Matt Singleton, Kay Pere, Dave Dickson, Atty. Geoffrey Scott, Joe Castriota, Michael Driscoll, Bill Pere, Atty. Bernard Resnick, David B. Cooper, Dr. Jamie Ballard, Lawrence Gelburd, John Harris (Dir. MMC12), Atty. John Robertson, Jordan Tishler, Paula M. Savastano, Atty. Simon Rosen, Atty. Marcy Rauer Wagman, Xavier J. Powell, Conscious, Tah Phrum Duh Bush!, John Battaglia, Don DiNapoli, James Fetzer, J. Hatch, Aaron Jentzen, Nick Pargaz, Vic Steffens, Kevon Glickman, John Lilley also of The Hooters, and many more.

Interested attendees may register online at www.IMC07.com for Philadelphia and www.IMC07.com/LA for Los Angeles. For more information call 1.800.649.9624 or send an e-mail to IMC07@InterMixx.com.

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IMC08 in WEST VIRGINIA!



We've created a MySpace group for our brand new satellite event, IMC/WV. We are up to almost 200 members already! Thanks to all those who have been helping to spread the word. Now it's time to begin discussing what you want in your IMC/WV event.

Join now: groups.myspace.com/IMCWV

The Independent Music Conference is a 100% DIY event, which means that it's built by indies, for indies. So help us build it exactly the way you want it! We need your ideas, suggestions, referrals and your involvement.

IMC/WV will take place at a world class arts and sciences facility in Charleston, West Virginia. The 240,000 square foot Clay Center for the Arts & Sciences opened on July 12, 2003. The Center houses the performing arts, visual arts and the sciences under one roof - one of the few centers of its kind in the country. The facility is home to both the Avampato Discovery Museum and the West Virginia Symphony Orchestra. The Clay Center is one of the most ambitious economic, cultural and educational undertakings in West Virginia history. The Clay Center enhances the region's "quality of life" and enriches the lives of all West Virginians. The Clay Center includes the Maier Foundation Performance Hall, an 1,883 seat theater with exceptional acoustics and sight lines.

Because the Clay Center is such a phenomenal facility we have many possibilities we can explore (and if you have not checked it out yet, you will be amazed! Visit their web site).

For example:


- Sponsored networking lunches in their onsite cafeteria
- A fine art display from musicians who also do visual art
- Live jam/performance workshop in their world-class 1800 seat theatre.
- Sponsored film/planetarium shows in their onsite planetarium/giant screen theater.
- Performances in their 200 seat Walker Theater
- Special children's music performances in their Museum
- Acoustic shows in their Sculpture Garden and Intermezzo Cafe, etc...

So visit www.theclaycenter.org and explore the awe inspiring Clay Center for the Arts and Sciences and explore the possibilities for IMC/WV!

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Songsalive! is a non-profit organization dedicated to the nurturing, support and promotion of songwriters and composers worldwide. Founded in 1997 in Sydney Australia, Songsalive! is run by songwriters for songwriters and now has over 15 chapter cities around the world. It acts as an epicentre, a heart of the international songwriting community and music markets, bridging the gaps, tapping songwriters into the pulse of the business and at the same time giving them and their music the support they deserve. Through Songsalive!, songs and songwriters can be accessed by the whole world and when the hunt is on, Songsalive! is a one-stop song shop!

Songsalive! gives life to songs, provides opportunities for collaboration, creates awareness about original music, promotes and educates through an amazing network of programs providing access between songwriters and music business professionals - through workshops, showcases, CD Samplers, songcamps & retreats, live events and showcases, songwriter critique workshops, songleads & industry pitches; education seminars and Expos, artist development; studio production; informational resources and networking. On-line, Songsalive! is the source for great resources for songwriters and acts as a vehicle for discussion, promotion and retail for our members and their music.

*Membership includes access to our programs, support,
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IMC LOS ANGELES AGENDA

Friday, October 5th

10:15 -10:30 (Room 1)
Opening Remarks - Welcome to the IMC!
(Noel Ramos, Executive Director)

10:30-11:45 (Room 1)
“Meet the Producers” PANEL
Famous producers in one room at one time. Nothing more needs to be said!
(Skip Saylor, John Acosta, Noel Ramos - Moderator)

12:00-1:00 (Room 1)
“The Healthy Voice Presentation and Q & A”
(Dr. Shawn Nasserì & Steven Memel)
Spend some time with renown Otolaryngologist and specialist in Voice Disorders Dr. Shawn Nasserì and Vocal Rehab Coach & Therapist Steven Memel in this eye-opening session. Every singer has questions about how to keep their voice healthy and what to do when things go wrong. Get the answers and insights you’ve always wanted.

12:00-1:00 (Room 2)
“Online Marketing for Independent Artists”
(Chip Schutzman) A workshop designed to assist the artist with helpful tips and advice on how to self-promote their new CD releases and tourdates on the web.

12:00-1:00 (Room 3)
“Basics of Music Publishing” (Rob Case)
The New A&R Scouts of the music industry. Learn the basic steps of the music publishing business including a detailed outline that every songwriter, composer, producer should know: Agreements, Studios, Budgets, and Copyrights.

12:00-1:30 (Room 4)
“MPWR Workshop - Artist Empowerment”
(Gilli Moon) Define success on your own terms... professional artist development, staying motivated, how to develop the right relationships, marketing and promotional tools, and overcoming obstacles. Gilli Moon hosts an MPWR (empower) Workshop to motivate you beyond creativity, into the business world of the Professional Artist. This workshop will help you take the next step with your artistry - guiding, motivating, encouraging and providing tools, tips and solutions to take your artistry into the world of the entertainment industry. Plus tips on indie promotional and marketing strategies to put philosophy into practice.

12:00-1:30 (Room 5)
Mentoring Sessions
Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. Mentoring will be held in Room #2 where there will be an IMC staff member available to coordinate the sessions.

1:30-2:45 (Room 6)
“What’s My Line? Job Descriptions” PANEL
(Benjy Eisen, Steven Memel, Shawn Nasserì, Elaine Ramos, Dave Uosikkinen, Dina LaPolt, Noel Ramos-Moderator)
Producers, managers, booking agents, engineers, and others will describe their jobs and who does what. It can be a bit confusing when you are considering bringing a new team member aboard, especially if it’s a manager or a lawyer. It can also be very helpful to know more about what you should and shouldn’t expect from an engineer in the studio, booking agent, or publicity person. This panel will help you determine what to look for in your business relationships.

3:00-4:00 (Room 2)
“Radio Marketing 101” (Nick Pargaz)
“One of the most misunderstood facts of marketing a record is that you must promote it to radio.” Promoting a record to radio involves more than just sending it to the station; we will discuss the process in promoting a record to radio and the approach an independent artist should take with programmers and music directors. We will distinguish the difference between Mediabase, BDS, and soundscan, the difference between Reporting and charting. The workshop will cover the different formats of radio and how to go about choosing the proper format to promote your music to.

3:00-4:00 (Room 3)
“Rhymecology” (J Walker)
J has created a program in which the at risk youth, whom he has been counseling for years, can come to him and create poems and raps to express themselves. Similar to Art Therapy or Dance Therapy, J decided that “Rap Therapy” would be more prevalent in today’s society.

3:00-4:30 (Room 4)
“Taking Care of Business Right From the Beginning” (Dick Gabriel, John Acosta)
This “back to basics” overview is for new and independent artists entering the industry, who need to know the fundamentals of the music business in order to survive. This is not a two-year course on the business of music, but rather a presentation of experiences, insider tips and survival tactics fro recorded performers interested in creating a strong foundation for their music careers.

3:00-4:30 (Room 1)
“Risky Business - The Performer as Risk Taker” (Steven Memel)
What does “going the extra mile” really mean? Is playing it safe really safe? What do the great performers and artists all do? In this unique workshop, explore with singing and performance coach Steven Memel what risk taking is all about. Look at what risk takers think and do. Volunteers will engage in performance exercises, vocal exercises and some written and group exercises... but only if they want to risk it! Oh... and just watching is permitted too.

3:00-4:30 (Room 5)
Mentoring Sessions
Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. Mentoring will be held in Room #2 where there will be an IMC staff member available to coordinate the sessions.

4:00-6:30 (Room 6)
“DISCourse” - CLOSED PANEL
(Rob Case, John Harris, Nick Pargaz, Steven Memel, Dave Uosikkinen, Gilli Moon, Skip Saylor, J Walker, John Acosta, Noel Ramos-Moderator)
Panelists will review submissions in a closed session (panelists only), in order to provide more effective and practical feedback on Saturday afternoon during the open DISCourse panel presentation.

Saturday, October 6th

10:30-11:45 (Room 6)
“Publishing, Fact and Fiction” PANEL
(Rob Case, Dick Gabriel, Noel Ramos Moderator) The complex business of publishing will be discussed including: role of the publisher, benefit of their expertise to the songwriter, writer’s share, publisher’s share, statutory rates, the functions of the PROs, sync licensing, master use licensing, artist royalties (related but often confused with publishing), as well as which royalties are paid by radio. The myths that you should never assign or “give up” your publishing interests, and that artists should co-publish their songs or “retain 25% for nothing” will also be discussed.

12:00-1:00 (Room 2)
“Looking for Press in ALL the Right Places”
(Noel Ramos)
Noel has published a music magazine for 20 years. He’ll relate his experiences and results of surveys he’s conducted with media peers. What grabs their attention? What convinces them to print one band’s story over another? What do booking agents like to see? What else should you keep in mind? Has the advent of EPKs changed things? These answers and more from the perspective of those you want to target. Examples of press kits will be shown, and a free hand-out of Noel’s 7-page “Press Kit Primer” will also be available for all workshop attendees.

12:00-1:00 (Room 3)
“Rhymecology” (J Walker)
J has created a program in which the at risk youth, whom he has been counseling for years, can come to him and create poems and raps to express themselves. Similar to Art Therapy or Dance Therapy, J decided that “Rap Therapy” would be more prevalent in today’s society.

12:00-1:30 (Room 4)
“MPWR Workshop - Artist Empowerment”
(Gilli Moon) Define success on your own terms... professional artist development, staying motivated, how to develop the right relationships, marketing and promotional tools, and overcoming obstacles. Gilli Moon hosts an MPWR (empower) Workshop to motivate you beyond creativity, into the business world of the Professional Artist. This workshop will help you take the next step with your artistry - guiding, motivating, encouraging and providing tools, tips and solutions to take your artistry into the world of the entertainment industry. Plus tips on indie promotional and marketing strategies to put philosophy into practice.

12:00-1:30 (Room 5)
Mentoring Sessions
Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. Mentoring will be held in Room #2 where there will be an IMC staff member available to coordinate the sessions.

12:00-2:00 (Room 1)
“But it Sounded So Much Better at Home” - Vocal Technique & Conscious and Unconscious Aspects of Singing
(Steven Memel)
If you ever feel like “sometimes it works and sometimes it doesn’t”, this class is for you. Singing is about communicating. It’s story telling with music. The last thing you want to be thinking about when you’re performing is whether or not you can depend on your voice being there. Steven Memel will help you understand technically, on both the conscious and unconscious levels, what causes inconsistency and what you can do to change it. He will work with participants and have a Q & A. Feeling secure about your voice is one of the greatest feelings in the world.

1:30-2:45 (Room 6)
“Media Challenge” PANEL
(Benjy Eisen, Nick Pargaz, Noel Ramos-Moderator)
In the face of corporate consolidation, rapid changes and dizzying technological advances, what’s an indie to do? How important is airplay these days, and how do you get some? What are the best ways to get press and media coverage? What are the best ways to promote via the media?

3:00-4:00 (Room 2)
“Basics of Music Publishing” (Rob Case)
The New A&R Scouts of the music industry. Learn the basic steps of the music publishing business including a detailed outline that every songwriter, composer, producer should know: Agreements, Studios, Budgets, and Copyrights.

3:00-4:00 (Room 3)
“Got Ringing? - What EVERY Musician Needs to Know About Hearing Loss”
(Elaine Ramos)
Hearing loss caused by exposure to music will be described, as well as preventative techniques designed for each band member so as to avoid losing hearing sensitivity during not only performances, but practice sessions as well. Issues such a “tinnitus” (ringing in the ears) will be discussed along with most current research on music-induced hearing loss and treatment.

3:00-4:00 (Room 5)
Mentoring Sessions
Industry professionals will be available throughout the conference to offer individualized 20-minute mentoring sessions. Mentoring will be held in Room #2 where there will be an IMC staff member available to coordinate the sessions.

3:00-5:00 (Room 1)
“What To Do With Your Hands, Legs, Eyes, Hips, Spleen and the Rest of Your Body - A Vocal Performance Workshop”
(Steven Memel)
If you’ve ever asked yourself these questions this workshop is with you... even if you’ve never asked the one about your spleen. Most performers feel at a loss to some degree for how to deal with their bodies on stage - especially when they feel stuck behind a piano, guitar or mic. Vocal technique and performance coach Steven Memel will give you concrete solutions to these questions and many other in this exciting and entertaining interactive workshop.

5:30-7:00 (Room 1)
“DISCourse” - OPEN PANEL
(Rob Case, Nick Pargaz, Steven Memel, John Harris, Dave Uosikkinen, Gilli Moon, Skip Saylor, J Walker, John Acosta, Noel Ramos-Moderator)
A unique listening and discussion group where artists can get real world feedback on their CDs. Panelists will review submissions in a closed session (panelists only), in order to provide more effective and practical feedback during the DISCourse panel presentation. CDs and press kits MUST be submitted for review no later than Friday, August 31st at 5:00 at the registration table.

Sunday, October 7th

10:30-11:45 (Room 6)
“The New Definition of Radio” PANEL
(Nick Pargaz, Jonathon Alexander, Tim Coyne, Chip Schutzman, Noel Ramos-Moderator)
The goals formerly obtainable only through radio

airplay are now accessible to Indies through a variety of opportunities created by the new technologies. This panel will discuss leveraging the “new radio” for exposure and networking through the media itself.

11:00-5:30 (Room 1)
“Songsalive! Songcamp” (Gilli Moon, Toni Koch)
A 6-hour, high powered, focused songwriting camp where songwriters and composers can gain valuable feedback on their music, and collaborate in co-writing with other writers under the guidance of special Songsalive! songwriter mentors. Songcamp starts with a critique session on your songs, followed by an intensive co-writing session where songwriters are split into breakout groups under the guidance of mentors to co-write and deliver a completed song. This song will then be performed to the full group and music business execs at the end of the session. To participate, sign up in advance for the Songcamp during the conference at the Songsalive! booth.

12:00-1:00 (Room 2)
“Online Marketing for Independent Artists”
(Chip Schutzman)
A workshop designed to assist the artist with helpful tips and advice on how to self-promote their new CD releases and tourdates on the web.

12:00-1:00 (Room 3)
“Looking for Press in ALL the Right Places”
(Noel Ramos)
Noel has published a music magazine for 20 years. He’ll relate his experiences and results of surveys he’s conducted with media peers. What grabs their attention? What convinces them to print one band’s story over another? What do booking agents like to see? What else should you keep in mind? Has the advent of EPKs changed things? These answers and more from the perspective of those you want to target. Examples of press kits will be shown, and a free hand-out of Noel’s 7-page “Press Kit Primer” will also be available for all workshop attendees.

12:00-1:00 (Room 4)
“Podsafe Music & the Podcaster”
(Tim Coyne)
Los Angeles actor/writer/podcaster, Tim Coyne, leads a panel discussion with other prominent Los Angeles podcasters about music in the podosphere.

12:00-1:30 (Room 5)
“Taking Care of Business Right From the Beginning” (Dick Gabriel, John Acosta)
This “back to basics” overview is for new and independent artists entering the industry, who need to know the fundamentals of the music business in order to survive. This is not a two-year course on the business of music, but rather a presentation of experiences, insider tips and survival tactics fro recorded performers interested in creating a strong foundation for their music careers.

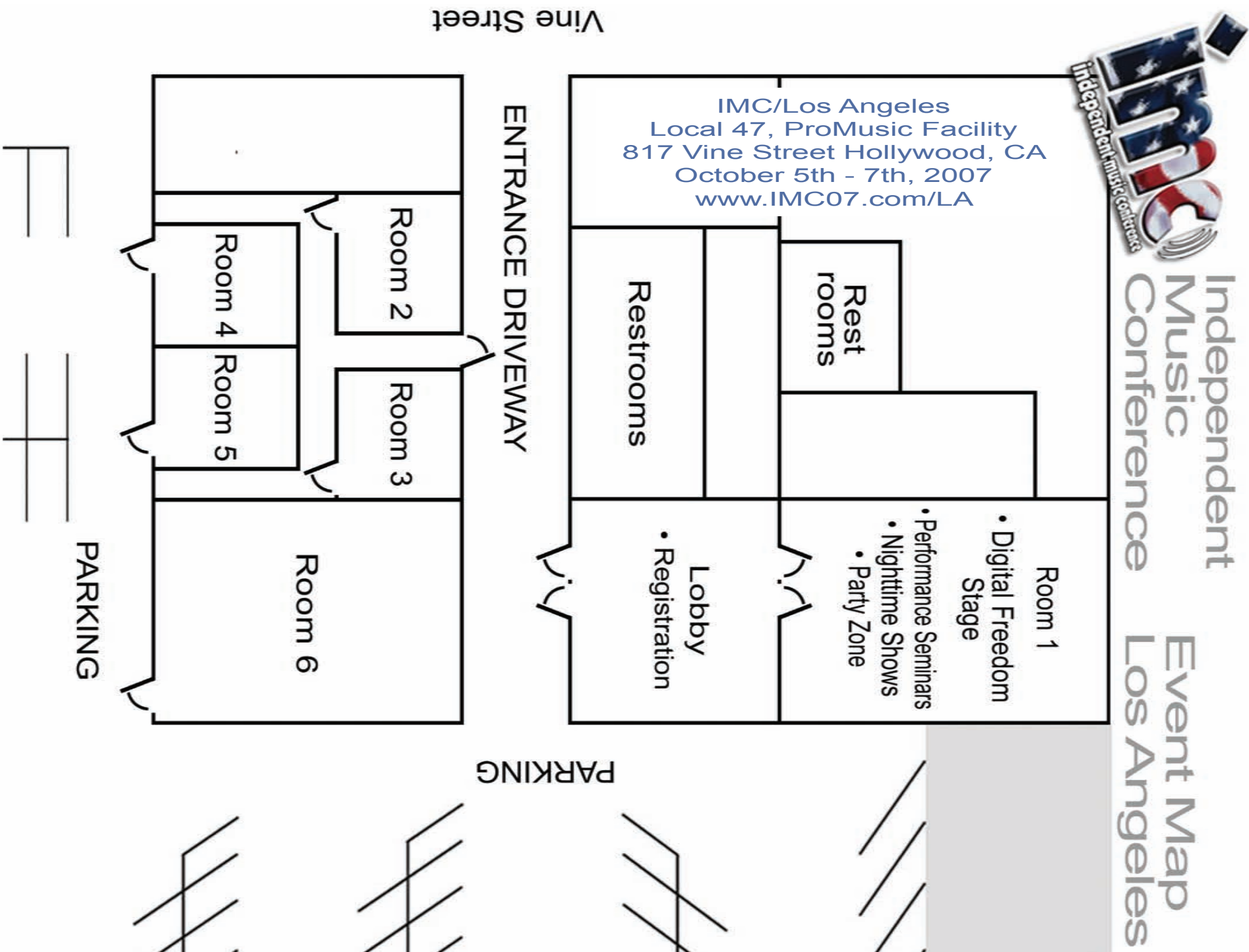
1:30-2:45 (Room 6)
“Digital Delivery” PANEL
(Tim Coyne, Dave Uosikkinen, Jonathon Alexander, Dick Gabriel, Chip Schutzman, Noel Ramos-Moderator)
Digital delivery is a reality. Now we are seeing how it is affecting the market. Even in the short time that we have been utilizing this new distribution method, it has already morphed considerably. Podcasting, ring-tones, digi-singles, sound tracks, and other digital marketplaces have already expanded this brand new opportunity. This panel will be a cutting edge discussion of these critical developments. Topics will include protection of intellectual property rights, digital distro deals, and the state of the emerging digital delivery market.

3:00-4:15 (Room 6)
“Technology” PANEL
(Dave Uosikkinen, Jonathon Alexander, Nick Pargaz, Noel Ramos-Moderator)
A general overview discussion of the independent music industry. They said it couldn’t be done, but here we are, many thousands of indie musicians using the new technologies to advance a career outside of the traditional market.

4:30-5:30 (Room 1)
“Songsalive! Songcamp” (Gilli Moon, Toni Koch)
Hear the incredible songs composed by the Songsalive! Songcamp group.

watch the indiebloggy

IMC founder Noel Ramos interviews artists and industry members in a video-blog sponsored by Sennheiser:
www.vmix.com/indiebloggy



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