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Creativity &
Lifestyles
Conference,
2008

MOMS ROCK!





Westchester County Parks and the Office for Women present...

Mamapalooza™



Saturday, May 17, 10 a.m. to 5 p.m. – Kensico Dam Plaza, Valhalla, NY



A Festival to Celebrate Women, Mothers and Families in Westchester

featuring...

Bands with moms who rock!

Hip hop and African drumming by Youth Theatre Interactions

Workshops to empower women

Art and dance 'Let It All Hang Out' workshops

Tot Rock and action for kids of all ages

Be Fit Mobile with fitness activities for all ages

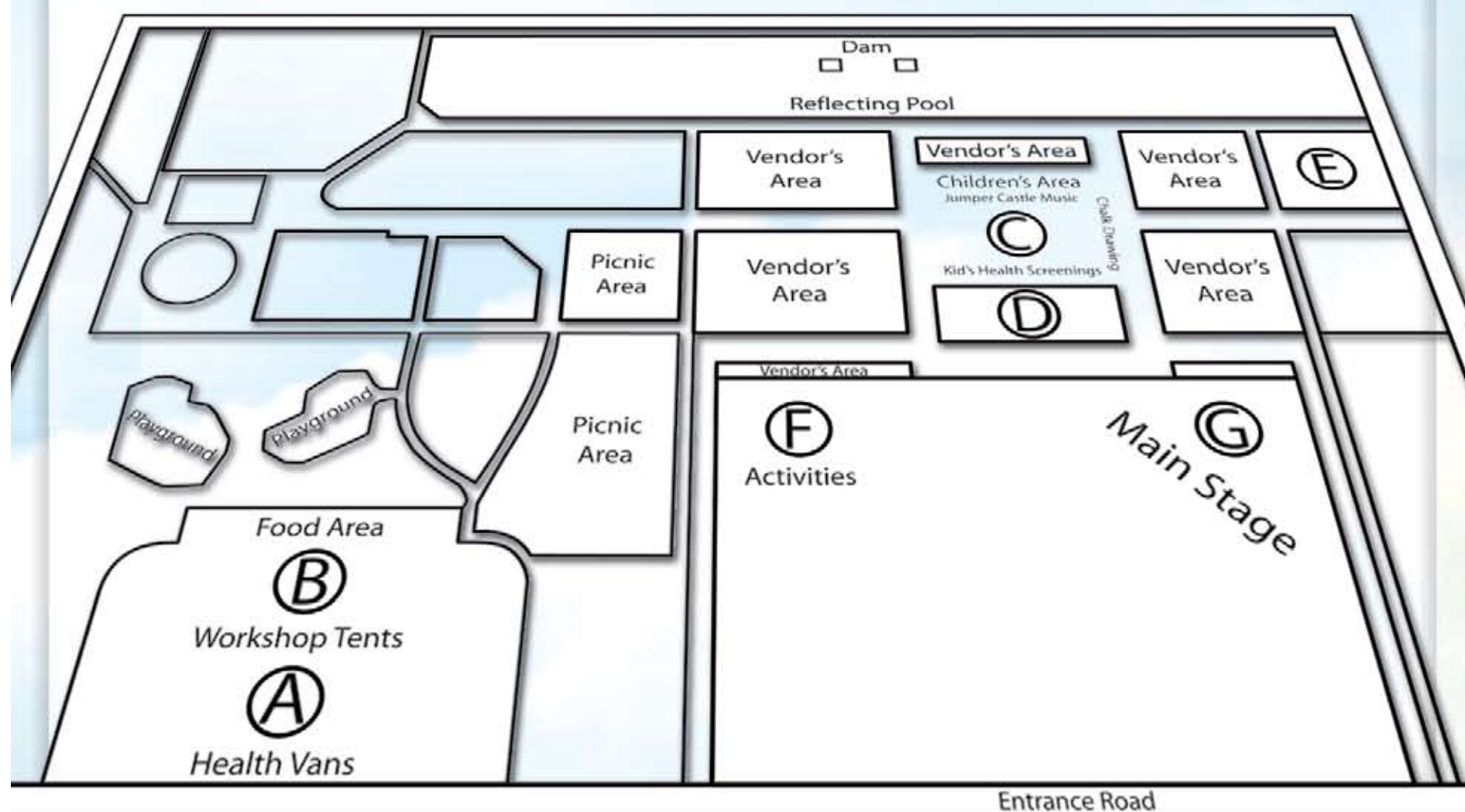
Shop at the Women's Marketplace

Health and wellness screenings and information

Foods and refreshments for purchase

Great giveaways

Free admission and parking • To benefit the Motherhood Foundation
For information log on to www.mamapalooza.com
or call the Office for Women at (914) 995-5972



Presented by WESTCHESTER COUNTY PARKS – Joseph A. Stout, Commissioner • OFFICE FOR WOMEN – Camille Failla Murphy, Director



AVON



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MAMAPALOOZA & OFFICE FOR WOMEN USE THE ARTS TO BRING VISIBILITY AND SOCIAL SERVICES INTO THE COMMUNITY TO IMPACT THE LIVES OF WOMEN AND FAMILIES POSITIVELY



Photo, Left to Right: Martha Anderson - Hispanic Outreach Worker, Office for Women; Cindy Kanusher - Pace Women's Justice Center; Terry Platz; Camille F. Murphy; Marie Rossi - Martha Sloan Greenawalt Young Woman's Mentoring Program & Chair, Women's Advisory Board; Lucy Schmolka - member, Women's Advisory Board.

It all began around a breakfast table when Camille Failla Murphy of the Westchester County Office for Women, Joy Rose, President of Mamapalooza and Terry Platz, Mamapalooza Coordinator for Kensico Dam, decided to combine forces for their annual Westchester Parks Mamapalooza Festival.

After two successful seasons of partnering with Kathleen O'Connor and the Westchester Parks Dept., the Office for Women's Every Woman's Conference seemed like the perfect way to introduce more extensive programming that included health screenings, small business workshops (in Eng & Span) and Kid & Teen outreach. Also involved are local agencies like the YWCA, White Plains Hospital and Planned Parenthood.

What started as a rock concert in New York City six years ago, has become a high visibility event that connects diverse agencies working together to promote a common cause: The well-being, celebration and empowerment of women everywhere.

"I would love to see programs like this pioneered in communities across the country," says Joy Rose, Founder and President of Mamapalooza. "This is a win-win situation when we're able to team up with existing organizations like Westchester Parks and Office for Women, bring in our talent, vendors and creative team and really inject some excitement into fantastic programs looking for higher visibility and larger audiences. We are all over the top and expect 2008 to lead to better and better partnerships in communities."

Terry Platz agrees, "This is a fantastic platform to raise awareness. The Every Woman's Conference, initiated by the Office for Women in 2002, was created to give women the inspiration they need to succeed, by inviting notable women to share advice and experience. Mamapalooza is all about inspiring people. Having such an amazing public space like Kensico Dam means we can have multiple stages, mobile units, lots of fun stuff for kids and make some great music all at the same time."

Camille Failla Murphy is recognized as a national leader in the movement to improve the status of women. She adds, "The Office for Women is pleased to partner with Mamapalooza and the Motherhood Foundation in offering the event on May 17th. Our partnership enables Westchester women to experience a full range of health services, educational workshops, and at the same time, enjoy the arts in motion through music. May 17th will truly be an empowering day for women."

MAMAPALOOZA/KENSICO DAM PLANNING TEAM

The amazing women on this list deserve HUGE thanks and praise for their commitment to making this a truly extraordinary day. Without them, we would not be here encouraging the women of Westchester to Live Loud! To Camille Failla Murphy – mentor, visionary, and angel to Mamapalooza – we sing our sincerest song of gratitude for leading the way on the path of empowerment.

- | | |
|--|---|
| ANNETTE ALVE, MARTHA ANDERSON, STEPHANIE DECHIARO, SUZANNE DIPILLO & THEA DUBOW, Westchester County Office for Women | JACKIE RAMOS-CALDERON, Encore Plus, YWCA of White Plains & Central Westchester |
| LAURA BAGNAROL, Victims Assistance Services | JOY ROSE & TERRY PLATZ, Mamapalooza |
| JANET FORCINA & YEDIDAH YEHUDAH Westchester County Department of Health | MARIE ROSSI & LUCY SCHMOLKA, Westchester County Women's Advisory Board |
| SHELLEY GARNET, Westchester Community College | LENORE ROSENBAUM, Westchester Jewish Community Services (WJCS) |
| JILLIAN GIZZI, American Cancer Society | KAREN ROTH, Mental Health Association of Westchester County (MHA) |
| CINDY HOUNSELL, Women's Institute for a Secure Retirement (WISER) | JOAN ROTHMAN, Senior Intern, Westchester Office of Senator Hillary Rodham Clinton |
| CINDY KANUSHER, Esq. Pace Women's Justice Center | CAROL SILVERMAN, Straight Spouse Network |
| BLANCHE KRUK, Westchester County Women's Advisory Board | DONNA THOMAS, Women Organized Around Wellness (WOW) |
| MARTHA LOPEZ, Westchester County Office for Hispanic Affairs | SUZANNE WITZENBURG, Planned Parenthood Hudson Peconic |
| CANDY PALMER & JOY ROSENZWEIG, Women's Enterprise Development Center Inc. (WEDC) | |

MAMAPALOOZA @ KENSICO DAM, WESTCHESTER COUNTY, NY FESTIVAL DIRECTORY • 3

AREA A			
WORKSHOPS	TIMES	LOCATION	DESCRIPTION
Strut Your Stuff Workshop English (Starting Your Own Business)	10:00 - 11:30am	AREA A, TENT 1	The Women's Enterprise Development Center Inc. (WEDC) hosts this workshop. Participants will learn the characteristics of a successful entrepreneur, i.e. what attributes/qualities/traits/behaviors are essential for small business success. The presentation will provide an overview of necessary considerations when planning, establishing, and operating a small business. Topics to be discussed include the importance of a business plan, marketing, management, finance, business structures, accounting and insurance.
Strut Your Stuff Workshop Spanish (Empezandao un Pequeno Negocio)	10:00 - 11:30am	AREA A, TENT 2	EMPEZANDAO UN PEQUEÑO NEGOCIO (Starting Your Own Business) Women's Enterprise Development Center, Inc. (WEDC) patrocina este taller. Las participantes aprenderan lo que se necesita para ser dueñas de un negocio exitoso y recibirán un repaso de la planeación, establecimiento y operación de un negocio pequeño. Los temas presentados incluirán la importancia de un plan de negocio, estrategias de mercadería y finanzas. Las participantes podrán inscribirse en el programa de entrenamiento que dura 15 semanas y provee mayores detalles acerca de estos temas y también instrucción de capacitación y otros seminarios especiales. Presentadores: John Samalot, WEDC Entrenador Empresarial; María Magdalena García, Coordinadora de la Programa para Latinas e Empresario Graduado de WEDC
Power Babe Workshop (Managing Your Money)	12:00 - 1:30pm	AREA A, TENT 1	Workshop will provide information on navigating your money through jobs, insurance, benefits, retirement plans, care giving, homeownership, debt, credit and other important topics. The goal of this workshop is to empower participants to make a lifetime financial plan.
Living Loud Workshop (Ages & Stages of a Woman's Sexual Life)	12:00 - 1:30pm	AREA A, TENT 2	What are the expectations for women from the younger years to the older years in relation to their sexuality.
Self Esteem Workshop for Teenage Girls	2 - 3:30	AREA A, TENT 1	Recommended for girls 13 - 18 years old. Explore what exactly it is that makes you say: "Now there goes a CONFIDENT WOMAN!" The group will create a collage around confident women. Who are they? What do they look like? Girls will be encouraged not only to use images of women, but to think symbolically when adding to the collage. Open and creative discussions will follow, lending new thoughts to what it is to be a teen. Presenters: Courtney Puciata and Liz Bussian of the Westchester County Victim Assistance Services.
I Ate THAT?!	2 - 3pm	AREA A, TENT 2	Do you really understand food labels? Do you know what all those ingredients really are? Are you being fooled by advertisements into thinking certain foods are good for you? Learn how to become a wise shopper in the grocery store. Led by Judy Eisele, certified health counselor.
eBay: Inner Beauty of Online Shopping ('How To' Seminar)	3:30 - 5pm	AREA A, TENT 2	Explore, learn, shop, share and talk with each other; Ebay aspires to a more emotionally satisfying experience as human beings, while taking care of business. Join this 1 1/2 hour seminar to learn the ins & outs of navigating the most awesome online trading place.Presented by U.S. Postal Service.
Get the Real Dirt on Clean'	4 - 5:00pm	AREA A, TENT 1	Home is where the heart is, as well as every other part of our bodies. Why endanger them with harsh chemicals and toxic substances? Cleaners shouldn't leave behind more toxins than the toxins they're supposed to clean. Is there a link of Asthma, ADD, and childhood illnesses with the products we use in our homes? Come join us for an informative and enlightening workshop. Learn how to make your home the safest place in the world, while helping make this planet a better place for all. Workshop conducted by Susan Prazenka, Wellness Educator & mom from Mahopac, NY
HEALTH SCREENINGS			
Planned Parenthood	10am - 5pm	AREA A/Planned Parenthood Health Van	Provides teens and young adults with reproductive health care services and information
Project WAVE	10am - 5pm	AREA A/Project WAVE Testing Van	Rapid HIV testing
White Plains Hospital	10am - 5pm	AREA A/White Plains Hospital Tent	Screenings and information for blood pressure, stroke. Also will magnify germs on hands to inspire kids to wash 'em!
YWCA - ENCORE Plus	10am - 5pm	AREA A/Information Table	Breast models for demonstrating self-exams
Dr. Hassan	1 - 5pm	AREA A/Skin Cancer screening	Skin Cancer screening and plastic surgery information
SPA TENT			
Riverspa		AREA A	Chair massage and Rock 'n Roll Makeovers with Manic Panic
Metropolitan Chiropractic		AREA A	Posture screening and trigger point massage
Children's activities		AREAS A & C	
AREA B - FOOD AREA			
Coffee, tea and baked goods	9:30am - 12		
A variety of healthy and ethnic foods	12 - 5pm		
AREA C - CHILDREN'S AREA, PLAZA SHOPPING AND INFORMATION BOOTHS			
TOT ROCK	10am - 5pm		
Gigi and the Lend Me A Hand Band	10am	Children's Stage on the Plaza	Bring your singing voices and put on your dancing shoes! A 'Best Bet' in family entertainment" - WNBC Today NYC
Babies 'R Us Diaper Relay Race	11am	Children's Stage on the Plaza	
Swingset Mamas	11:15am & 12:15pm	Children's Stage on the Plaza	Terrific musicianship and heartfelt parenting tips blended with an eclectic style ranging from rock to reggae.
Babies 'R Us Diaper Relay Race	11:30am & 12:30pm	Children's Stage on the Plaza	
Music With Stacy	1:00pm	Children's Stage on the Plaza	Stacy's genuine love of music translates to the kids opening them up to a world of fun with a beat and a tune.
Jumper Castle	10am - 5pm	AREA C	
FlipBook Fantasy Workshop	2 - 5 pm	AREA C	In this hour-long workshop, you will learn the rudiments of Animation by making your own "Pocket Movie"! Westchester Arts Council Roster Artist, experienced animator and teacher Deb Maier will show you how to: think like a camera, capture movement on paper, sequence actions for the most visual drama, exaggerate your characters for more humor, and much more!
Paper Transformations Workshop for Mommy & Me & More	2 - 5pm	AREA C	Participants will be treated to lessons in simple origami - colorful squares of paper transformed into fanciful creatures and containers, presented by Westchester Arts Council Roster Artist Joy Arinow.
Chalk drawing & other kid fun	10am - 5pm	AREA C - on the plaza	
CHILDREN'S HEALTH SCREENINGS	10am - 5pm	AREA C	
Blythedale Children's Hospital	10am - 3pm	AREA C	Eat Well, Be Well (Nutrition)/Injury Prevention (Gear & other necessities to avoid injuries)
Westchester Health Department	10am - 5pm	AREA C	Chronic Disease Prevention/Diabetes Risk Test Brochure (English & Spanish)/Body Mass Index/Fit Kids/ WIC (Women, Infants & Children's Nutrition)
Mental Health Association	10am - 5pm	AREA C	Screenings for the 'child and family clinic plus' program (Screenings for children's attentional issues - surveys w/ post event follow-up) in English & Spanish
Greenburgh Health Center	10am - 5pm	AREA C	Diabetes screening
INFORMATION TABLES			
Honorable Nita M. Lowey, United States Representative	11:30 - 12:45	AREA C	Come meet your Congresswoman...Neighborhood office hours at the festival starting at 11:30am
Alicia DeSio	10am - 5pm	AREA C	Long Term Care Specialist
American Cancer Society	10am - 5pm	AREA C	Information table
American Muslim Women's Association	10am - 5pm	AREA C	Information and beautiful accessories from far away
Gilda's Club	10am - 5pm	AREA C	Cancer support for the whole family, the whole time
Health & Fitness	10am - 5pm	AREA C	Greenwich Civic Center/Health, Fitness & Wellness Programming

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Hudson Health Care	10am - 5pm	AREA C	Information table
Open Door Family Medical Centers	10am - 5pm	AREA C	Information table and health screenings
Pace Women's Justice Center	10am - 5pm	AREA C	Information table
Straight Spouse Network	10am - 5pm	AREA C	Information table
United Way 211	10am - 5pm	AREA C	Information table
Victim Assistance Services	10am - 5pm	AREA C	Information table
Women's Enterprise Development Center (WEDC)	10am - 5pm	AREA C	Information table for Starting Your Own Business
Westchester County Office for Women	10am - 5pm	AREA C	Information & referral table
Westchester County Office of African American Affairs	10am - 5pm	AREA C	African American programs & services
Westchester County Office of Hispanic Affairs	10am - 5pm	AREA C	Latina programs & services
WISER	10am - 5pm	AREA C	Financial information/Women's Institute for a Secure Retirement
Westchester Jewish Community Center (WJCS)	10am - 5pm	AREA C	Information table
Women Organized Around Wellness	10am - 5pm	AREA C	Information on Health Issues
Women's Advisory Board	12 - 4pm	AREA C	Voter Registration
WOMEN'S MARKETPLACE UNDER THE BIG TENT	10am - 5pm	AREA D	Exhibitors are either graduates or current students of the Women's Enterprise Development Center (WEDC) Entrepreneurial Training program. WEDC is designated as the women's business center for Westchester and the lower Hudson Valley by the U.S. Small Business Administration.
Buckwild Publishing Co.	10am - 5pm	AREA D	Urban Greeting Cards
Hillary Blackman Design	10am - 5pm	AREA D	Designer
Within Reach Life Coaching, Inc.	10am - 5pm	AREA D	Nutrition Coach
LizJul Doll Designings	10am - 5pm	AREA D	Doll Designer
Sophia's	10am - 5pm	AREA D	Caterer/Personal Chef
Veb's Unique Arts & Crafts	10am - 5pm	AREA D	Handmade Gifts
Chic Designs by Yvette	10am - 5pm	AREA D	Handmade Jewelry
My Specialtee	10am - 5pm	AREA D	Specialty Tee Shirts
F.L.O.S. Urban Chic	10am - 5pm	AREA D	Jewelry & Accessories
Alma Designs	10am - 5pm	AREA D	Accessories
Harlem Friends	10am - 5pm	AREA D	Audionovel Podcasting
Rotella White and Associates	10am - 5pm	AREA D	Insurance
Next To Nature Cleaning Service	10am - 5pm	AREA D	Cleaning Service
Glamour In The Box	10am - 5pm	AREA D	Jewelry & Accessories
Surefire Productions	10am - 5pm	AREA D	Film Production
Private Quarters	10am - 5pm	AREA D	Home Accessories
Kay's Stop Before You Shop	10am - 5pm	AREA D	Jewelry & Accessories
Baskets of Joy	10am - 5pm	AREA D	Gift Baskets
Just Us Women Productions, LLC	10am - 5pm	AREA D	Holistic Wellness
A Voice Full of Purpose	10am - 5pm	AREA D	Fashion Consultant
Best in Service, Inc.	10am - 5pm	AREA D	Cleaning Service
SHOPPING ON THE PLAZA			
BeadZbyRoZ	10am - 5pm	AREA C	Unique Hand-Crafted Jewelry
Chibekeni Global Treasures, Inc.	10am - 5pm	AREA C	Exotic, specialty imports - unique, quality handmade arts, crafts, jewelry & fashion from Africa and beyond.
Strapteasers	10am - 5pm	AREA C	Designer Bra Straps
Mercedes Castillo	10am - 5pm	AREA C	Peruvian Arts & Crafts
Body Art Jewels	10am - 5pm	AREA C	Beautiful jewelry that sticks to your skin!
One of a Kind Originals	10am - 5pm	AREA C	Jewelry, lotions & soaps
Basket Treasures	10am - 5pm	AREA C	Sunglasses
Mary Kay	10am - 5pm	AREA C	Mary Kay Cosmetics with make-up artists for makeovers
Stuk On U	10am - 5pm	AREA C	Baby sleep 'n playwear that's hassle free, baby friendly and mom approved.
Stacey's Little Shop of Favors	10am - 5pm	AREA C	Personalized children's products
AREA E			
Super Soccer Stars		AREA E	Dynamic coaches help students develop self-confidence, and teamwork in a fun, non-competitive environment.
AREA F			
Let Your Voice Be Heard Activities		AREA F	
Martha Sloan Greenawalt Young Woman's Mentoring Program		AREA F	
AREA G - MAIN STAGE			
Ritsu Katsumata	1:30 - 2:00	Main Stage	Electric Violinist/ www.ritsu.com
Rae Ballard's 'Thoughts In Motion' Dance Company	2:00 - 2:10	Main Stage	Choreographer Rae Ballard celebrates Mother Earth in her dance, SWEET COUNTRY SUITE
Motherlode Trio	2:10 - 2:50	Main Stage	"Motherlode Trio delivers emotionally honest, straight-from-the-heart folk" -Anne Dixey, The Times of London
Youth Theatre Interactions	2:50 - 3:05	Main Stage	Hip Hop and African Drumming Presentations, directed by Yvonne McFall, and Youssouf Koumbassa. Youth Theatre Interactions, Inc. (YTI) responds to the need for an after-school environment, free of drugs and crime for the youth of Yonkers and other areas of Westchester County. By providing a unique performing arts education, YTI demonstrates how a nurturing group of professionals can inspire young people to strive for self-awareness by discovering their own distinctive creative abilities.
The Veltz Family	3:05 - 3:45	Main Stage	America's Family Band: The Washington Post says "fills your heart and soul and makes you glad to be alive;" all of which is causing a bona fide musical renaissance in the area.
Andrew J. Spano	3:45 - 3:50	Main Stage	Andrew J. Spano is the Westchester County Executive.
Sofia Koutsovitis	3:55 - 4:45	Main Stage	Sofia Koutsovitis exemplifies the recent trends in Latin Jazz and Latin American music in general, and proves why Sofia Koutsovitis is one of the most versatile and in-demand singers in the New York music scene. - Simon Calle, All About Jazz
FITMOBILE and YOGA CLASSES			
BE FIT - Mobile	10am - 5pm	Fit Mobile Area	Activities for the kids, including Stroller Strides, fitness information and giveaways.
Yoga Journey	10am - 5pm	Fit Mobile Area	Mom & Me, Family, Adult and classes for Kids, scheduled throughout the day

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Live Loud!

Becoming Mothers of Unlimited Self-esteem

Mamapalooza, Inc. is: A company by Women, Promoting (M)others for cultural, social and economic benefit.

Dedicated to serving, promoting, celebrating, encouraging, inspiring and awakening ALL mothers through the media and performing fine arts.

Musicians, authors, comics, dancers, filmmakers, designers, craftswomen, educators, and community leaders coming together in a collaborative effort to highlight the challenges of motherhood in an ever-evolving personal, social, cultural, sexual and political landscape.

Our mission is to empower, encourage and enlighten all women to claim their voice. Establish a new art form that speaks to the unique and collective perspective of women who are mothers, while sharing this with the world. Act as a resource and lifestyle guide for mothers seeking support in mainstream and alternative settings. To support the choices mothers have made, and educate them financially, in order to support these choices.

Mamapalooza, Inc:

Recognizes and honors the growing awareness of moms. Their personal stories, their power as both consumers and constituents, and their continuing need and desire to creatively express themselves.

We recognize that art is a tool for social change. Mamapalooza encourages women to use their medium to build self esteem, break down stereotypes, create unity, encourage diversity, inspire individuality, and empower future generations.

We recognize that art elevates the spirit in times of hardship and transition and brings joy to everyday life. Our creations celebrate our humanity, define our experiences, and serve as healers and peacemakers.

We recognize the vital importance to laying a new foundation for women who are mothers, and the impact this has on future generations. Mamapalooza is strongly committed to our youth, and is committed to changing the perception that children are a liability in the professional and performing arts world – they are often inspiration and foundation for our creative endeavors.

Empowering (M)others through creative expression and cooperative opportunity!

Moms Rock!



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Mamapalooza Overview



MPLZCC – Creativity & Lifestyles Conference is an opportunity for individuals from all walks of life to enjoy working closely with the women of Mamapalooza in a supportive environment designed to explore and enhance creativity, while encouraging the pursuit of artistic excellence. Performance, showcase, networking and educational opportunities abound, along with internationally acclaimed talent featured on New York’s premier stages. Open to all.

This year’s conference will take place May 15-18, 2008 New York City.

Mamapalooza Media – The entertainment & lifestyle community for cool Moms, featuring music, fun and fashion. Mamapalooza Media presents everything Mamapalooza, with MamaPUBlooza music publishing, online shopping, monthly e-newsletters, member’s blog, compilation CDs and annual publications serving the community at large. Create. Celebrate. Empower.

Mamapalooza Festival – The only cultural event of its kind featuring mom musicians, artists, authors, comics, dancers, filmmakers, and craftswoman. Moms Rock!

The Mamapalooza Festival declares ‘May as Mothers Month’ creating positive, family friendly programming on stages throughout the world during the month of May annually. With an open door policy for mom performers and their families, these festivals celebrate creativity and diversity, are non- religious and non-partisan.

Mamapalooza Festivals are licensed to the Motherhood Foundation Inc. not-for-profit 501c.3 corporation. Partnering local Event Coordinators with parks departments, theaters, arts councils, business improvement districts and private venues, Mamapalooza Festivals foster a supportive community that inspires, educates, and offers opportunities for mother performers, fine artists, craftswomen, educators, community leaders, business owners, their families and their audience. These events are made possible through our community partners and sponsorship programs on the national, regional and local level as well as through generosity of individual donations.

More than just an annual event, The Mamapalooza Festival has become both a real and a virtual community: A source of connection and inspiration for creative women everywhere, and the prototype for breaking barriers, stereotypes and expanding definitions of what’s possible for Mothers in the arts to achieve free of economic, racial, and age barriers.



A Letter From The Founder – Joy Rose

Special Thanks From Mamapalooza President
and Executive Director, Joy Rose



Mamapalooza has made Mothers in Music, Literature, Education and The Performing Arts our Business, our Passion and our Mission.

Since 2002, Mamapalooza has grown exponentially, as individuals, communities and families have embraced events celebrating and honoring Mothers.

In the last three years, we have seen hundreds of Mom projects grace our stages, and paid out over \$50,000.00 to our artists during May Mamapalooza Festival Month.

Our media content now reaches millions of people through press, radio and TV associated with The Mamapalooza Festival Events Annually.

With the inception of the MPLZCC ~ Mamapalooza Creativity & Lifestyles Conference, we hope to create an ongoing platform for discussion and connection in the metro New York area for Women who are (M)others. We hope this will be an event that women from all over the world will want to attend.

By combining our New York City Festival & Showcase Stages with seminars, presentations and platforms for important relevant discussion of timely issues, we intend to inspire continued personal growth and positive cultural change which will benefit mothers, women, children and the people who love them.

Thanks to each of you for helping Mamapalooza to become the organization that it is. We are literally thousands of members now, with a largely volunteer staff of over forty. Let’s get our house in order! Our MPLZCC Subject for 2008 is: Women and Feminist Mothering in the Performing Arts.

Let’s commit to powerful lives and communities. Let’s build a business that will support a lasting legacy of empowerment for Mothers. Let’s find ways to continue to support each other emotionally, spiritually and through performance. Let’s also commit this year to becoming financially viable and fiscally sound. We can and will achieve this goal!

We have found our voices, and now we must find ways to support ourselves, and our art financially. We WILL DO THIS! We are LIVING LOUD!

– Joy Rose

staff

- President Mamapalooza Inc.**
Joy Rose
- Mamapalooza Festival, Executive Directors**
Terry Platz and Alyson Palmer*
- MamaPUBlooza Music Publishing**
Pilley Bianchi, Carol Lester
- MamaPUBlooza Book Publishing**
Becky Scoggins
- Outreach & MySpace Management**
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- Radio**
Janeane Burnstein
- President Motherhood Foundation Inc**
Jennifer Edwards
- Directory Design/Layout**
Noel Ramos, Seth Adam, InterMixx.com

*Alyson Palmer on cover

general schedule overview

MPLZCC Mamapalooza Creativity and Lifestyles Conference, May 15 - 18, 2008

Presenting multiple performance platforms and opportunities for learning. Events throughout New York City include over 250 internationally acclaimed artists and educators with film screenings, academic offerings, performance workshops, theater, rock concerts, poetry slams and family friendly fare.

Mamapalooza is the only event of its kind celebrating women, with a special emphasis on mothers and their families.

This conference is pioneered and organized by Women Who Are Mothers for the benefit of the general public. OPEN TO ALL!
(some a la carte fees apply)

NOW SHOWING:

APRIL 23 - JUNE 8

BabyLove - Performed & written by Christen Clifford
@ The Green Room
45 Bleecker Street
Wednesdays at 1:00pm
Sundays at 3:00pm
Tickets are \$20.00, available at:
www.Telecharge.com

THURSDAY MAY 15

Media Kick Off Party - By Invite Only
This event is brought to you by WIM & Mamapalooza. Co-promotion and partnering in NYC with Womens Media Center, Women In Music, Association For Research in Mothering, New York Parks Department, Metropolitan Moms, In Good Company, Divalyssconscious Stroller Strides, Manhattan Living Baby, MusiCares, Babytalk Magazine, InterMixx Magazine
*Wine compliments of Mad Housewife Wine
*Music Performance by: Carol Lester & World Women

7:30pm

Two Angry Moms' Rocks Brooklyn!
@ Galapagos
70 North 6th Street (Btwn Kent and Wythe)
Williamsburg, Brooklyn
718.782.5188 or GalapagosArtSpace.com



Local premiere of pivotal new documentary on school lunches, followed by screening of short films by and about moms.

FRIDAY, MAY 16

9:00am - 6:00pm

The Association For Research on Mothering (ARM) presents: Feminist Mothering In The Arts - Outlaw Mothers in Music, Media, Arts and Cultural Expression
@ NOLA Studios
250 West 54th Street, NYC
212.582.1417

To register for this event, please call: 416-736-2100 x60366 or email: arm@yorku.ca or visit: www.yorku.ca/arm

3:30pm

The Mamapalooza Family Show
@ 14th Street Y
344 14th St. (Btwn 1st and 2nd Avenues)
New York Ciy, NY
212.780.0800 or 14streety.org

An interactive event where everyone performs! Full of family fun!

6:00 - 8:00pm

"The Mom Egg" poetry reading
@ KGB Bar
85 East 4th Street (near 2nd Ave.)
New York City, NY
212.505.3360or kgbbar.com

6:00pm - 8:00pm

Dads Rock with Papapalooza
@ Arlene's Grocery
95 Stanton Street (1 block S. of Houston)
New York City, NY
212.358.1633 or Arlenegrocery.net

On the Dad Stage:
MC Randy Bigness
6:00 - 6:28 - SunDad
6:30 - 7:55 - The Lifesize Gorgeous Cocktails
7:58 - 7:30 - "Mojo" Myles Band
7:33 - 7:55 - Fell Boyzs
7:58- 8:20 - The Pop Stars

8:00pm - 11:00pm

Women Of Mamapalooza All Star Rock Show with host Carolyn Castiglia, in partnership with Women In Music Mixer & Special Event
@ Arlene's Grocery
95 Stanton Street (1 block S. of Houston)
New York City, NY
212.358.1633 or Arlenegrocery.net
\$5.00 admission

All Star Concert Line-up:

MC Carolyn Castiglia
8:25 - 8:50
Wymer & The Itty Bitty Band
8:55 - 9:20
The Catholic Girls
9:23 - 9:45
Pandora Scooter
9:48 - 10:15
Sarah LeMieux
10:20 - 10:40
The Dirty Mothers
10:40 - 11
Hard Knox

10:30pm - 12am

Midnight Hot Mama Burlesque Show
@ The Green Room
45 Bleecker Street (near Lafayette)
New York City, NYC
212.253.5555
RavensNook.com/hot_mama
\$12.00 admission

SATURDAY, MAY 17

10:30am

Metropolitan Moms walking tour of Central Park - New York City
Moms and babies enjoy a guided tour. Stops include: the Sheep Meadow, Belvedere Castle, the Ramble, Bow Bridge, Seneca Village, and more.
\$55.00 per mom/child, includes guided tour with mother's helpers to allow moms to enjoy the tour. 90 minutes.
To register, visit MetropolitanMoms.com
212-206-7272

11:00am - 4:00pm

All Day Quality Portraits - Walk in then walk out with photos in hand! Head shots and band shots special Mamapalooza rates apply.
Booking: James Kreigsman Photography
212.247.0553

11:00am - 4:00pm

MPLZCC Conference Workshops
@ NOLA Studios
250 West 54th Street, NYC
212.582.1417
Day Pass: \$45.00 - Order Here:
www.EventBrite.com/event/103807491
Savvy people connecting about parenting, business, art, community, music, love, entertainment and education.

Life-Coaching & Rock 'n Roll Makeovers with Manic Panic & Rlverspa of Irvington, NY are available all day!

11:00am - Dads Rock Music Panel with Randy Bigness

11:00am - The Love Workshop with author Jamie Callan

11:00am - Mommy Guilt Absolving Workshop with authors Devra Renner and Avivra Pvloek

12:00pm - ASCAP sponsored Women In Music panel with Women In Music & MusiCares

12:00pm - 2:00pm - Page to Stage Autobiographical Storytelling Workshop

12:00pm - 2:00pm - This Is An Emergence: Giving Birth to Your Authentic Self

1:00pm - 3:00pm - Comedy Improv Workshop with Nancy Lombardo

2:00pm - 10 Tools to Reduce Daily Stress with Jennifer Edwards

2:00pm - Surprise Guest

3:00pm - Pop Goes The Novel: Advice & Guidance with a Literary Guru

3:00pm - DII (Do It Independently) with IMC Executive Director, Noel Ramos

3:00pm - Perform Your Beauty wtih Alana Ruben Free

2:00pm - 3:30pm

@ Literary Mamapalooza
Borders Books
10 Columbus Circle, NYC
212.823.9775
Reading with author Bonnie Fuller "The Joys of Much Too Much" & more with emcee & author Jamie Callan. FREE!

4:00pm - 6:00pm

Wake and Bake Short Film Festival
@ Millennium Film Workshop
66 East 4th Street, NYC
212.673.0090 or MillenniumFilm.org
Screening of mom (and-dad) produced short films.

6:30pm

Full Metal Mama Comedy Show
@ Broadway Comedy Club
318 West 53rd Street, NYC
212.757.2323

6:30pm - 7:30pm

Bleecker Street Poetry Slam
@ Corner of Bleecker and Cornelia Streets
Moms shout out maternal poetry on a street corner. Not to be missed!

8:00pm

Mamapalooza Singer/Songwriter Showcase - A full night of Mama fun!
@ The Cake Shop
152 Ludlow Street, NYC
212.253.0036 or Cake-Shop.com
\$5.00 admission

Talent Lineup:

MC REW*
8:00 April Cope
8:30 Kaydi Johnson
8:55 Devha
9:20 Taina
9:50 Hard Knox
10:20 Lunatic Fringe
10:50 Jessie Baade
11:05 La Lectrice
11:35 Patrice Moerman
12:00 Beth Tate
12:35 Whit Hill

Rock Star Mommy is based on Judy Davids' experiences as a music fan, a mother, and the leader of one of Detroit's first "mommy" rock bands-- The Mydols. From the moment Judy donned a pair of pink go-go boots and jumped on a stage, she embarked on an unforgettable journey. From that point on, it was full steam ahead and never mind the laundry!

"A rallying cry for every mother who's wanted to LIVE LOUD"

-Joy Rose, Mamapalooza Inc.

Visit kensingtonbooks.com or judydavids.com for more information!

On sale wherever books are sold

ARM detailed schedule

FRIDAY MAY 16th

The Association For Research on Mothering (ARM) presents:
Feminist Mothering In The Arts - Outlaw Mothers in Music, Media, Arts and Cultural Expression
(Between Broadway and 8th)

8:00am-8:45am
REGISTRATION AND WELCOME

8:45am-10:45am
REPRESENTING MOTHERHOOD AND THE VISUAL ARTS - PANEL A

Photographing the Future: The Convergence of Victorian Photographs and a 1976 Photographic Book Reveal Mother Daughter Relationships
Denise Ferris - The Australian National University

Sally Mann and the Maternal Fetish
Berkeley Kaite - McGill University

The Kindness of Human Milk: Jess Dobkin’s Lactation Station Breast Milk Bar
Charles Reeve - Ontario College of Art & Design

The Evolution of a Mother’s Artwork, and What to do after the Babies Have Left Home
Myrel Chernick - Artist

WORKSHOPS A - PERFORMANCE

Improvising and re-visioning Mother-Child Encounters
Regina Edmonds - Assumption College
Arlene Vadum - Assumption College

Leaving Galilee: A Multi-Vocal Performance of a Black Mother’s Northern Migration
Evette Hornsby-Minor - Scholar; Performance Artist

Bikini Monster and the ‘79 Chevy: The Cacophonous Chronicles of One Nefarious Punk Mutha
Erin Finley - University of Toronto

MOTHERHOOD AS SOCIAL/CULTURAL ACTIVISM AND CRITICISM - PANEL B

Rocking the Public Schools: How a Community of Mothers Take Back Their Neighborhood School
Tanya Anton - Writer

The Maternal Is Political: Sharing Our Stories
Shari MacDonald Strong - Editor, Literary Mama; Writer
Helaine Olen - Writer; Author

Presence, Paradox, and Process: Principles of the Feminine
Alana Ruben Free - Writer, Editor of The Mom Egg

You Have To Take It and Own It: Teenage Mothers’ Self-Representation as Cultural Activism in Yo’ Mama Magazine
Beth O’Connor - York University

WORKSHOPS B - READINGS

Writing Motherhood: Poetry and National Disaster
Nicole Cooley - CUNY, Queen’s College

Home/Birth: A Lyric Essay
Arielle Greenberg - Columbia College
Rachel Zucker - Poet; Scholar

Death by Renaissance and Giovanna’s 86 Circles

Paola Corso - Writer-in-Residence, Western Connecticut State University

Essay for Elsa
Leah Souffrant - CUNY, New York
Motherhood through a Poet’s Eye
Beth Ann Fennelly - University of Mississippi

10:45am-11:00am BREAK
11:00am-11:45am
MOTHERHOOD AND VISUAL ARTISTS PANEL C

Expressing the End: A Visual Breastfeeding Chronicle
Rachel Epp Buller - Artist; Scholar

The Maternal Figure in Almodóvar’s Filmography
Maria R. Matz - University of Massachusetts, Lowell
Carole Salmon - University of Massachusetts, Lowell

Resisting Binaries: Collectivity among Mommies Who Make Movies
Kathleen Cummins - York University
Performing and Visual Artist Mothers after Childbirth
Kate Perotti - Director/Producer/ Cinematographer

Spoilt Milk: Ambivalence and the Language of Casein
Denise Ferris - Australian National University

REPRESENTING MOTHERHOOD PANEL D

The Bad Mothers of Faulkner
Meghan Fox - SUNY, Stony Brook

Jocasta to Carmela Soprano: A Legacy of Representations of Conflicted Mothers
Lydia Rose - SUNY, Stony Brook

Mothers On and Offline
Lisa Chiu - Writer

On the Lam: Other and Mother in Bharati Mukherjee’s Jasmine as Escape Narrative
Chandra Speight Cerutti - East Carolina University

THE SOCIOLOGY OF MOTHERHOOD PANEL E

Human versus Image - Mother and Child Constructing Gender in Public Space by Means of Nonverbal Communication of Manikins
Tom Bieling - Founder, DRNetwork (Design Research Network)

Scapegoating? The Making of the Teenage Mother
Sandra May - Memorial University of Newfoundland

Polluting Mama: Ecofeminism and the Maternal Body
Heidi Hutner - SUNY, Stony Brook

Mothering and Disability: Producing New Paradigms of Normal
Ona Gritz - Writer; Author

What would the White Boy Do? -Strategies of Resistance and Empowerment for Mothers in the Academe
Andrea O’Reilly - York University

WORKSHOPS C - ACTIVISM

CHAIR - Laura Finley - Western Michigan University

Raising our Kids to be Peace Activists
Laura Finley - Western Michigan University

Mommy Loudest: The Art of Self Promotion
Judy Davids - Author; Guitarist

Having a Child without Losing Yourself?
Amy Richards - Author; Co-Founder, Third Wave Foundation

Feminist Skip-Hop: Out in the Playgrounds, Out in the Streets
Jane Gavin-Hebert - St. Mary’s University
Holly Taylor - St. Mary’s University

1:00pm - 2:00pm LUNCH - on your own!

EXPERIENCING MOTHERHOOD PANEL F 2:00pm - 4:00pm

Living with and Transforming Loss for Mothers who Experience the Loss of a Baby
Christine Jonas-Simpson - York University

Maternal Ambivalence: Motherhood and Authenticity

Joan Garvan - Australian National University

Mother and Teenaged Daughter in Light and Shadow
Jodi Vandenberg-Daves - University of Wisconsin-La Crosse

The Poetics of Pregnancy
Jesse Lee Curran - SUNY, Stony Brook

WORKSHOPS D - CREATIVE WORK

MotherWriting II: Healing the Wounds
Rosie Rosenzweig - Brandeis University

Becoming: Engaging in Cultural Dialogues for Authentic Transformative Motherhood
Amanda Emsley - Simon Fraser University

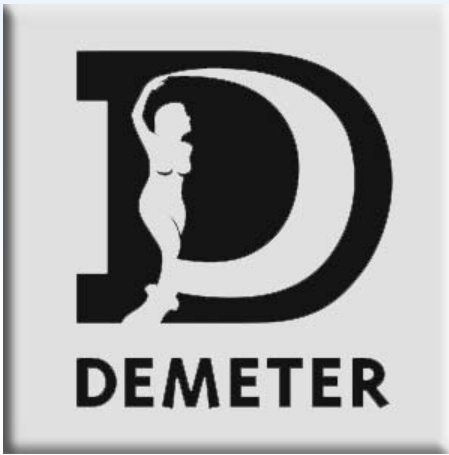
Mourning Memory
Tamara Toledo - Visual Artist, Educator

MOTHERHOOD AND POPULAR CULTURE PANEL G

The Bump is Back: Celebrity Moms, Entertainment Journalism, and the Media Mother Police
Elizabeth Podnieks - Ryerson University

Mothering, Postfeminism, and Gilmore Girls
Ritch Calvin - SUNY, Stony Brook

From the Personal to the Political: Towards a New Reading of Maternal Autobiography
Andrea O’Reilly - York University



NEW from DEMETER PRESS
First Feminist Press on Motherhood

This collection of essays on Aboriginal Mothering draws its power from the personal memoirs and reflections of Aboriginal mothers, and tell of the multiple ways that Aboriginal mothers, sisters, aunties and grandmothers are restoring and reinventing networks of kinship that nourish and define their identities.
—MARLENE BRANT CASTELLANO, MOHAWK GRANDMOTHER

Folks just discovering the field of maternal theory, and those well versed in feminist theory and theories of motherhood, will find this collection, *Maternal Theory*, invaluable. It’s a must read for all, and essential for anyone teaching in the area.
—FIONA JOY GREEN, CHAIR, WOMEN’S AND GENDER STUDIES DEPT., UNIVERSITY OF WINNIPEG

White Ink shapes a motherland and populates it, colours it in, sings it with depth and passion and clarity. Come to these pages at any moment of joy or sorrow, rubble or dream, and find yourself at home.
—ANITA BARROWS, POET, TRANSLATOR, AND CLINICAL PSYCHOLOGIST

True to its name, O’Reilly’s collection “rocks”—and not just the cradle, but also the foundation of patriarchy’s rigid rules for mothering. This highly readable, sweeping, and provocative volume, *Rocking the Cradle*, offers a broadly appealing model of the road to empowerment through the practices of feminist mothering.
—SHARON HAYS, STREISAND CHAIR OF GENDER STUDIES, UNIVERSITY OF SOUTHERN CALIFORNIA

DEMETER
WWW.YORKU.CA/ARM

ARM detailed schedule

From Supermom to Alpha Mom: How Feminist Notions of Choice and Control are Being Re-worked to Support a New Form of Intensive Mothering
Lynn O'Brien Hallstein Boston University

WORKSHOPS E - FILM SCREENINGS AND DISCUSSION

Latched
Jessica Numminen - Filmmaker

Martyred Mom Cracks Her Shackles
Elena TaJo - Psychologist; Filmmaker

I Always Do My Collars First
Conni Castille - Filmmaker and Folklorist

Documenting Extremist Motherhood
Nan Byrne - Feminist Poet

4:00pm - 4:15pm BREAK

WRITING MOTHERHOOD PANEL H
4:15pm - 6:15pm

To Write, To Heal: A Mother's Journey
Ruth Panofsky - Ryerson University

Who's Your Daddy? Evolving Definitions of Motherhood in "Lotus Land"
Barbara Smith - Educator
Gen Creighton - University of British Columbia

Extraordinary Ordinary: Motherhood in the Face of Outdated Ideology and Unrealistic Stereotypes
Lynn Christine Kuechle - Minnesota State University Mankato

(Re)Writing Motherhood: Bad Mother Chronicles and the Mama Zine Movement
Raye Tibbitts - Writer; Instructor

WORKSHOPS F - CREATIVE WORK

Redefining Mother and Daughter Relationships through Poetry
Katie Kingston - Poet

Myths and Ms: A Feminist Play Reading with Audience Feedback
Rosie Rosenzweig - Brandeis University

Nurturing our Children, Nurturing our Art
Alana Ruben Free - Writer, Editor of The Mom Egg

Mama/Baby/Dada
Denise Uyehara - Performance Artist
Natalie Brewster Nguyen - Performance Artist and children
PERFORMING MOTHERHOOD PANEL I

Performing Feminist Motherhood: Am I a Mother Outlaw?
Joanne Minaker - MacEwan College

Performing Motherhood: The Drama of Motherhood (What Hallmark Left Out)
Nurit Eini-Pindyck - Brandeis University

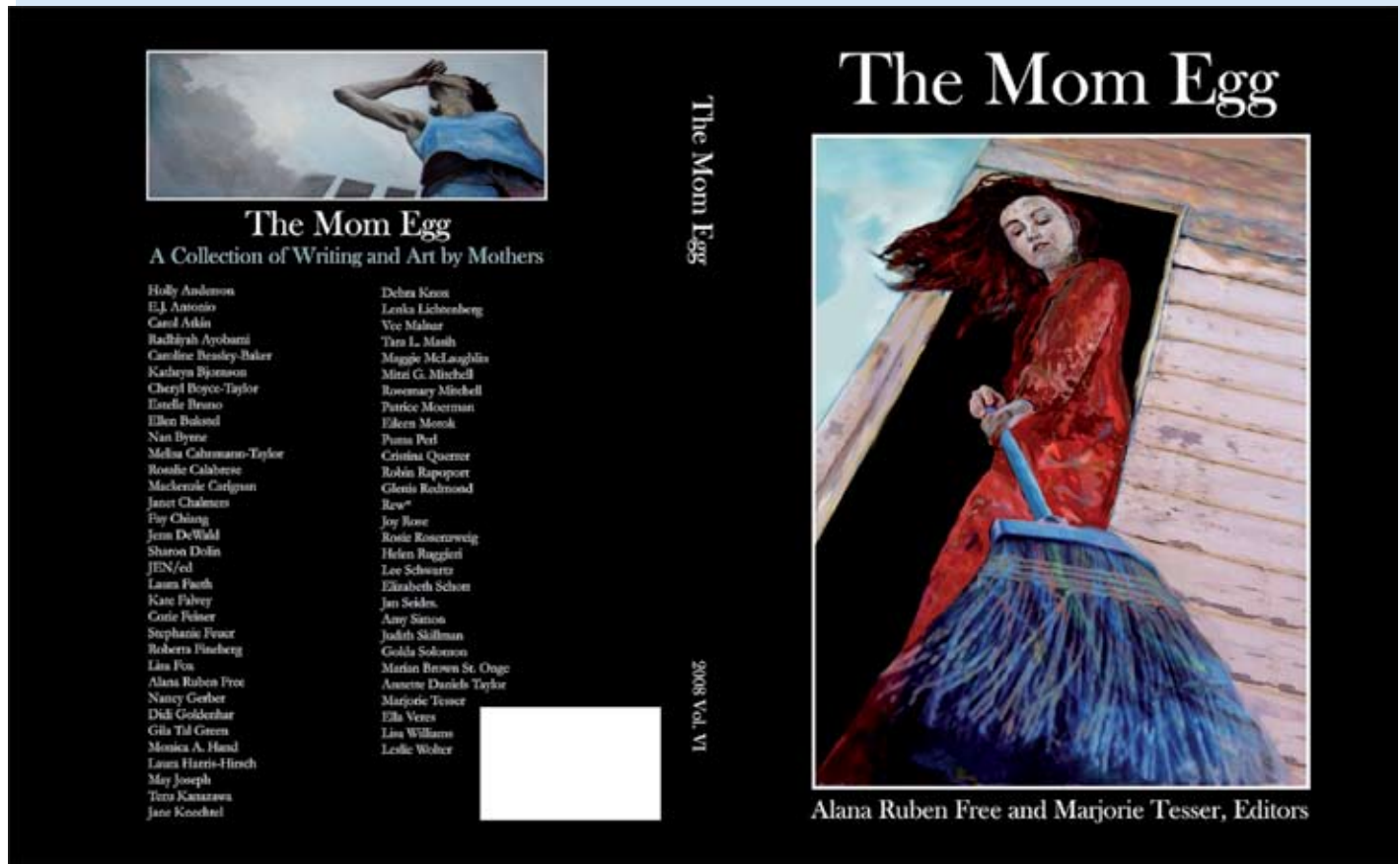
Mamafesto: The Agonies and Ecstasies of Performing Mother in the Academy
Deanna Shoemaker - Monmouth University

Riding the Rails: Motherhood, Creativity and Academia
Marguerite Maria Rivas - Borough of Manhattan Community College
ROUNDTABLE 1
REPRESENTATIONS MOTHERHOOD IN LITERATURE, CULTURE AND FILM:
A ROUNDTABLE DISCUSSION WITH STONY BROOK GRADUATE STUDENTS

C. Ella Aletti - SUNY, Stony Brook
Melissa Culver - SUNY, Stony Brook
Naomi Edwards - SUNY, Stony Brook
Anita Meisch Halasz - SUNY, Stony Brook
Kerry Mescallado SUNY, Stony Brook

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MPLZCC workshop details

SATURDAY MAY 17th
MPLZCC All Day Workshop

11:00am - 4:00pm
MPLZCC Conference Workshops
NOLA Studios - New York City NY
250 W. 54th St. NYC - 212.582.1417
(Between Broadway and 8th)

Day Pass: \$45 - Order Here:
www.EventBrite.com/event/103807491

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Noel Ramos, Panels Director

Committee:
Liz Queler, Women In Music, ARM
Devra Renner, Aviva Pflock
Randy Bigness, Papapalooza Director

Life Coaching Sample Sessions
Complimentary Rock 'n Roll Makeovers
all day long by MANIC PANIC & Riverspa,
Irvington NY

Also Special Guests:
Becky Scoggins - MamaPUBlooza, self
publishing for your book
Women In Music - Special Thanks to
Evange Livanos ASCAP

11:00am - Dads Rock Music Panel/Home
Studio Advice & More
11:00am - The Love Workshop w/author
Jamie Callan

11:00am - Mommy Guilt Absolving
Workshop with authors Devra Renner &
Avivra Pvloek

12pm - ASCAP Sponsored Women In
Music Panel w/WOMEN IN MUSIC,
MamaPUBlooza, MusiCares

12:00pm - 2:00pm Page to Stage/
Autobiographical Storytelling Workshop
with Christen Clifford

12:00pm - 2:00pm - This Is An Emergence:
Giving Birth to Your Authentic Self with
Alice Marie

1:00pm - 3:00pm - Comedy Improv
Workshop w/Nancy Lombardo
This workshop is for everyone; musicians,
actors and people who just want to make
an impression!

2:00pm – 10 Tools to Reduce Daily Stress
with Jennifer Edwards

2:00pm – Special Surprise Guest

3:00pm – Pop Goes The Novel - Advice
& Guidance w/ a Literary Guru Becky
Scoggins

3:00pm - DII (Do It Independently) - Indie
Does Not Mean Alone

3:00pm – Perform Your Beauty w/Alana
Ruben Free

**How did you get to the MPLZCC
MAMAPALOOZA Conference?**
Kim Orlando



Tell Your Travel Stories to: Kim Orlando
www.travelingmom.com

10 Tools to Reduce Daily Stress
Jennifer Edwards



This workshop offers 10 practical ways
to dramatically reduce the experience
and symptoms of physical, emotional
and mental stress. You have learned to
accept stress as part of 'normal' life. The
key to living a health-filled, empowered,
engaged and RELAXED life lies within you:
remembering to actively communicate with
yourself builds confidence and clarity. The

Relaxation on the GO method focuses on
ways to remember to relax and bridge time
spent at work, home and every moment in
between.

Jennifer Edwards MFA, RYT [JEN/ed]
is a master teacher and life-long student
of physical, emotional and mental stress
reduction. Her work inspires people to
reduce daily stress and develop skills to
navigate challenging situations. Ms.
Edwards is a published author who has
won awards and accolades for her work.
Her book, 'Relaxation is NOT a Luxury'
(Plain White Press, Nov. 2008), is a 'travel
companion' for daily stress reduction.
www.relaxationonthego.com

Comedy Coaching & Workshops
Nancy Lombardo



No matter what your profession who
doesn't wish they were quicker on
their feet? Nancy's special approach
to performance level improvisation and
comedy will have even beginners thinking
they are pros. Sharpen your performance
skills by starting with the basics. Posture,
voice and trusting your instincts and before
you know it you'll be standing out instead
of just standing up on stages. All levels
welcome. Also recommend for musicians
who want to enhance their stage presence.
Nancy Lombardo was a founding member

of The First Amendment comedy troupe,
and has performed on Saturday Night
Live, The Colin Quinn Show, the Comedy
channel, Nickelodeon and PBS. Nancy
is an inspirational, supportive, dynamic,
innovative and fun instructor .She brings 25
years of performing and teaching skills.

The Love Workshop
Jamie Cat Callan



Author of "Hooking Up or Holding Out" and
the forthcoming "French Women Don't
Sleep Alone" will talk about how you can
take back the power of your sexuality and
re-invent your romantic life.

Find out how to:
- Get men to notice you and pursue you
- Avoid the players and find really great
guys
- Build a coterie of admiring men
- Get your man to stay focused on you

InterMixx
independent music magazine

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Mommy Guilt Absolving
Authors Devra Renner & Aviva Plock



Devra Renner & Aviva Plock ~ MOMMY GUILT ABSOLVING WORKSHIP; Renner is a co-author of “Mommy Guilt: Learn to Worry Less, Focus on What Matters Most and Raise Happier Kids” (AMACOM) and Spanish edition “Mama Culpable” (NORMA). Aviva Plock and Devra Renner formed the consulting firm Parentopia, LLC and conduct workshops, seminars and presentations all over the world. Their interactive online resource for parents ,and others who care for and about children, can be found at www.parentopia.net.

Sharing Autobiographical Stories of Motherhood; From the Page to the Stage Autobiographical Storytelling
Christen Clifford



This performance-based workshop, offers an opportunity to hone your craft, and engage in the art of storytelling, while expanding ideas of Mothering in the 21st Century. Listen to your peers, share experiences, while opening to your own performance talents. Using the class audience, and expanding on the workshop setting to engage and inspire, participants experience a new confidence and insight, through community and communication. The experience of ‘Mothering’ is a unique state of being. Often the mothering experience leaves little room for individual needs or self-expression. Exploring modalities of self actualization through creative movement, acting, and feedback, this workshop weekend will take you to the next level whether you’re a professional or

just starting out. This workshop is open to Mothers and individuals with stories about Mothering.

Christen Clifford is a writer and performer. Her solo performance about motherhood and sexuality BabyLove is currently running Off Broadway at The Green Room at 45 Bleecker until June 8th and will tour nationally. Her next solo will premier at P.S. 122 at the end of June. As an actor, she has appeared in New York on Broadway in Brave New World at Town Hall, and Off and Off Off Broadway at The Public Theatre, Classic Stage Company, HERE and on TV in As The World Turns(CBS), Guiding Light (CBS), and the Story Of America (A&E). As a writer, she has published in Nerve, Salon, Evergreen Review. She is the recipient of a 2007 NYFA fellowship and the 2006 nonfiction prize from The New School MFA program. www.christenclifford.com

Pop! Goes the Novel MamaPUBlooza Book Publishing/ BresslerScoggins Literary Management
Becky Scoggins



Self-publishing is still an enigmatic, but rapidly growing part of the publishing industry. Becky Scoggins, Managing Partner of Bressler|Scoggins Literary Management and MamaPUBlooza Book Publishing Director, will take a simple approach to the ins and outs of self-publishing, including new technology and printing options, self promotion 101, the pros and cons to self-publishing and how authors like James Redfield and Graham Taylor have sold millions of their books, starting from the trunks of their cars. Learn about Print on Demand, example scenarios of book sales and how to make sure your manuscript is ready. If you have a book or idea waiting to be published but don’t know how to get the wheels in motion, this is the class for you. www.bresslerscoggins.com

WOMEN DO NOT HAVE AN EXPIRATION DATE
housewivesonprozac.com

Perform Your Beauty, Wisdom and Power
Alana Ruben Free



Through exercises in consciousness, connection and community you will find and share your own story of TRANSFORMATION. This workshop is an introduction to solo-performance work exploring symbols and themes of your personal life, through writing movement and voice. Alana Ruben Free is the creator of Beginner at Life, a show raved as ‘Empowering, Honest and Courageous!’ Alana has completed degrees in business, Jewish studies, poetics and has studied with Gabrielle Roth. She has lead creatiivy groups for Julia Cameron and wrote and performed in her one woman show, ‘Beginner at Life’ throughout NYC. Alana also serves as the coordinator and editor of The Mom Egg, a publication of poetry and prose by the Women of Mamapalooza.

This Is An Emergence: Giving Birth To Your Authentic Self (Without Drugs!) Life Coaching
Alice Marie



Congratulations! You’re pregnant - or maybe already in labor with a new dimension of your authentic self. Have you picked out a supportive midwife a.k.a. coach or power partner? Composed a “mirth” plan? And have you considered the possibility of twins? Blending the wisdom of midwives and the humor required to be an independent artist, this 55-minute



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45 Bleecker Street
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Tickets \$20
www.telecharge.com
Written and performed by
CHRISTEN CLIFFORD
Directed and developed by
JULIE KRAMER

Mamapalooza Babeland

This production was developed by the Hourglass Solo Lab, with grants from the LMCC and Time Warner. Additional support from New Georges and the Interest Theatre. Christen Clifford is a 2007 NYFA fellow. Photo: Arturo Curbie

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MPLZCC workshop details

seminar led by certified creativity coach Alice Marie can help you birth your song, book, vocation, vacation, or actual child, if that's the call.

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Women In Music Panel
Pilley Bianchi (Moderator)



Women in Music is a dynamic group of music industry professionals working together to support, cultivate and recognize the talents of women in our field. Through educational seminars, panels, networking events, showcases, our Touchstone Awards, and other gala events, we provide camaraderie and tools for advancement to hundreds of members at all stages of their careers.

Founded in 1985, Women in Music, Inc. is now in its third decade of service to the music community. Our members are inspired by the resources and opportunities WIM offers. We, in turn, are inspired by their wonderful achievements and contributions across all areas of the music industry.

This year, Women in Music is bursting back into the music industry, as a new crop of members has emerged and are reviving the organization. We are hundreds of hard-working and enthusiastic women eager to make a difference in the industry.



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Pilley Bianchi is the Co-Founder and Director of MamaPUBlooza Music Publishing. She's also an industry judge for the 2008 IMA, an ASCAP award winning songwriter and featured artist in the organization's showcase series at the Sundance Film Festive, where she has shared the stage with Jen Chapin and India Arie. She has served Off -Broadway in the long standing hit 'Tony & Tina's Wedding' and is a virtuoso writer and performer. She is currently head of A&R for Mamapalooza Records for which she is also a featured artist. Most importantly, she is mother to 6 year old Aidan, her eternal inspiration. www.pilleybianchi.com www.myspace.com/pilleybianchi

If you'd like more information on joining Women in Music, please email us at membership@womeninmusic.org Membership is \$50 per year \$30 for students

DII (Do It Independently) - Indie Does Not Mean Alone
Noel Ramos (Moderator), Jordan Tishler, Jennie Walker, Eric DeFontenay, Ariel Hyatt, E. Michael Harrington

In today's music market, the buzzword "DIY" (Do It Yourself) has become somewhat limiting. The DIY concept often leads artists to think that they literally have to do it ALL and ALL ALONE. In the indie market's infancy, "DIY" made quite a suitable rally cry. However, perhaps now it's time for next-level thinking. In the Wikipedia entry for "DIY" it talks about the punk music movement of the 70s and specifically about their trend setting methods of getting things done "without paid professionals helping them." So if DIY is doing it without the aid of any paid professional support staff, perhaps that's an important differentiation from the next-level methodology of DII. Indies need to assemble a reliable team and also hire professionals when the time is right, and the bottom line supports it. Managing those relationships that are the very core of your business is as important as creating your art. In his "Seven Habits of Highly Effective People," Dr. Stephen Covey teaches us the idea of "P and PC balance." P represents "production" of products and/ or desired results. PC, or "production capability" is the necessary learning, preparing, training, experience, ability and assets that are instrumental in creating the product or results. If either one gets badly

out of balance, the quality and quantity of an artist's performance and creativity declines or worse yet, disappears. DII methodology will certainly become more and more important as indies attempt to break through to their next level and compete in our new "attention economy." Discuss these timely subjects with a panel of industry experts.

Dads Rock Music Panel
Randy Bigness (Moderator), Jordan Tishler, Atty. John Robertson, John Simson, Eric DeFontenay

Home studio advice, promotion, marketing, legal concerns, intellectual property rights and more will be discussed in this panel which also focuses on the Papapalooza side of Mamapalooza. The Dads will discuss plenty of general music business info too, so Moms are most definitely welcome also!



BIOGRAPHICAL INFORMATION
Carol Lester, co-founder and Director of MamaPUBlooza Music Publishing is a Judge for the 2008 Independent Music Awards. Whether unplugged or backed by the World Women Ensemble, Carol is an active national leader in the grass roots and social cause music scene. She is an award-winning ASCAP and UNISONG writer and a featured performer on SOUNDS OF HOPE NYC ARTISTS REMEMBER 9/11. Ms Lester is also Board President of one of the most successful urban Charter Schools in New Jersey and runs a local Environmental Coalition to protect local school children from unscrupulous Developers. Visit her



website at www.CarolLester.com.
Dee Dee Acquisto is the Senior Director MusiCares, the social services outreach arm of The Recording Academy (GRAMMYs). She regularly appears on panels discussing such topics as Dealing with Stress, "Sex, Drugs and Rock n' Roll--dealing with life on the road", Addiction and the Musician, Financial Wellness, and other topics designed to help music people deal with the particular stressors of that life. MusiCares is a 501-c-3 foundation that provides emergency grants and other critical resources to music people dealing with financial, medical, addictions, and lifestyle crisis in their lives. www.musicares.com



Randy Bigness is the Co-founder and Director of Papapalooza. Randy is a Billboard Award winning artist reaching out to the community and beyond, to announce the formation of PapaPalooza. PPLZ's mission is to support and promote creative dads through multiple events. PPLZ wants to be a contributor in the plight to reinstate strong family values into our society and to educate men that their role in the family needs to be felt. We

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categories include: pop, country, teen girl angst, screamo, indie, mamalove, moms gone mad, mid life, inspirational, funk.....

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MPLZCC workshop details

believe that the divisiveness in our country, is a direct result of the Family Breakdown. We also believe we can have an impact on Homelessness by teaching families to look after each other more responsibly. It is very easy to get lost or left behind in today's society. Remember...No Child Left Behind...how about...No Person Left Behind...Who's Your Daddy? Why should anyone be walking around wondering that? The end result we are looking for... Accountability, strong family values and a



stronger, safer nation. **Noel Ramos** has been a DJ, choral singer, graphic designer, illustrator, publisher, web developer, consultant, teacher and a few other 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 stuff too. In addition to making himself available as a panelist at Mamapalooza he's also serving as the Panels Director, so find him if you have any questions, and



he'll be glad to help you. **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. **Jennie Walker** is an artist whose talents are as diverse as they are strong. As a Pop/Adult Contemporary singer who has been described as Dido meets Madonna, she's mastered her craft not only through a powerful, dynamic voice, but through an eclectic writing style and a business sensibility that keeps her one step ahead of the competition. She is a sought after voice-over talent and demo singer, and stays true to her own pursuits while supporting fellow artists. She volunteers for The Recording Academy; and is involved with organizations such as The Songwriters Hall of Fame, Women in Music, World Hunger Year, National Association of Record Industry Professionals and The Songwriters Guild of America. Her formation of J. Walker, Inc., an organization which provides fundraising consulting for music related charities, and also has an ASCAP affiliated publishing division for her own original works, launched The Connective panel series in 2008, which serves to educate indie artists and also serve to raise awareness and

funds for important charities. Jennie has most recently been making headlines with her new song, titled "It's Our Time" which was inspired by presidential hopeful Hillary Clinton. The song has found an enormous following among the Hillary Clinton Campaign organization. Online viewings of the YouTube video featuring the song



currently total over 4000. **Eric DeFontenay** has spent his career steeped in what has been called the "digital revolution." As a telecom consultant, he worked on some of the most pressing regulatory & policy issues confronting major stakeholders from Europe to Australia/NZ. Making an early bet on the music sector, he built in 1997 what has become some of the leading voices in the growing debates shaping the entertainment industry through its trade e-publications MusicDish and Mi2N. He later expanded MusicDish LLC into brand development and artist development, while diving into personal management with World Calypso band Kobo Town. Eric is a regular speaker at conferences worldwide ranging from MIDEM to the Harvard Law School as well as in print with his last paper "Peer-to-Peer Networking and Policy" published by

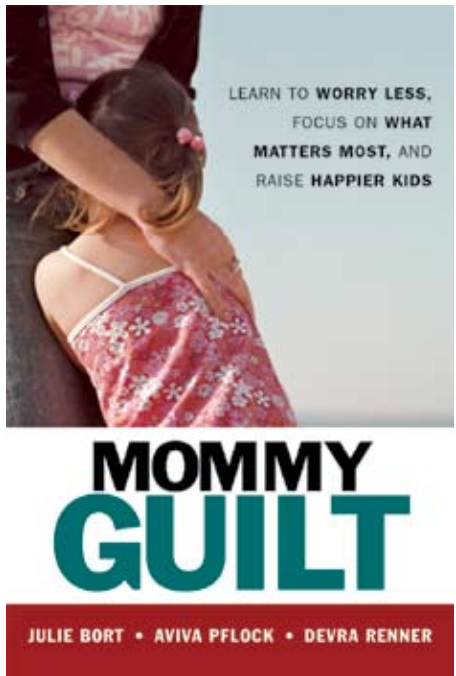


Kluwer Academic Publishers. **Ariel Hyatt** founded Ariel Publicity 10 years ago in Colorado and her company has since publicized thousands of dates for touring bands, hosted hundreds of special events, launched countless record release campaigns and served as the PR

director to several live music venues and festivals. An aggressive cheerleader for independent musicians, Ariel Publicity built its reputation by working primarily with indie artists. They give back to the independent music community by educating artists through their website, and Ariel has been honored to speak at music conferences



such as SXSW, NEMO, and The PMC. **E. Michael Harrington** teaches Intellectual Property Law as a Professor of Entertainment & Music Business (from 1985-2001, he was Professor of Music Theory, Composition & Ethnomusicology) at Belmont University in Nashville, Tennessee. He was the 1995 Jemison Distinguished Professor of The Humanities at the University of Alabama-Birmingham, an endowed chair funded by the National Endowment for the Humanities, the Jemison family and UAB. He has taught at The Brevard Conference on Music Entrepreneurship, William Paterson University, the University of Miami, the University of Massachusetts-Westfield, the University of Pittsburgh, Ohio State, the University of Alabama-Birmingham, and Belmont University. He is Chair of the first-ever College Music Society Music Industry Outreach Task Force. He is a member of the Leadership Music Class of 2007. He is on the Board of Directors of the Nashville Composers Association, and the Executive Board and Editorial Board of the Music Entertainment Industry Educators Association (MEIEA). He has taught training sessions at the Harvard University Law School, been a guest speaker at the Boston Bar Association, and delivered presentations at more than 90 international, national and regional meetings of 42 different organizations including the Future of Music Coalition Policy Summit, Music Entertainment Industry Education Association, International Association for the Study of Popular Music, Experience Music Project, Society for Ethnomusicology, American Musicological Society, College Music Society, New England Music Organization (NEMO), American Federation of Musicians (AFM), Nashville New Music Conference (2NMC), the Music Library





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Our Event Coordinators Are Our Superstars!

Every year, we hear from amazing women who want to start MAMAPALOOZA events in their communities.

MAMAPALOOZA Festivals link creative women from all walks of life, annually, during the month of May, on stages, in performance, and display venues. It recognizes that many of its participants are passionately engaged in artistic endeavors, and it seeks to unite these women, offering support, visibility and empowerment.

Festival events can be an intimate evening or afternoon, with a small group of artists and friends, or it can be a community celebration with major sponsorship and an alliance with any number of local or regional partners.

MAMAPALOOZA is ultimately about empowering women who are Mothers, through performance and art. MAMAPALOOZA Inc. hopes to teach women how to support their art in meaningful ways, while impacting their children, families and communities.

We Celebrate Our 2008 Event Coordinators & Their Accomplishments! Thank You For All Your Hard Work!

EVENT COORDINATORS:

Terry Platz

Nancy Lombardo

Patrice Moerman

Annette Daniels Taylor

Lynn Barbuto

Deb Chamberlin

Lin Taylor

Dolly McCarthy

Kim Char Merideth

Jamie Callan

Alana Free

Marjorie Tesser

Raven Snook

Stephanie Schleicher

Lynn Kuechle

Judy Davids

Shellen McHale

Mary Hestand

Mandy Ray-Jones

Sheryl Paige

Jill Shelly

Jessica Feder Birnbaum

Barbara Singer

Sue Fabisch

Janeane Bernstein

Amy Simon

Alexis Anthony

Jan Seides

Vee Malnar

*REW Starr

Deb Knox

Kami Nixon

rules and regulations

The rules and regulations will be strictly enforced by the staff and security of the MPLZCC.

MPLZCC credentials must be worn at all times during official events. All individuals should carry two forms of personal identification. The MPLZCC laminate permits entry into all conference events. The laminate does not guarantee entry into events that are restricted by age, space or capacity. MPLZCC reserves the right to deny credentials to anyone for any reason. Your personal laminate is non-transferrable and you must report it to Registration if lost or stolen.

Smoking is prohibited inside the facility. Smoking areas are designated. Please respect non-smokers at the conference. Posters, flyers, stickers or any unauthorized materials are not permitted to be placed or distributed in or around the event. Distribution of the same or defacing property in any way is prohibited and all materials will be discarded and credentials may be revoked.

MPLZCC and the facility will not tolerate the defacing, damage or destruction of the property or premises of any MPLZCC venue, or the property of any of the speakers, sponsors, showcasing musicians and conference attendees. MPLZCC reserves the right to deny or revoke credentials of any individual.

Courtesy is cornerstone of this event. Please turn off all noise making electronics, cell phones, blackberrys and other devices when attending panels, and workshops. Use common courtesy towards all attendees and guests. Thank you for your cooperation.

- MPLZCC Staff

MamaPUBlooza: The First Ever Music Publishing Company featuring All Mother Songwriters! MamaPUBlooza is currently accepting submissions in all song styles covering any topic. Moms can submit songs, instrumentals and compositions through www.SonicBids.com/Mamapublooza.

Submit your best work for review to be included in the catalogue. MamaPUBlooza is non-exclusive which means you can be shopping material on your own or event with another Publisher. YOU DO NOT WANT TO MISS OUT ON THE BUZZ!!!

Please note that you will need to agree to the terms and conditions outlined during the submission process.

Questions: Carol Lester - songfull.carol@gmail.com or Pilley Bianchi - Pilster@aol.com



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Mamapalooza Festival ~ the only cultural event of its kind, featuring mom musicians, artists, comics, dancers, filmmakers and craftswomen. The Mamapalooza Festival declares 'May as Mother's Month', creating positive, family friendly programming on stages throughout the world. Mamapalooza Festivals are licensed to Motherhood Foundation Inc., nonprofit 501c3 corporation. Motherhood Foundation fosters opportunity, creativity, and education through community partners, sponsorship programs, and generous donations, building towards The Museum Of Motherhood ~ Documenting the history of mothers and honoring them in perpetuity.

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MPLZCC workshop details

Association, Society for American Music, European Union Film Festival, Institute for Comparative Studies in Literature, Art and Culture at Carleton University (Ottawa), Intellectual Property and Technology Forum at the Boston College



Law School, and many, many more.
Atty. John Robertson - 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.
John L. Simson is the Executive Director of SoundExchange, and has been involved in the music industry since his 1971 signing with Perception

Records as a singer/songwriter. His career has included a ten-year partnership in Studio One Artists, managing country superstar Mary Chapin Carpenter (1988-1995), Steve Forbert (Geffen), Jonell Mosser (MCA), Mike Henderson (RCA) and others. Simson has practiced entertainment law since 1980, and most recently was of counsel to the firm of Berliner, Corcoran & Rowe from 1990 through 1999. Simson joined SoundExchange in March of 2000 and was named its Executive Director in June of 2001. Simson served as Executive Producer of the PBS television special, "Mary Chapin Carpenter Live At Wolftrap," received an Emmy nomination for his music supervision of the PBS "American Roots Music" special, and also worked on Harry Belafonte's "An Evening With Harry Belafonte and Friends." His other television credits include: Sesame Street 30th Anniversary Special and a network special of the April '97 Presidential

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FRIDAY MAY 16th

@ Arlene's Grocery
95 Stanton Street (1 block S. of Houston) New York City, NY
212.358.1633 or ArlenesGrocery.net - \$5.00 admission

6:00pm Dads Rock with Papapalooza, hosted by Randy Bigness
6:00 - 6:28 - SunDad
6:30 - 7:55 - The Lifesize Gorgeous Cocktails
7:58 - 7:30 - "Mojo" Myles Band
7:33 - 7:55 - Fell Boyzs
7:58 - 8:20 - The Pop Stars

8:25pm Women Of Mamapalooza All Star Rock Show
8:25 - 8:50 Wymer & The Itty Bitty Band
8:55 - 9:20 The Catholic Girls
9:23 - 9:45 Pandora Scooter
9:48 - 10:15 Sarah LeMieux
10:20 - 10:40 The Dirty Mothers
10:40 - 11 Hard Knox

@ The Green Room
45 Bleecker Street (near Lafayette) New York City, NYC
212.253.5555 RavensNook.com/hot_mama - \$12.00 admission

10:30pm Hot Mama Burlesque: Taking MILF to a whole new level!
The first ever all-moms burlesque revue, with the bawdy burlesque hostess Raven Snook featuring Camillicious, Seattle siren and Wife Swap survivor Ravenna Black, hot and happy homemaker Fritz Collins, temptress Tessie Tingle, the Incredible, Edible Akynos and double-D diva Allison Tilsen. Also on hand to celebrate procreation in their own special way: sexy childless mamas Little Brooklyn and Creamy Stevens.



The Catholic Girls

SATURDAY MAY 17th

@ The Cake Shop
152 Ludlow Street NYC
212.253.0036 or Cake-Shop.com - \$5.00 admission

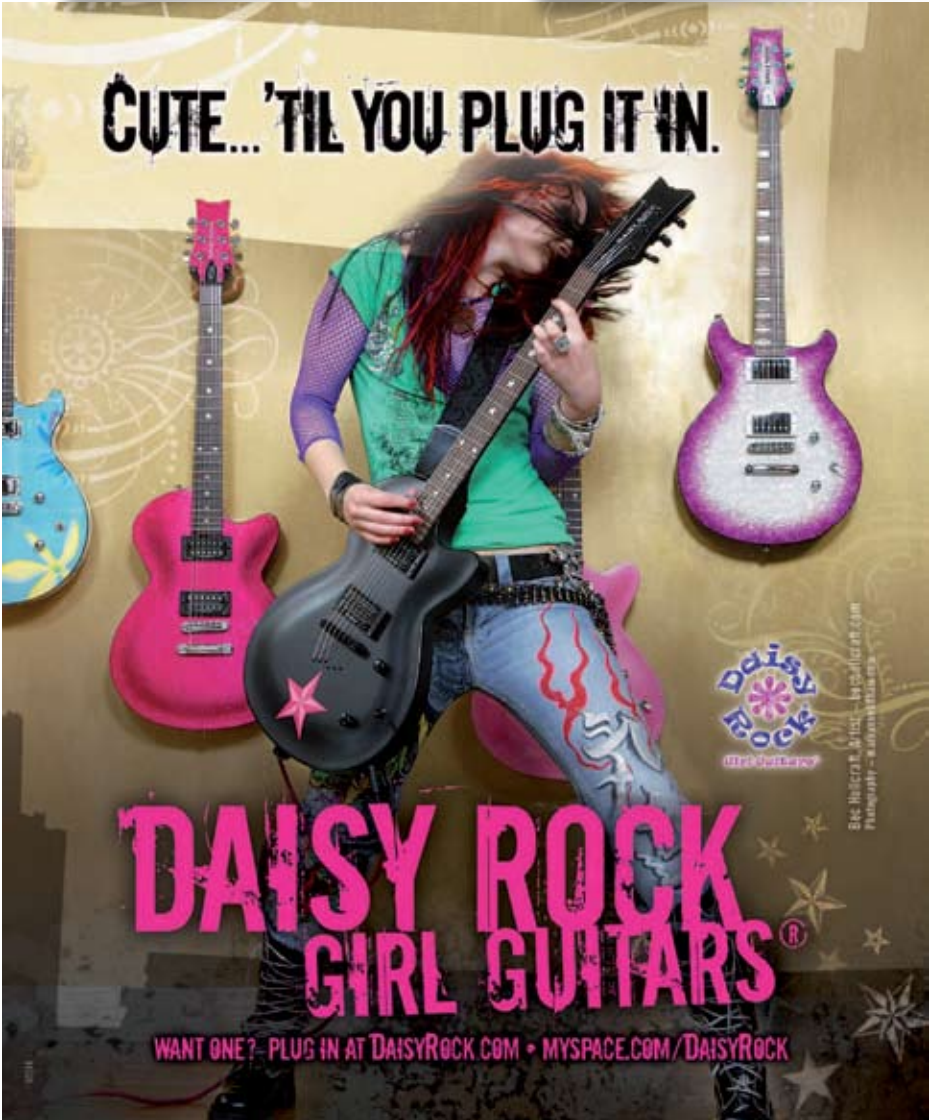
8:00pm SINGER/SONGWRITER NIGHT
MC & Event Coordinator REW*
8:00 April Cope
8:30 Kaydi Johnson
8:55 Devha
9:20 Taina
9:50 Hard Knox
10:20 Lunatic Fringe
10:50 Jessie Baade
11:05 La Lectrice
11:35 Patrice Moerman
12:00 Beth Tate
12:35 Whit Hill



Jo Wymer



Pandora Scooter



Hot Mama Burlesque



performers



SUNDAY MAY 18th

@ Riverside Park South on Pier 1 (Entrance at W. 70th St) FREE

12pm - 5pm 5th ANNUAL MAMAPALOOZA Outdoor Extravaganza/Summer-On-Hudson
Full Day of Kid's Activities, Mom Rock Bands, Face-Painting, Food, Vendors, Shopping,
Maternal Dance and Families rocking out together; featuring Audra Rox, Swingset Mamas,
Housewives On Prozac, Catholic Girls, Annie Sidley, Liz Queler, Lunatic Fringe, Alyson Palmer,
Carolyn Castiglia & Nancy Lombardo

Activities for the day: Full Sound Stage on the Pier, A Stroller Strides Walk Onsite,
Maternal Dance Celebrations, Six Mom Rock Bands & Kids Music, A Gymboree Location onsite
Ten Vendor Tables, Mugwaz Crafts, Face Painting & Balloon Demos, Photography & Camera Crew
Information Table, Merchandise Table



Audra Rox



at last year's event



Liz Queler



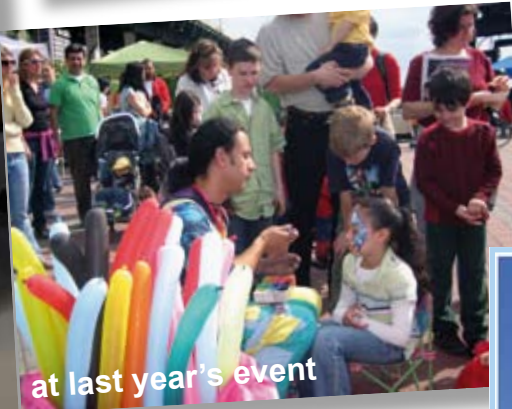
Housewives On Prozac



Nancy Lombardo



Swingset Mamas



at last year's event



*REW



at last year's event



maternal dance®
rhythm for life™

Welcome to Maternal Dance

Maternal Dance is a contemporary and fresh way to stay fit during your pregnancy. Classes combine creative movement, yoga and belly dance for a fun, safe and effective way to prepare for labor, and beyond. Suitable for all levels and stages of pregnancy. No dance experience necessary.

