

IndieGate.com Independent Music Store

IndieGate.com is proud to present the 2010 Independent Music Conference

also sponsored by:



November 2010 • Issue #112 • FREE!

InterMixx.com Independent Music Magazine

SPECIAL IMC/MA CONFERENCE DIRECTORY EDITION



WELCOME TO IMC2010

In 2002 when I began serious preparations for the first Independent Music Conference, I had high hopes for the event, despite being acutely aware of the many challenges I'd be facing. I knew that very few music conferences survive past their first year. I knew that very few ever make a profit, and I was aware that it was going to be a LOT of work, especially since I wanted to turn the very concept of a music conference on its proverbial ear.

What I couldn't know was just how much more difficult it was going to be than I could possibly have imagined.

We started in Philadelphia, and I'd done business in the city, so I was familiar with its reputation as a tough town, but nothing could have prepared me for the reality of trying to present a music conference there. Opposition came from many surprising directions, and it became even more clear that the IMC was a much needed effort. Integrity had to start somewhere, or the fledgling independent music industry was doomed to become simply a newer version of the same old music business that is currently in its death throes.

New cities brought warmer receptions, Dallas, Los Angeles, Charleston... moving the IMC around the country became a definite goal for its future. Nothing says "national music conference" like multiple events in cities all over the U.S., and so we land here once again, in beautiful Northampton, MA. We're very glad to be back for our second year in your fair city, and very glad to have survived well beyond the average life-span of the vast majority of music conferences. This will be our eleventh IMC, and since it's definitely also our largest to date, it most certainly will not be the last!

Thank you to all of you from the bottom of my heart, for the warmest welcome the IMC has ever enjoyed. I know you are going to like what we're bringing to you, and I hope you'll want us back year after year. If all goes well, 2011 will reinstate multiple IMC presentations, with our return to Los Angeles, and if you'll have us... another IMC/MA!

My deepest thanks,
- Noel Ramos - Executive Director, IMC2010



NEW! Digital Delivery Sell Your Music!

Now you can sell your digital singles directly to your fans, no distributors needed, no middlemen!

IndieGate.com

On Demand, Instant Download, Digital Delivery!

Join the revolution, sell your MP3s through the IndieGate!

SPECIAL THANKS TO OUR INSTRUCTORS

Al Foster
Al Sax
Anthony Reeves
Athena Reich
Ben Escobedo
Bill Pere
Carrie Ferguson
Chris McCarvill
Christopher Payne-Taylor
Craig Harris
Darryl Gregory
Duane Lee Holland
Eric DeFontenay
Hugh Brown
Jack Storey
Jay Mankita
Jeff Gargas
John Phillips
Jonathan Reed
Jordan Tishler
Keith Center
Kimball Packard
Laura Williams
Leslie Anne Rios
Lou Plaia
Marcy Gregoire
Michael Harrington
Niki Sapp
Noel Ramos
Randy Young
Rob Walker
Tommy Byrnes
Ulf Oesterle
Xavier J. Powell

Executive Director: Noel Ramos
Associate Director: Elaine Law-Ramos

Staff: Barbara Haid, Kevin Conaway, Otis Taylor, Kristen Paiva, Joanne Paiva Cunningham, Tim Britt, John Kleinschmidt

Volunteers: Jack Tucker, Austin Turnage, Carrie Ferguson, Jess Byrnes, Ari Pliskin, Daniel Fontaine, Julianne Jones, Zoe Salls

Directory Design/Layout, Graphics, Web and Data
Noel Ramos, Kristen Paiva, Jess Byrnes - InterMixx.com

SPECIAL THANKS TO OUR IMC/MA VENDORS

IndieGate.com • Online Independent Music Store
304 Main Ave. PMB287, Norwalk, CT 06851 • 203 483 1798

Sennheiser Electronic Corporation
1 Enterprise Drive, Old Lyme, CT 06371
(860) 434-9190 • www.sennheiserusa.com

Connecticut Songwriter's Association
Bill Pere • info@ctsongs.com • www.ctsongs.com

Sovereignty Music Services
P.O. Box 762, Bernardston, MA 01337
Tommy Byrnes • 413-648-9595 • www.sovereigntymusic.com

PowerTown Music
24 3rd St., Turners Falls, MA 01376
413-863-9576 • jared@powertownmusic.com
www.powertownmusic.com

Blue Cave Studios
917-297-3113 • Fax – 203-426-2036
darryl@bluecavestudios.com • www.bluecavestudios.com

Emmet's Essentials
Rachel Cassia Trigere Besserman
www.emmetsessentials.com

Athena Reich • www.AthenaReich.com

Toussaint the Liberator • www.toussaintliberator.com

Collin Marrero • www.collinmarrero.com

Span of Sunshine • www.myspace.com/spanofsunshineband



PowerTown Music

A social enterprise of
The Brick House Community Resource Center

Providing:

- Outreach & Marketing
- Press Relations and Promotion
- Concert Booking and Event Production
- Recording, CD Duplication, Graphic Design

WWW.POWERTOWNMUSIC.COM

Supporting artists and teaching young adults to work in the music industry

IMC/MA AGENDA

J Entity	-	18 - Thurs - Ballroom		
Jack Tucker	-			19 - Fri - Bar
Jared McCloud	20 - Sat - Union Station (band)	19 - Fri - Ballroom (solo)		
Jill Cagney	-		20 - Sat - Northampton Stage	
Kat Parra Latin World Ensemble	21 - Sun - Union Station			
Katie Sachs	-	20 - Sat - Ballroom		
Kay Pere	-	19 - Fri - Ballroom		
Keith Haydon	-		20 - Sat - PodStage	
Kevin Conaway	-	18 - Thurs - Ballroom		19 - Fri - Bar
Kian Xie	-		19 - Fri - PodStage	20 - Sat - Bar
Laura Siersema	-			19 - Fri - Bar
Leslie Anne Rios	-		20 - Sat - PodStage	
Linda Bonadies	-		18 - Thurs - Northampton Stage	
LUNATIC The Messiah	-		21 - Sun - Northampton Stage	
Maria Marocka	-	19 - Fri - Ballroom	21 - Sun - Northampton Stage	
Mary Casiello	-			18 - Thurs - Bar
Melissa Mitchell	21 - Sun - Union Station			
Miles O*	-	19 - Fri - Ballroom		
Mountain Interval	18 - Thurs - Union Station			
Nataliya Medvedovskaya and NATwork Band	-		21 - Sun - Northampton Stage	
Nikolas Metaxas	-			20 - Sat - Bar
Nobody's Fat	18 - Thurs - Union Station			
PowerTown/Brick House, Copyright Infingement - zine group	-	20 - Sat - Ballroom		
Radio Free Earth	-			19 - Fri - PodStage
Remember September	19 - Fri - Union Station			
Saints & Exiles	20 - Sat - Union Station			
Sarah y su Cachito	-		19 - Fri - Northampton Stage	
Slam One Down	18 - Thurs - Union Station			
Sorrows of Autumn (NP)	-	20 - Sat - Ballroom		
The Devyl Nellys	20 - Sat - Union Station		21 - Sun - Northampton Stage	
The Erin Hobson Compact	-		18 - Thurs - Northampton Stage	
TJay	20 - Sat - Union Station			20 - Sat - PodStage
Toussaint the Liberator	19 - Fri - Union Station			

Our many Panelists, Mentors and Workshop presenters will be making the IMC a highly effective learning opportunity. IMC/MA is a four day event that's packed with great workshops, panels, mentor sessions, and networking opportunities. THIS AGENDA IS FINAL, HOWEVER UPDATES AND CHANGES MAY STILL OCCUR AT THE EVENT - but you should use it to plan your time at the IMC to make the most of it. Watch for duplicated workshops, they have been scheduled more than once to help you avoid conflicts. Check at the Registration table if you have any questions about the schedule.

WEDNESDAY, NOVEMBER 17th

6:00-8:30pm • "UNOFFICIAL DINNER PARTY" An informal get-together for everyone already in town. Join us for dinner, drinks, lots of networking and possibly a bit of music! Meet us at Union Station at 6pm. There are currently about a dozen attending, so please join us. Bring your business cards! Contact us to RSVP.

THURSDAY, NOVEMBER 18th

10:00-11:00 • Drumming Away The Blues: Relieving Stress through Percussion and Rhythm: WORKSHOP (Craig Harris)

Stress - we all have it. Though some prefer to think that it affects only adults, even the youngest child is suspect to its grasp. "We're hearing from teachers all the time," said Carol Venancio, training director for the Springfield, Massachusetts-based Preschool Enrichment Team, Inc., "that children come into their programs full of burdens they carry in from home environments that are stressful." With economic struggle, political conflict, and increasing fear adding to the stress of our lives, a release is urgently needed. Using hand drums and assorted percussion instruments, music educator Craig Harris provides adults and children with a key to that relief and the tools for emotional success. "When one plays a drum or percussion instrument," said Harris, "they're immediately transported into the present. Stress is about dreading the past or fearing the future." Harris' workshops, classes, and performances are multi-faceted experiences. Through guided vocal, imagery, and drumming exercises and interactive participation, preschoolers to senior citizens discover the joys of creating music, using hand drums and percussion instruments to strengthen their ability to work with a group, cooperate with others, follow directions, make decisions, build self-esteem, improve abstract thought processing, creatively express themselves, foster a lifelong love of music, establish a positive mood, and relieve stress.

Music has provided a foundation for the diverse experiences of percussionist, music educator and journalist/photographer Craig Harris. A member of an Obie (Off-Broadway) "best musical" award-winning country-rock band in the 1970s, he's gone on to play drums and percussion on recordings and/or concerts with the Merl Saunders Rain Forest Band, Jonathan Edwards, C.J. Chenier and his Red Hot Louisiana Band, Greg Brown, Rick Danko, Rod MacDonald, Ellis Paul, the Fast Folk Musical Revue, the Hungry Man's Army, and his current band, Miles Orgasmic. A highly respected music journalist/photographer, Harris' interview-based articles, reviews, and photographs have appeared in newspapers, magazines, and music-oriented websites around the globe and he is the author of The New Folk Music, The Music Hound Listener's Guide To Folk Music, and The Music Hound Listener's Guide To World Music. Possessing teaching certification in music and early elementary education, and a Master's degree in education, he's shared his passion for music with students in public and charter schools.

11:00-12:00 • Brand The Band: SEMINAR (Christopher Payne-Taylor)

A music marketing seminar created to help bands or solo artists rise to a new level of competitiveness in an increasingly difficult music industry. Brand The Band exposes musicians to the same marketing, branding, imaging, messaging and naming tools that are the industry standard for advertising, marketing and promotions professionals worldwide.

Instructor, Christopher Payne-Taylor has 20 years of experience as a creative visionary, spearheading brand creation and development, strategic market planning, advertising, promotion and public relations throughout a wide array of industries. He is an accomplished musician and performer -- an acoustic garage rocker by his own BTB-inspired brand -- with a sophisticated intellectualism and punk-flavored sensibility. Co-founder of New York punk band, Karyn Satin & the Bedsheets (his first real branding experience) in the early 1980s, he has since created numerous long-standing brands.

11:00-12:00 • The Step-By-Step Music Career: WORKSHOP (Hugh Brown)

In the 21st century the barriers to a music career are gone, so what's holding you back? Work with Hugh through his 10 Steps to Your Glorious Musical Future and find out where your frustrations lie and how to get around them. Each step comes with practical exercises to allow you to chart your own personalized path to your career goals.

Hugh has traveled all the way from Australia to be with us at IMC2010! This accomplished musician, author and scholar will share his experiences from the land down under, as well as his world-view of independent music.

12:00-1:00 • LUNCH SCHMOOZE

Kick-off IMC with good food and great music, and plenty of networking.

1:30-2:30 • "Freemium," How Do You Make Money in the Age of Free?: SEMINAR (Jon Reed)

Artists across many fields are concerned about the impact of copyright and the future of intellectual property in an era of online content proliferation. In this seminar artists will learn how to respond to these trends, protect their business models and tap into new audiences. The "free" internet era has powerfully impacted intellectual property and the ability of artists to monetize their ventures. However, while some of the implications of diminishing copyright value, content piracy and aggregation are disturbing, "free" also offers new opportunities for creative people to generate revenue and increase their industry visibility. The obstacles to monetizing and protecting copyright will be discussed and successes with creating a competitive advantage through kickass content and/or "freemium" business models will be shared.

Instructor, Jon Reed is an independent analyst and podcaster in the SAP software marketplace. He advises clients on community-based marketing and organic search. The author of Free From Corporate America: A Tactical Guide to Success on Your Own Terms, Jon is an expert in Print on Demand publishing.

3:00-4:00 • Songwriting from the Core: Moving from Concept to Reality: WORKSHOP (Marcy Gregoire)

Examine what it takes to really put yourself out there into the world. Discuss the easiest pathways to making memorable music. Put your instruments

(literally and figuratively) to work and collectively write an original song, and then record it. Discuss the importance and methods of coming to an open and relaxed place within yourself, and/or as a group, in order to create effective music. This workshop will feature a Music Improv Exercise (vocal/instrument jam/movement/songbuilding 'game'), brainstorming topic ideas for an original song, and a collaborative writing experiment.

3:00-4:00 • Digital Recording and the Home Studio: WORKSHOP (Tommy Byrnes)

A workshop designed to help answer the question, "should I invest in a home/project studio or use commercial studios?" With the digital revolution it has become possible for independent artists to record, produce, manufacture and release commercial quality recordings from their own studios. We'll discuss your home recording setup-what you'll need, the equipment involved and your space. We will look at computer-based vs. stand-alones, Macs vs. PCs, laptops vs. desktops, software and MIDI. Designed as an overview to the DIY recording boom.

Instructor, Tommy Byrnes is a musician, engineer, producer and educator. He is the proprietor of Sovereignty Music Services and Sovereignty Recording, a company offering digital recording and engineering, recording production, music business consultation and music career planning. He was a founding member of the Celtic rock band Ockham's Razor, a working band which performed extensively for their twelve year existence. Tommy is a thirty year veteran of the home recording movement, having built his first rig in the early 80s. He teaches recording classes at Greenfield Community College in Greenfield, MA.

4:30-5:30 • Looking for Press in ALL the Right Places: WORKSHOP (Noel Ramos)

Noel has published a music magazine for over 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.

ALL DAY • Sponsor Presentations: Join our sponsors in the Sponsor Presentations Room, for informational presentations about their companies and the products and services they offer independent musicians. The Sponsor Presentations Room is located downstairs, past the front desk and follow the signs. Presentations and times will be posted on the door. Ask about special IMC discounts when you attend an Sponsor Presentations! Also, Rachel Cassia Trigere will be in the Vendor Area, offering chair massages and aromatherapy.

1:00 • SOVEREIGNTY MUSIC SERVICES: Tommy Byrnes is a professional musician with over 25 years in the business, who discovered that the hardest part of making music was finding the right information and guidance, and so Sovereignty was born. Now you can worry less about the ins and outs and concentrate more on the music. Teaching, music production and the business of music are the main areas where Sovereignty can assist you. Additionally, Sovereignty features a fully digital recording studio where students and musicians can record their musical ideas. There are also courses in music production, the music business, and musical instrument instruction. Lessons in guitar, bass, and bodhran (the traditional Irish hand drum) are offered at the studio in Bernardston, MA. The one-hour lessons focus on fundamentals, ear training, exploring the creative process and having fun. Fun is the key to a fulfilling musical experience, whether you are a professional or a kitchen player. So join Tommy for an hour and have some fun!

2:00 • SENNHEISER ELECTRONIC CORPORATION: Established in 1945 in Wedemark, Germany, Sennheiser is the acknowledged world leader in microphone technology, RF-wireless and infrared sound transmission, headphone transducer technology, and in the development of active noise-cancellation. For more than 60 years the name Sennheiser has stood for the highest quality products across all areas of sound recording, transmission and reproduction. Sennheiser's E-Series Microphones and other products are priced right for indies, and deliver professional results. Join Ben Escobedo for product demonstration and Q&A.

3:00 • CONNECTICUT SONGWRITERS ASSOCIATION: Established in 1979, CSA is one of the oldest and largest songwriter associations in the U.S., known from coast to coast. Open to songwriters of all ages, styles, and aspirations, CSA is home to some of the most successful Indie artists. The organization has helped thousands of artists achieve their goals. CSA song critiques are considered among the best in the industry. CSA Founder Bill Pere will explain how CSA Membership may be one of the best resources you will find!

4:00 • DIGITAL BEAR ENTERTAINMENT: Jordan Tishler is a music producer with 20 years experience and credits including Kevin Lyttle, The Lustkillers, Dave Booda, and The Lorax Tree. He is president of Digital Bear Entertainment, runs a large Solid State Logic (SSL) based studio in Boston, and manages several national acts including Dave Booda and The Lorax Tree. Additionally, Jordan helms Songsforsync.com, a music licensing company that places indie music in TV and Film.

5:00 • REVERBNATION: ReverbNation is the leading online music marketing platform used by over 850,000 artists, managers, record labels, venues, festivals/events and other music industry professionals to grow their reach, influence, and business across the internet. ReverbNation provides free and affordable solutions to individual artists and the music industry professionals that support them in the areas of fan-relationship management, web promotion, digital distribution, social-media marketing, direct-to-fan e-commerce, fan-behavior measurement, sentiment tracking, web-site hosting, and concert booking and promotion. Join Founder Lou Plaia for this informative hour.

6:00 • DINNER HOUR SHOWS! After the Workshops, please join us in the Hotel Bar for some music and relaxing. The Clarion has delicious dinner menu choices for you, and of course a full bar.

8:00 • NIGHTTIME SHOWS! The Ballroom and Northampton stages will fire up at 8pm with awesome IMC performance. Off site, you can enjoy great IMC shows at Union Station. Just minutes from the Clarion and right in the thick of Northampton's club district. Union Station also features two restaurants and a Martini Bar! Enjoy dinner and drinks along with your favorite IMC artists!

FRIDAY, NOVEMBER 19th

10:00-11:00 • Tripling Your Audience with Targeted Songwriting: SEMINAR (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 artistic 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, based on Bill's internationally used "Songcrafters' Coloring Book", provides practical application of the information presented in The 8 Keys to Success in the Music Industry" and is an effective followup to that presentation.

Band/Performer	Union Station	Ballroom	Northampton Stage	PodStage	BarStage
Ambiguities	-	18 - Thurs - Ballroom			
Andy Stewart	-		18 - Thurs - Northampton Stage		
Angeline	-		18 - Thurs - Northampton Stage		
Anthony Kanaley	-		19 - Fri, 20- Sat - NorthamptonStage		
Athena Reich	-				20 - Sat - Bar
Avi Wisnia	18 - Thurs - Union Station				
Big Ace	-		18 - Thurs - Northampton Stage		
Bill Pere	-	19 - Fri - Ballroom			
birdSwing	-		21 - Sun - Northampton Stage		
Blackened Blue		18 - Thurs - Ballroom			
Blue Star Sisters	-		20 - Sat - Northampton Stage		
Brian Thomas Jackson	18 - Thurs - Union Station				
BrodberG	18 - Thurs - Union Station				
Calibudd	-		19 - Fri, 20- Sat - Northampton Stage		
Carrie Ferguson	19 - Fri - Union Station				20 - Sat - Bar
Chelsea Moriarty	-	20 - Sat - Ballroom			
Chris Scanlon & The Other Guys	19 - Fri - Union Station		19 - Fri - Northampton Stage		
Collin Marrero	21 - Sun - Union Station		21 - Sun - Northampton Stage		
Corduroy	-		19 - Fri - Northampton Stage		
Curtis Brand	-		20 - Sat - Northampton Stage		
Daniel Hales & The Frost Heaves	19 - Fri - Union Station				
Darryl Gregory	-				19 - Fri - Bar
Doc Wallace Band	21 - Sun - Union Station				
Dylan MCB	-				18 - Thurs - Bar
Flabberghaster	20 - Sat - Union Station	18 - Thurs - Ballroom			
Groove Shoes	20 - Sat - Union Station				
GroundScore	21 - Sun - Union Station				
Hana Pestle	18 - Thurs - Union Station				
Harbour Grace	19 - Fri - Union Station				
Huge	-		20 - Sat - Northampton Stage		18 - Thurs - Bar

8:00 • NIGHTTIME SHOWS! The Ballroom and Northampton stages will fire up at 8pm with awesome IMC performance. Off site, you can enjoy great IMC shows at Union Station. Just minutes from the Clarion and right in the thick of Northampton's club district. Union Station also features two restaurants and a Martini Bar! Enjoy dinner and drinks along with your favorite IMC artists!

SUNDAY, NOVEMBER 21st

10:00-11:00 • Artist Movement Workshop: WORKSHOP (Duane Lee Holland)

Bring your workout clothes to IMC2010! Duane Holland will present his highly effective performing arts workshop. Get a workout while learning how to take your stage show to the next level. Duane has over 15 years' experience as a Hip-Hop performer/choreographer/lecturer & University instructor, as well as Hip-Hop choreography credits on Broadway. In addition to general information on how to improve your onstage performance with movement, Duane's class reinforces the basic fundamentals of Hip-Hop movement and history. The five styles of Hip-Hop movement will be discussed, but the concentration will be in Hip-Hop and House movement. You'll leave this workshop feeling confident as a mover and entertained as well as educated on the movement and basic history of Hip-Hop Culture.

10:00-11:00 • Brand The Band: SEMINAR (Christopher Payne-Taylor)

A music marketing seminar created to help bands or solo artists rise to a new level of competitiveness in an increasingly difficult music industry. Brand The Band exposes musicians to the same marketing, branding, imaging, messaging and naming tools that are the industry standard for advertising, marketing and promotions professionals worldwide.

Instructor, Christopher Payne-Taylor has 20 years of experience as a creative visionary, spearheading brand creation and development, strategic market planning, advertising, promotion and public relations throughout a wide array of industries. He is an accomplished musician and performer -- an acoustic garage rocker by his own BTB-inspired brand -- with a sophisticated intellectualism and punk-flavored sensibility. Co-founder of New York punk band, Karyn Satin & the Bedsheets (his first real branding experience) in the early 1980s, he has since created numerous long-standing brands.

11:00-12:00 • Artists For Artists PANEL: (Athena Reich (Moderator), Christopher Payne-Taylor, Hugh Brown, Jay Mankita, Kay Pere)

A highly effective meeting of the minds. Experienced indie artists will carry on an open dialogue with attendees, sharing lessons learned, road warrior tales, tips and tricks, warnings and cautions and lots of other useful tidbits from artists, for artists.

11:00-1:00 • DISCourse PANEL: (Noel Ramos (Moderator), Tommy Byrnes, Jordan Tishler, Bill Pere, Rob Walker)

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) on Saturday, in order to provide more effective and practical feedback during the DISCourse panel presentation.

1:00-2:00 • PRO - What You Need To Know: WORKSHOP (Laura Anderson)

Are Performance Rights Organizations all the same? What do they do, and do you need one? From basic principles to advanced knowledge, we'll examine the modern P.R.O.s from a practical perspective. Interactive and question driven, this workshop will cover need-to-know info on copyright, licensing and metadata. Listen for special info on the Performance Right Act - a bill in Congress which would finally let you get paid when your work is played on AM/FM radio.

2:00-6:00 • "CSA Collaboration Workshop" CSA presented by the Connecticut Songwriters Association (Bill Pere and CSA Personnel)

This high-powered 4 hour workshop will open your eyes to the creative and business sides of working with others. Collaboration is a mainstay of the craft and business of songwriting, but navigating the pitfalls to reap the rewards requires knowledge and practice. This workshop, which includes hands-on-collaboration will give you all you need to know. Songs that have come from this workshop in past years have gone on to become fully produced releases. The workshop 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 a mentor to co-write and deliver a completed song. This song will then be performed to the full group, including music business execs at the end of the session

About CSA: Established in 1979, CSA is one of the oldest and largest songwriter associations in the U.S., known from coast to coast. Open to all writers of all ages, styles, and aspirations, CSA is home to some of the most successful Indie artists, and the organization has helped thousands of artists achieve their goals. CSA song critiques are considered among the best in the industry.

6:00 • DINNER HOUR SHOWS! After the Workshops, please join us in the Hotel Bar and the PodStage for some music and relaxing. The Clarion has delicious dinner menu choices for you, and of course a full bar. Please feel free to eat dinner in the PodStage Lounge during the show! It will be a great IMC networking hub.

8:00 • NIGHTTIME SHOWS! The Ballroom and Northampton stages will fire up at 8pm with awesome IMC performance. Off site, you can enjoy great IMC shows at Union Station. Just minutes from the Clarion and right in the thick of Northampton's club district. Union Station also features two restaurants and a Martini Bar! Enjoy dinner and drinks along with your favorite IMC artists!

MENTOR SESSIONS ARE AVAILABLE DURING THE IMC. Please sign up at the Registration Table in order to be seated with the Instructor of your choice for 20 minutes of one-to-one consultation.



125A Pleasant Street,

Northampton, MA • 413-586-5366

Union Station is Northampton's premier steak and seafood restaurant. It is just 3 minutes away from the Clarion. Turn left out of the hotel, past the highway and continue straight onto Pleasant Street. You'll see the sign for Union Station, turn right at Railroad Avenue. Free parking is available, and the paid lot is free after 6pm. The IMC shows take place in the Union Station Ballroom, behind the Restaurants, and just above the Tunnel Bar.



Just below Union Station, be sure to visit the Tunnel Bar for your favorite martini!

Instructor, Bill Pere was named one of the Top 50 Innovators and Guiding Lights of the Music Industry by Music Connection Magazine. He is the author of the internationally acclaimed Songcrafters' Coloring Book: The Essential Guide to Effective and Successful Songwriting and has released 16 original CDs, and several for other artists. Bill is President of the Connecticut Songwriters Association, and his benefit concerts have raised almost \$1,000,000 for charities.

11:00-12:00 • Your Creative Compass: How to Achieve Sustainable Creativity in a Busy Life: WORKSHOP (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. You'll learn ways to deal with writers block, finding subjects to write about, making the time to write and be creative, how to separate pure creative flow from analytical crafting.

Instructor, Kay Pere is 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, Seattle Songwriters Workshop, and IMCs in Philadelphia, Charleston, and Dallas. She has been the official vocal coach for several multi-state competitions. 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 CD, "Even Better Than Chocolate", described in the 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.

11:00-12:00 • Reaching for the Stars - Management is Essential to Your Team: SEMINAR (Jordan Tishler)

Every performing artist thinks they need a manager. Very few really know what a manager can do for them, and how it all works. How do you attract a manager? How does a manager get paid? What does a manager really do to boost your career? Come check in with artist manager Jordan Tishler, who will be discussing the role of a manager in the early phase of an artist's career.

12:30-1:30 • Music Licensing: The Really Sexy Art of Getting Paid: SEMINAR (Jordan Tishler)

How cool would that be? Hearing yourself in film, and getting paid! It's like double dipping! But musical artists and producers need to know how to get there and how to protect yourself along the way. Come find out how it gets done. We 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 Jordan Tishler, multi-award winning music producer and licensing guru at dB.E.Music, a firm dedicated to licensing independent music for use in TV and Film.

Instructor, Jordan Tishler runs Digital Bear Entertainment devoted to Artist Management, Record Production, and Licensing for TV and Film. Through his production, mixing, and career guidance, Jordan has propelled forward the careers of hundreds of artists, including The Motion Sick, Melodeego, Capt'n Kneal, The New Collisions, James O'Brien, Marie's Children on various labels. Jordan holds degrees from Harvard, and has training on multiple instruments. He has studied with Grammy Award nominated Golden Ears David Moulton and 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, dB.E.Music, specializing in placing writers' songs in film and television. Jordan speaks regularly at music conferences like IMC, NXNE, SSCM, MMC. 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.

1:30-2:30 • Pirate Proofing Your Next Release: SEMINAR (Keith Center)

Keith runs an independent, artists driven label out of Washington D.C. In this seminar, he'll discuss the shift of physical media away from content and towards value added solutions. Artists are starting to sell more albums due to value they create in addition to the music. By focusing on creative packaging/bundling, limited accessibility, and other perceived value elements, artist are inspiring their fanbases to purchase products at a premium despite the music being readily available on the internet.

1:30-2:30 • Strategies to Reduce Studio Cost For the Indie Musician: WORKSHOP (Darryl Gregory)

All indie musicians need to have a quality studio recording of their material to distribute to fans and to use as promotional material. Most musicians head to the studio when they are ready to record their next album and when they walk through the doors of the studio the money clock begins to tick. Each tick equals dollars spent for setting up, recording, mixing, discussions and even lunch and dinner. It doesn't matter what you're doing in the physical space of the studio, you booked the time and you're paying for it. So are there strategies to reduce the studio time and thus the studio cost? Sure there are, but it will take some out-of-the-box style thinking and a little audio know how. Here are the topics that we will discuss that will lower your studio costs.

2:30-3:30 • Your Band as a Business: SEMINAR (Jeff Gargas)

Instructor, Jeffrey Gargas is the founder and current president of FTF Records, an independent record label and entertainment company which specializes in artist management, development, and promotion. The 3-year-old label currently features 5 regional acts in several genres. A division of the company, FTF Concerts, is dedicated to promoting local showcases and promotes over 150 concerts yearly. Gargas is a member of NARAS (Grammys) and NARIP and has been a panelist/speaker at Camp Jam 2008, MMC13, and The Tiffin Jazz Summit. Along with his life experiences, he has also trained with some of the world's leading sales and motivational coaches, including Blair Singer and Eric Lofholm.

2:30-3:30 • Partnering With the Nonprofit Sector: How to do Successful Benefits that Pay You Fairly: WORKSHOP (Bill Pere)

Non-profit does not mean no-profit. Music has great power to move people to act. When effectively harnessed, an artist can significantly enhance their audience size, reach, cd sales, and income, while also effecting positive social change. Through selective partnerships with the nonprofit sector, artists can develop a following of stakeholders and partners in success, in addition to just fans. This workshop presents tried and true techniques for presenting benefit events which will (a) to expand the reach of your music, (b) cultivate new and loyal following, (c) increase merchandise sales, and (d) have their music and message make a difference in some aspect of our society. The techniques presented here have been used by Bill to raise almost \$1,000,000 through his shows.

3:00-4:00 • "Convergence, Everything Through One Pipe" PANEL: (Noel Ramos (Moderator), Tommy Byrnes, Lou Plaia, E. Michael Harrington, Jon Reed, Eric DeFontenay, Christopher Payne-Taylor, Hugh Brown)

Technology keeps advancing at a dizzying pace. As was predicted two decades ago, everything is starting to come together into one massive stream of media. One pipe now carries everything into our homes; TV, phone, internet, movies, games, emergency services, security systems, remote control

for cars and appliances, retail purchasing... even our love lives! We all carry portable computers, phones, internet devices and other amazing bits of technological wizardry. As our world converges, and we become connected in ways never imagined only a few short years ago, how does an artist keep up? How important is it for an indie to ride this breakneck wave of ones and zeros? Can convergence create new opportunities for additional revenue streams? Join us and discuss this important "big picture" topic and prepare yourself for the world of tomorrow, because these days, it really is TOMORROW!

3:30-4:30 • The Performing Songwriter's Paint Box - Vocal Workshop: 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. Learn to control the nuances of enunciation and vocal coloration that will make your songs carry your message most effectively.

4:30-5:30 • The 8 Keys to Success in the Music Business: WORKSHOP (Bill Pere)

The music industry is first and foremost a people-driven business, Success is based on networking and personal relationships. In taking a song from creation to realization, there are many roles that must be filled, and skills which must be brought to bear. Understanding how a person prefers to take in information, make decisions, and communicate with others gives you an immeasurable advantage in negotiation, selling, collaborating, and working as part of a group.

ALL DAY • Sponsor Presentations: Join our sponsors in the Sponsor Presentations Room, for informational presentations about their companies and the products and services they offer independent musicians. The Sponsor Presentations Room is located downstairs, past the front desk and follow the signs. Presentations and times will be posted on the door. Ask about special IMC discounts when you attend an Sponsor Presentations! Also, Rachel Cassia Trigere will be in the Vendor Area, offering chair massages and aromatherapy.

2:00 • *SOUNDEXCHANGE: What It Is, Why It Pays, and How to Get Your Share. SoundExchange will explain how registering (free!) with them can earn you royalties for plays on satellite radio, Internet radio, cable TV music channels and other services that stream sound recordings. SoundExchange is a non-profit, and an important source of revenue for all artists (big and small) and labels (indie and major): they've distributed over \$537 million to artists and labels so far, but thousands of artist and labels don't know they need to register, and millions in royalties haven't yet been claimed.*

3:00 • *CONNECTICUT SONGWRITERS ASSOCIATION: Established in 1979, CSA is one of the oldest and largest songwriter associations in the U.S., known from coast to coast. Open to songwriters of all ages, styles, and aspirations, CSA is home to some of the most successful Indie artists. The organization has helped thousands of artists achieve their goals. CSA song critiques are considered among the best in the industry. CSA Founder Bill Pere will explain how CSA Membership may be one of the best resources you will find!*

4:00 • *REVERBNATION: ReverbNation is the leading online music marketing platform used by over 850,000 artists, managers, record labels, venues, festivals/events and other music industry professionals to grow their reach, influence, and business across the internet. ReverbNation provides free and affordable solutions to individual artists and the music industry professionals that support them in the areas of fan-relationship management, web promotion, digital distribution, social-media marketing, direct-to-fan e-commerce, fan-behavior measurement, sentiment tracking, web-site hosting, and concert booking and promotion. Join Founder Lou Plaia for this informative hour.*

5:00 • *DIGITAL BEAR ENTERTAINMENT: Jordan Tishler is a music producer with 20 years experience and credits including Kevin Lyttle, The Lustkillers, Dave Booda, and The Lorax Tree. He is president of Digital Bear Entertainment, runs a large Solid State Logic (SSL) based studio in Boston, and manages several national acts including Dave Booda and The Lorax Tree. Additionally, Jordan helms Songsforsync.com, a music licensing company that places indie music in TV and Film.*

6:00 • DINNER HOUR SHOWS! After the Workshops, please join us in the Hotel Bar and the PodStage for some music and relaxing. The Clarion has delicious dinner menu choices for you, and of course a full bar. Please feel free to eat dinner in the PodStage Lounge during the show! It will be a great IMC networking hub.

8:00 • NIGHTTIME SHOWS! The Ballroom and Northampton stages will fire up at 8pm with awesome IMC performance. Off site, you can enjoy great IMC shows at Union Station. Just minutes from the Clarion and right in the thick of Northampton's club district. Union Station also features two restaurants and a Martini Bar! Enjoy dinner and drinks along with your favorite IMC artists!

SATURDAY, NOVEMBER 20th

10:00-11:00 • Drumming Away The Blues: Relieving Stress through Percussion and Rhythm: WORKSHOP (Craig Harris)

Stress - we all have it. Though some prefer to think that it affects only adults, even the youngest child is suspect to its grasp. "We're hearing from teachers all the time," said Carol Venancio, training director for the Springfield, Massachusetts-based Preschool Enrichment Team, Inc.," that children come into their programs full of burdens they carry in from home environments that are stressful." With economic struggle, political conflict, and increasing fear adding to the stress of our lives, a release is urgently needed. Using hand drums and assorted percussion instruments, music educator Craig Harris provides adults and children with a key to that relief and the tools for emotional success. "When one plays a drum or percussion instrument," said Harris, "they're immediately transported into the present. Stress is about dreading the past or fearing the future." Harris' workshops, classes, and performances are multi-faceted experiences. Through guided vocal, imagery, and drumming exercises and interactive participation, preschoolers to senior citizens discover the joys of creating music, using hand drums and percussion instruments to strengthen their ability to work with a group, cooperate with others, follow directions, make decisions, build self-esteem, improve abstract thought processing, creatively express themselves, foster a lifelong love of music, establish a positive mood, and relieve stress.

10:00-11:00 • Life after DIY - Hiring a Pro Mixer: How, Why, and What You Can Do to Get The Best Results: SEMINAR (Jordan Tishler)

In the indie music world, we've finally started to see a trend toward hiring professionals again. Yet, budgets are more limited than ever before, and we want to get the best music made for the least cost. DIY recording is here to stay. Hiring a professional mixer is a great way to keep expenses in check while benefiting from their years of musical and technical artistry and experience. If you're considering working with a professional mixer, how do you pick them? What should you expect them to do for you or not? What should you expect it to cost? What can you as recording engineer, artist, and maybe even

producer, do to make it easier and quicker (aka cheaper) for them to give you the product you need? There are some very basic ideas and rules you can follow that will save you headaches and cash. Come learn from mixer Jordan Tishler how to make the most of your opportunities.

11:00-12:00 • Lost Luggage: How Bad Metadata Cost the Industry Suitcases of Cash: WORKSHOP (Laura Williams)

The digital music economy counts revenue in fractions of pennies, which means you'll have to conquer the metadata monster to make sure every cent gets back to you. Take a peek at the billions of data points - from who played on what track to who owns the rights - that ultimately determine how much recognition, credit, and cash ultimately goes to the artist. Learn what we can each do: digital aggregators, distribution services, artists, copyright holders, and the whole music community, to take on the complex challenges of the industry's metadata crisis.

12:30-1:30 • "Gender/Race Equality Issues For Independent Artists" PANEL: (Moderator: Noel Ramos, John Phillips, Athena Reich, Carrie Ferguson, Atty. Anthony Reeves)

In today's more tolerant world, many artists are choosing to openly express their sexuality as part of their professional persona. Gone are the days of George Michael, being marketed by his label to his fans as a "ladies' man." Independent artists are making bold choices and expressing their preferences in their song lyrics, in their dress and onstage performance, and perhaps most importantly - through their activism. But there is still all too much discrimination against women, minorities, LGBT individuals and even religions in the music industry. How do independent artists make these choices and deal with discriminatory practices? How do their choices affect them personally and professionally? What can be done to increase acceptance and understanding? What recourse is available to an artist who is treated unfairly? All this and more will be covered during this important panel discussion.

2:00-3:00 • "Crowdfunding, The new Independent Music Business Model?" PANEL: (Moderator: Noel Ramos, Eric DeFontenay, Kimball Packard, Jordan Tishler, Keith Center, Athena Reich)

You may have heard of websites like Kickstarter.com, where indie artists are raising large sums of money to fund their careers. Ben Hardt just raised \$10,000, Kristin Diable raised \$15,083 from only 114 backers, and in only 53 days, Jill Sobule raised a whopping \$75,000 through fan donations in order to produce, manufacture, distribute and promote her recent studio album. Can "fanfunding" work for you too? What does it take to finance an independent music career in this brave new market? What works and what doesn't work when trying to raise capital from your fans? Listen to artists who have done it, Managers who have helped make it happen, and industry people who feel it may be the future of the independent music model. Discuss your current crowdfunding efforts or find out more about the topic if you plan to try it next year.

3:00-4:00 • Digital Recording and the Home Studio: WORKSHOP (Tommy Byrnes)

A workshop designed to help answer the question, "should I invest in a home/project studio or use commercial studios?" With the digital revolution it has become possible for independent artists to record, produce, manufacture and release commercial quality recordings from their own studios. We'll discuss your home recording setup-what you'll need, the equipment involved and your space. We will look at computer-based vs. stand-alones, Macs vs. PCs, laptops vs. desktops, software and MIDI. Designed as an overview to the DIY recording boom.

3:30-4:30 • "Social Media, Marketing and More" PANEL: (Moderator: Jon Reed, Noel Ramos, Ulf Oesterle, E. Michael Harrington, Keith Center, Kimball Packard, Laura Williams)

MySpace's amazing popularity may be waning, but as facebook rises up even greater, it's clear that Social Media itself is far from in decline. This panel will discuss the many different facets of social networking, especially as it pertains to marketing yourself as an independent musician. We'll discuss the "less is more" strategy of focusing on what works and ignoring distractions, avoiding viruses, phishing scams and the ultimate zapperoo... profile deletion!

5:00-6:00 • "Media Challenge" PANEL: (Bill Pere, Al Foster, Al Sax, Craig Harris, 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. 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 also discuss leveraging the "new radio" for exposure and networking through the media itself.

6:15-7:15 • DISCourse Closed Session (panelists only)

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 Saturday, November 20th at 5:00 at the registration table. OPEN PANEL will be on Sunday, November 21st from 10:00-12:00.

ALL DAY • Sponsor Presentations: Join our sponsors in the Sponsor Presentations Room, for informational presentations about their companies and the products and services they offer independent musicians. The Sponsor Presentations Room is located downstairs, past the front desk and follow the signs. Presentations and times will be posted on the door. Ask about special IMC discounts when you attend an Sponsor Presentations! Also, Rachel Cassia Trigere will be in the Vendor Area, offering chair massages and aromatherapy.

2:00 • *SOVEREIGNTY MUSIC SERVICES: Tommy Byrnes is a professional musician with over 25 years in the business, who discovered that the hardest part of making music was finding the right information and guidance, and so Sovereignty was born. Now you can worry less about the ins and outs and concentrate more on the music. Teaching, music production and the business of music are the main areas where Sovereignty can assist you. Additionally, Sovereignty features a fully digital recording studio where students and musicians can record their musical ideas. There are also courses in music production, the music business, and musical instrument instruction. Lessons in guitar, bass, and bodhran (the traditional Irish hand drum) are offered at the studio in Bernardston, MA. The one-hour lessons focus on fundamentals, ear training, exploring the creative process and having fun. Fun is the key to a fulfilling musical experience, whether you are a professional or a kitchen player. So join Tommy for an hour and have some fun!*

3:00 • *SOUNDEXCHANGE: What It Is, Why It Pays, and How to Get Your Share. SoundExchange will explain how registering (free!) with them can earn you royalties for plays on satellite radio, Internet radio, cable TV music channels and other services that stream sound recordings. SoundExchange is a non-profit, and an important source of revenue for all artists (big and small) and labels (indie and major): they've distributed over \$537 million to artists and labels so far, but thousands of artist and labels don't know they need to register, and millions in royalties haven't yet been claimed.*

6:00 • DINNER HOUR SHOWS! After the Workshops, please join us in the Hotel Bar and the PodStage for some music and relaxing. The Clarion has delicious dinner menu choices for you, and of course a full bar. Please feel free to eat dinner in the PodStage Lounge during the show! It will be a great IMC networking hub.