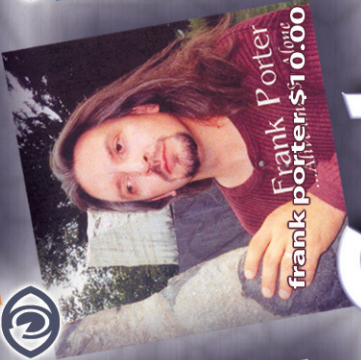
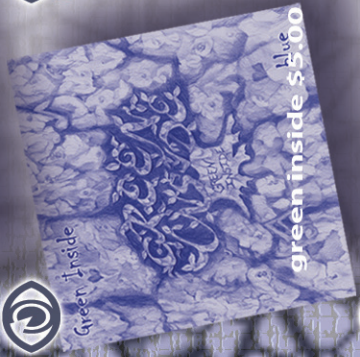


special conference guide

# IndieGate

## ONLINE INDEPENDENT MUSIC STORE

IndieGate.com is proud to present the Independent Music Conference, 2004. Watch for special IMC performances by the IndieGate artists marked with an (N)



# InterMix

September 2004 • Issue #94 • FREE!

Offline Edition

IMC2004 is  
September  
2nd-6th



independent music conference

Performers  
Workshops  
Immie Awards  
Nightclubs  
VIP Party



www.IndieGate.com

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### Pick up these passes at any area Tower Records store...


Just turn in these IMC postcards at any participating IMC Performance venue and get free admission! Use the postcards to get discounts on great food at Cavanaugh's and Le Champignon too! Check these schedules to plan your nights and enjoy all the great music of the IMC2004.

**IMC2004**  
is bringing  
the music  
to Philly!



Incredible performers from all over the country are coming to Philly September 2-6th!  
**Get FREE ADMISSION with this card**  
Check the web site for more info.

**IndieFans.com**


||||| Tokio Ballroom |||||

Tokio Ballroom - FRIDAY 9/3 SCHEDULE		
TIME	PERFORMER	NOTES
10:00 PM	Waterplanet	Two for one dinner
11:00 PM	Gordon Vincent	dinner special with
12:00 AM	Mark Boucot	laminated or postcard
1:00 AM	Joe Caprice	
Tokio Ballroom - SATURDAY 9/4 SCHEDULE		
10:00 PM	Lewd Buddha	Just a few blocks from the Sheraton: 122-124 Lombard St.
11:00 PM	Sputnik	
12:00 AM	Rule 56	
1:00 AM	Cuzin D	
Tokio Ballroom - SUNDAY 9/5 SCHEDULE		
9:00 PM	Lions Den Squad	
10:00 PM	AJ Harp	
11:00 PM	Morex Optimo	
12:00 AM	Tokyo Tramps	

Abilene - FRIDAY 9/3 SCHEDULE		
TIME	PERFORMER	NOTES
9:00 PM	Luzer	Hosted by <b>Melissa St.Jude</b> of 94WYSP!
10:00 PM	Kilgore Trout	
11:00 PM	Cori Yarkin	
12:00 AM	Fluttr	
1:00 AM	Abacus Crashing	
Abilene - SATURDAY 9/4 SCHEDULE		
9:00 PM	The Harlequin	A short walk from the Sheraton: 429 South Street
10:00 PM	underwhelmed	
11:00 PM	Green Inside	
12:00 AM	KK	
1:00 AM	Tokyo Tramps	

Fergie's Pub - FRIDAY 9/3 SCHEDULE		
TIME	PERFORMER	NOTES
10:00 PM	Green Inside	
11:00 PM	Marianne Kesler	
12:00 AM	Mia Kim	
1:00 AM		
Fergie's - SATURDAY 9/4 SCHEDULE		
9:00 PM	Libby Lavella	Nearby the Sheraton: 1214 Sansom Street
10:00 PM	Joe Caprice	
11:00 PM	Frisbitar	
12:00 AM	Brian Wiltsey	
1:00 AM	Shadyside Allstars	

Club 218 - FRIDAY 9/3 SCHEDULE		
TIME	PERFORMER	NOTES
9:00 PM	The Jersey Blondes	<b>Live on the Radio!</b> Hosted and broadcast live by Dr. Lou of WNJC!
10:00 PM	Jackass	
11:00 PM	Bluish	
12:00 AM	Step 13	
1:00 AM	Showin Tell	
Club 218 - SATURDAY 9/4 SCHEDULE		
9:00 PM	Trap Door	Only 4 blocks from the Sheraton: 218 South Street
10:00 PM	Fallsafe Nation	
11:00 PM	Leviathan	
12:00 AM	Big Fast Car	
1:00 AM	Shift	

Show your IMC postcard:

**2 FOR 1 DINNER SPECIAL**  
at **Le Champignon** -  
**Just Below Tokio Ballroom**  
French, Japanese,  
Thai cuisine and Sushi Bar

**25% OFF ALL FOOD**  
at **Cavanaugh's**  
Join us for IMC  
dinner hour shows at  
this great outdoor eatery.

Cavanaugh's River Deck - FRIDAY 9/3 SCHEDULE		
TIME	PERFORMER	NOTES
6:00 PM	Jim Speese	25% OFF all food
7:00 PM	Jessi Hamilton	with IMC laminate
8:00 PM	The Harlequin	or postcard!
9:00 PM	Maya Azucena	
Cavanaugh's River Deck - SATURDAY 9/4 SCHEDULE		
5:00 PM	Robyn Harris	
6:00 PM	Christina Ward	
7:00 PM	Maria Marocks	
8:00 PM	Swampbytyche	
9:00 PM	Jenna Drey	
Cavanaugh's River Deck - SUNDAY 9/5 SCHEDULE		
5:00 PM	Marianne Kesler	On the water, just a few blocks from the Sheraton: 417 North Columbus Blvd.
6:00 PM	Frank Porter	
7:00 PM	Leslie Berry	
8:00 PM	Cuzin D	
9:00 PM	Mia Kim	

WYSP's Melissa St.Jude  
CoHosts the  
**Immie Awards**  
**Thursday 9/2**  
**FREE FOOD, BEER & WINE**  
(Starts at 8pm, limited time)

Hamilton Room

|||||

Hamilton Room - WEDNESDAY 9/1 SCHEDULE

TIME	PERFORMER	NOTES
V.I.P. Party		
8:00 PM	Carl Harris	Open Bar, Free Buffet
9:00 PM		from 8-9pm
10:00 PM	Anna Cheek	
11:00 PM	Mistic Rein	

Hamilton Room - THURSDAY 9/2 SCHEDULE

8:00 PM	Kay Pere	<b>Immie Awards!</b> <i>Hosted by Noel Ramos and Melissa St.Jude</i>
9:00 PM	Entropy	
10:00 PM	Bill Pere	
11:00 PM	Grubspoon	

Hamilton Room - FRIDAY 9/3 SCHEDULE

9:00 PM	Work Release
10:00 PM	Cloud Party
11:00 PM	KK
12:00 AM	Kairos
1:00 AM	Tah Phrum Da Bush

Hamilton Room - SATURDAY 9/4 SCHEDULE

9:00 PM	Work Release	<b>Located right inside the Sheraton Hotel!</b>
10:00 PM	Frank Porter	
11:00 PM	Silence	
12:00 AM	Fluttr	
1:00 AM	CEL	



www.MelissaStJude.com

# WORKSHOPS, PANELS, MENTOR SESSIONS AGENDAS, BIOS, AND PERFORMANCE SCHEDULES FOR IMC2004

Our many Panelists, Mentors and Workshop presenters will once again be making the IMC a highly effective educational experience for all attendees. The people selected to teach at the Independent Music Conference are accomplished members of your peer group. They can speak to you from experience, because they are the hard working indies who are out there in the trenches everyday. They are the people actually making it happen and helping to build our newly emerging industry into a viable alternative to the existing system currently controlled by huge multi-national corporations.

At IMC2004 we'll be discussing the issues that are of concern to independent musicians who want to sell their product directly to their fans. We'll be talking about where we are right now, and where we would like our independent music industry to go as we move into the future. The Agenda of classes last year proved highly effective, as did our policy of presenting each class more than once to prevent schedule conflicts for our attendees. Not only are we repeating many of last year's great workshops, with the instructors returning again as well, but we've also added quite a few new classes that are sure to be of great value.

Use these descriptions to plan your educational agenda at IMC2004. Don't forget to fill out a feedback form for each class you attend. Your input and suggestions will once again help us to keep improving the IMC.

Be sure to check the Daily Agendas for dates and times of each class. Use the Instructor Bios to plan your Mentor Sessions and to learn more about each industry person's qualifications.

## PANELS

### • Where Are We and Where Are We Going? - The State of the Indie Music Industry

A general overview discussion of the independent music industry. They said it couldn't be done, but here we are, many thousands of indie musicians using the new technologies to advance a career outside of the traditional market. Where are we right now, and where do you see us going?

### • Digital Delivery...

It's here! Digital delivery is a reality. The moment we have all been anticipating has arrived, and now it remains to be seen how it will affect the market. This panel will be a cutting edge discussion of this critical development. Topics will include protection of intellectual property rights, digital distro deals, and the state of the emerging digital delivery market.

### • Technology Overview

Broad Based Q&A re: gear, instruments, recording, replication, performance, and other tech topics.

### • Win/Win or No Deal!

In this panel, Entertainment Attorneys and other industry members will discuss ethics in the

new indie market, and the importance of striving for mutually beneficial, synergistic business dealings. Discussion will focus on the sometimes difficult task of saying "Thanks, but no deal" even if you'd be the winner in a win/lose situation.

### • Media Challenge

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 media?

### • Indie Label Deals

In this panel discussion, indie label representatives and other industry members will discuss the wide range of indie labels, and describe the different kinds of deals that they get involved with. Is entering into a contract with an indie label the right move for you? Learn more about some of the less traditional companies that are redefining the music industry one small chunk at a time.

### • What's My Line?

Producers, managers, booking agents, engineers, and others will describe their jobs and who does what. It can be a bit confusing when you are considering bringing a new team member aboard, especially if it's a manager, or a lawyer. It can also be very helpful to know more about what you should, and shouldn't expect from an engineer in the studio, or a booking agent, or publicity person. This workshop will help you determine what to look for in your business relationships.

### • Street Teaming and Buzz Building

Members of the promotional side of the market will discuss the importance of incorporating a serious street teaming effort into your overall indie business efforts. Methods for attracting street teamers, rewarding them, managing the program and brainstorming other new promotional ideas will be highlights.

### • Merch, Expanding Your Revenue Streams

This brainstorming session will include ideas for increasing CD sales, creating alternate revenue streams, and expanding overall sales and income efforts. Diversifying your revenue streams gives you more security than if all your income is based on only one or two sources. Seek opportunities that can lead to supplemental income and round out an indie career.

### • Publishing, Fact and Fiction

The complex business of publishing will be discussed including: role of the publisher, benefit of their expertise to the songwriter, writer's share, publisher's share, statutory rates, the functions of the PROs, sync licensing, master use licensing, artist royalties (related but often confused with publishing), as well as which royalties are paid by radio. The myths that you should never assign or "give up" your publishing interests, and that artists should co-publish their songs or "retain 25% for nothing" will also be discussed.

### • DISCourse

A unique listening and discussion group where artists can get real world feedback on their CDs. Panelists will review submissions on Friday in a closed session (panelists only), in order to provide more effective and practical feedback on Saturday during the DISCourse panel.

## WORKSHOPS

### • Financial Planning for Indies

- Daryle Seidman

Daryle is a financial planner specializing in the arts and entertainment industry. This Workshop will cover a number of topics such as: treating your music career as a business, establishing life, health & disability benefits for your band, managing taxes, royalties and advances, and creating a sound financial plan for the future.

### • The Singer/Songwriter - Voice and Vocal Performance - Steven Memel

Steven Memel is an internationally acclaimed voice and vocal performance coach. He brings to his teaching a vast array of experience and credits. In his private practice he has coached artists who have recorded on such labels as

Sony, BMG, Jive, J Records, and DreamWorks. He has also contributed his coaching skills to the new Artists Development Program at Musicians Institute in Hollywood, UCLA, USC, the Los Angeles County High School for the Performing Arts, and HAW, an international performing artists organization working both here and in Europe. In this workshop Steven will cover a variety of topics to assist singer/songwriters, such as: How the voice works, Independence of motion and activity exercises, Focus exercises, Becoming the artist, and more.

### • Basic Legal Concerns for Indie Musicians

- Vlad Kushnir - Entertainment Attorney

Topics covered: Basics of Copyright law, Trademarks & domain names (protection of artist's name,) Right of publicity, Partnership issues (relationship among members of a group.) Bring a lot of questions with you to this workshop, and be prepared to take notes!

### • InterMixx Internet Workshop

- Noel Ramos

With over 25 years of experience in a variety of arts and music related fields, and an early adopter of all things internet, Noel has become well-known as an internet guru and regularly presents on the topic. In this Workshop, all manner of internet related questions will be encouraged with a special focus on destroying the imaginary boundaries between "internet marketing" and "real-world marketing."

### • Disc Makers Preparing for Replication

- Jim Brett and Jim McGrath

In this workshop, taught by the pros from the largest manufacturer of independent music CDs in the country, you will learn how to save time and money, and avoid costly mistakes and aggravation as you approach your first, or your next replication project. The importance of the time-line will be stressed and advice on how to stick to it will be offered. Take lots of notes in this one so you don't repeat that too-often heard horror story of a CD Release Party with no CDs!

### • Rock Solid Rehearsal Techniques

- Steven Memel

This workshop is for performers of all types, singers as well as instrumentalists, individuals as well as bands. In this workshop you will be taught how to stop wasting valuable rehearsal time, maximize your efforts, and become as solid as a rock on your material. This will not only save you time, but money as well. You will be far better prepared for gigs and recording sessions. Steven will teach you simple yet powerful techniques that will forever change the way you approach your practice time. Learn how to break down your song for targeted work, how to permanently fix problem areas, how to get your band to play tighter than ever before, how to learn so you never forget, what are the rhythms that internalize music, and much more. From the comfort of knowing your material inside out comes the most fun, spontaneous and crowd-pleasing gigs you could ever wish for.

### • Ear-responsibility: Hearing Concerns for the Musician - Elaine Law, CCC-SLP/A

Elaine holds two graduate degrees and national certifications in the areas of speech-language pathology and clinical audiology. With over twenty-five years of combined professional experience, she has presented numerous workshops in her home state of Connecticut and at national conventions, and has taught at both the undergraduate and graduate college levels. This workshop will focus on the effect that noise can have on ones hearing and the preventative measures that performers can take to reduce their risk of permanent loss.

### • Legal Contract Concerns - Greg Seneff

An accomplished Entertainment attorney from Nashville, Greg is the producer and instructor for the audio series "MusicLawBiz™" and has earned a reputation as a man of integrity. His highly effective contract workshops take the mystery out of all that legal mumbo-jumbo. Learn what you should be aware of whenever you consider signing a contract. Clause by clause, Greg will dissect a typical boiler-plate agreement and explain in easy to understand terms, what it really means! Know what you are agreeing to, attend this workshop!

### • Neo Soul and Spoken Word - Best Kept Secrets of the Trade - Maurice Henderson

This workshop will present the best kept secrets and tricks of the trade for breaking into the mainstream fields of the Arts, Entertainment, Broadcast Media and the Music Industry, plus the transformation techniques suggested for genre streaming as print media and literature features. Participants will be taught the prosperity of earning income from the artistic licensing, serial options and franchise merchandising of their talents, skills, abilities, ideas, and creativity.

### • How Not to get Screwed in the Music Business - Jerry Hand, Esq.

The music industry is not for the faint of heart. The path to success in music is tough enough under the best of circumstances. Unfortunately, there are many scam artists lurking, (some disguised as friendly managers, producers, promoters, label execs, and yes, even attorneys), looking to take advantage of unsuspecting artists and songwriters. The workshop instructor will demonstrate some of the most common techniques used by music predators. He will also share important tips for unsigned artists and start-up independent labels on how to avoid making critical money-wasting mistakes.

### • Get the Edge: Mining the Gold From Your IMC (Workshop 1: Preparation for Success)

- Wendy Keilin

Chance favors the prepared mind. Opportunities abound at the IMC to make the great leap forward in your music career - a wealth of great information to put to use, valuable contacts to get you to the next level. Finding and making the most of these opportunities requires careful planning and diligent follow-through. The harsh truth: MOST PEOPLE DO NEITHER. My work provides the missing elements that guide people to success. In this interactive workshop, we'll work with some of these elements - setting a clear goal and vision for where you want to be, designing a step-by-step plan to get there, and shifting the limited thinking that keeps us from having what we truly desire. You'll discover how to use your IMC experience to best advantage - how to ferret out the information and contacts YOU need, how to recognize the unpolished gems that await you, how to make them yours, and how to follow through to turn them to gold after the party's over.

### • Get the Edge: Mining the Gold From Your IMC (Workshop 2: Effective Follow-Through)

- Wendy Keilin

Part 2 of Wendy's workshop. This class will continue the instruction begun in Part 1.

### • It's the Music BUSINESS!

- Marcy Rauer-Wagman

Business Entities for the Indie Musician, Label... whatever. We'll talk about the various kinds of business entities, why you need them, how you can set one up, and which one may be appropriate for you - LLCs, Sole Proprietorships, Partnerships, C, S and Loan-Out Corporations. We'll talk about Band Partnership agreements and why you need one. We'll address trademarks - what they are, how you get them, and why they're important to you. Handouts will be prepared for your reference.

### • Songsalive! Songcamp(tm) at IMC2004 - Toni Koch & Libby Lavella

Songsalive! conducts an all-day, high powered, focused songwriting seminar where songwriters and composers can gain valuable feedback on their music in critique sessions, and collaborate in co-writing with other writers under the guidance of special Songsalive! songwriter mentors. Workshop - critique sessions - co-writing - networking. The Songsalive! Songcamp presents a songwriting critique workshop in the A.M (submit your songs early in the conference for selection and include lyrics and contacts), with a lunch break, followed by an intensive co-writing session/camp where songwriters are split into groups under the guidance of mentors. Students will then perform their song for the class.

### • Killer Results From Your Studio Experience - Marshall Deasy

Be prepared before you enter the studio so that you can make the most of your valuable time there. Don't waste precious studio time on tasks that

more on page 5

This IMC2004 Edition of the InterMixx Webzine for September 2004, Offline Edition was brought to you by: InterMixx.com, Inc.

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MixxMag@InterMixx.com

A full-page photograph of Jenna Drey, a blonde woman with a pink bow in her hair, wearing a leopard print dress and jeans, posing against a background of wooden slats.

PERFORMING:

**SEPTEMBER 4, 2004**

**AT 9:00 PM**

**CAVANAUGH'S**

**RIVER DECK**

**417 N. COLUMBUS**

**BLVD, ON THE RIVER**

\* 2004 VH-1 "Song of the Year Contest" for best Dance Song

\* 2003 Grand Prize winner for Gibson DSA Songwriting Contest

\* "Jenna Drey gives me hope in a frustrating industry that great music will be heard" Michael Laskow, CEO Taxi

\* "In an age where so many acts are using beats and effects with no feeling, songs like these are an exception" Miami, Herald

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JENNA DREY

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TRIBECCA

workshops, continued from page 2

could have been handled ahead of time. Learn from an experienced recording studio owner and save yourself time and money on your next studio project.

♦ Online Marketing: What Is It?

- *Chip Schutzman*  
Workshop on online marketing and promotions for indie artists. Important resources and sites, general advice and counseling.

♦ Maintaining Artistic Integrity while Running Your Career as a Business - *RAVI*

Most artists enter into the music business on the path to achieving their dreams and goals. This seminar intertwines the pursuit of dreams, achievement of goals, and the integration of arts into today's business and social environment. RAVI presents ten essential principals ranging from introspective philosophy to practical business methodology. By adopting these principals, artists are able to - Outline dreams, goals, and steps to achieve - Take the above and turn it into a business plan - Execute the plan with an honest but colorful marketing presentation - Discover and exploit niche markets, and cross market - Capture alternative means of financing - Evaluate strengths and weaknesses, using strengths to diminish the weaknesses - Anticipate opportunities - Learn how to network effectively - Find ways to pay bills while bettering the world - and more...

♦ Putting The Emotion In The Music

- *Jason Rubal*  
Covering: backbeat, rhythm structure, emotional line, layering, accents, vocals, breaking out of songwriting bad habits, making a demo that gets you a deal) Also, a restructure of a random audience member acoustic guitar song. Jason is hired by record labels and independently to work as artist development and produce quality music. In the workshop, he will go over techniques and structures that take your good song and make it a hit. From subtle nuances in performance to completely tearing down and rebuilding a song, all aspects will be covered that are needed to get to that next level. Topics include breaking bad habits, looking at your song in a new way, and getting that edge that demands attention, from playing live to making an album.

♦ Music Publishing - The New Business of Music

- *Robert Case*  
What is Music Publishing? What is the trend of Music Industry? This workshop will cover many different topics that relate to this business and will give a basic view of the importance of music publishing as it relates to indies.

♦ The Whys and Hows to Focus Your Career

- *Jean Marc Rejaud*  
The founder and President of Focus Marketing facilitates an exclusive workshop on the whys and hows to focus your career through information analysis and information-driven marketing. During those workshops, Jean Marc Rejaud shares the unique concepts behind Focus Marketing, including the development of Fortune 100-inspired business plans for independent artists and labels. During the workshop, participants will be exposed to unique marketing concepts linked to information analysis and best practices. Through a combination of presentations, case studies and real time interactions, participants will see how they can leverage information and apply new marketing concepts to their own career, to focus their limited resources on the opportunities that will provide them with the highest return. Three lucky participants will also have the chance to have a real time consultation from Jean Marc and the audience during the session.

♦ Sonic Bids EPK Workshop

- *Jim Schultz*  
Its hard to imagine that less than eight years ago DIY resources available to emerging artists were few and far between. From live touring to record distribution, the gatekeepers were everywhere and the options scarce. The Internet has ushered in a brand new era of opportunity for independent artists. Sonicbids Manager of Business Development, Jim Schultz, will present a unique workshop on the promise that the Internet holds for emerging artists and offer some real, hands-on advice of how to take advantage of it - now! Jim will cover a variety of related topics including the creation and most effective usage of online press kits, or EPKs. You can also learn about Sonicbids.com, one of the most powerful online resources available to indies today, featuring tens of thousands of EPKs and their users in a fast-growing network.

♦ Getting Started in the Music Business

- *Docta Shock*  
You say youve got talent, cool... now what the hell do you do next? Let's talk about all the steps youll have to take to get your act together, get your package together, get your business together and one day maybe if you're lucky, you'll finally get your first rejection letter... whoopie! Everything you'll need to know to get started on the right path to excess!

♦ Where The Money Goes - *Dave Dickson*

Dave Dickson is the current President of DEC Group, an entertainment brokerage and talent development company. Focusing primarily in the

entertainment industry; the companys extensive background in finance and logistical planning gives them the flexibility to create operating plans for small business, recording sessions and live productions.

♦ Writing Fans And Success Into The Song Which Is Your Life

- *James M. Ballard III, Ph.D.*  
To share and discuss how musicians/artists are the writers of their own life story or song. Artists can write fans and success as they define it into their lives as simply as they write harmony, lyrics, and hooks into their songs. Artist development should be about far more than facing the audience, telling a story, and singing from the diaphragm; its about excellence on stage, coming from brilliance in life and theYin (Art) and the Yang (Business) of the Music Industry.

♦ Hey, Look At Me! (Press Kits That Get You Noticed) - *Heidi Drockelman and Jennifer Layton, Indie-Music.com*

Developing press kits and submission materials that are professional, attention-grabbing, and playfully represent your personality. Topics: the 4 Ps, (patient, polite, persistent, professional), the 5 Ws and an H, (who, what, when, where, why & how), targeting your recipient, tailoring your kits contents, time frames to consider, photogenics as it applies to your stage presence, prioritizing to fit your budget and goals and press photos that pop. Jennifer and Heidi will be available throughout the conference to offer on-site press kit critiques at the Indie-Music.com vendor booth - bring your press kits!

Back To Basics - Indie 101

- *Dick Gabriel and Alan Willaert of the American Federation of Musicians*

Every year music conferences try to upgrade their curriculum, but many brand new artists enter the market each year as well. In order to make sure they are not left behind, this workshop will focus on the basics every artist needs to know if they are just getting started or are working toward their first CD release.

African Underground: Exploring African And Global Hip-Hop Culture

- *Ben Herson*  
A brief overview of the history of African Hip-Hop/International Hip-Hop. Origins of the Diaspora of hip-hop culture. Examples of West African vs East African Hip-Hop scenes. How has hip-hop become a major political force in Africas urban areas and what can we learn from this? What effect does the local indie scene have on the global market? Examples of how hip-hop artists

across Africa are beginning to communicate via the Internet. What can we learn from the way these local markets operate? What does this say about the state of hip-hop culture in the U.S.?

The Eight Keys To Success In A People-Driven Business

- *Bill Pere, President and Exec. Director, CSA & Founder and Exec. Director, LUNCH Ensemble*  
Why do so many bands break up? Why are there so many disagreements about creative direction or artistic integrity? What if you could talk to any music business professional for 15 minutes, and in that time, know exactly what key things to say to have them wanting to help you? The answers to these and other questions central to your career will be presented in this half-day workshop. This program uses Bill Pere's groundbreaking application of the Myers-Briggs Type Indicator (MBTI) to the creative and business aspects of music. The MBTI is the most widely used and researched profiling tool in the world, which looks at how people prefer to give and receive information, and interact with the people and environment around them. Communication is the essence of both songwriting and of business dealings, and understanding how different types of people communicate is the single biggest factor in achieving the outcomes you want, both artistically and commercially. In this workshop, you will learn about your MBTI profile, and that of others around you, and what it means for successful and productive interaction. Bill Pere, award-winning songwriter, recording artist, and the IMC2003 Indie Artist of the Year is a qualified MBTI practitioner and member of APT (Association for Psychological Type). He has been referred to by the New York Times as the embodiment of the link between music and science.

IndieGate Digital Delivery - Press Conference


- *Noel Ramos, Exec. Director - IMC2004*  
Online, on demand, instant download... Digital Delivery is here! The founder of InterMixx, the nation's only "internetwork" for independent musicians, the IMC, and the IndieGate online indie music store, unveils the long awaited upgrade for IndieGate.com which makes it possible for artists to sell their MP3s directly to their fans. During this Press Conference, Noel will demo the more powerful database that is driving the all new IndieGate, and also answer questions for current IndieGate merchants needing assistance, or potential merchants who are interested.

USEFUL INFORMATION FOR IMC2004 ATTENDEES

Cavanaugh's River Deck Restaurant - 25% off ALL food with IMC laminate/postcard.  
Le Champignon at Tokio Ballroom - Buy ONE Dinner, Get ONE FREE with IMC laminate/postcard.  
WaWa ..... South &Headhouse Square  
Lorenzos..... 3rd & South Streets - open 'til 3am  
Jim's Steak ..... 400 South Street 215-928-1911  
CopaBanana ..... 4th & South Streets .open 'til 1am  
Johnny Rockets..... 43 South Street  
South Street Souvlaki..... 509 South Street 215-925-3026  
Rita's Water Ice ..... 235 South Street  
Bridget Foy's ..... 2nd & South Streets - open 'til 1am 215-922-1813  
South Street Diner..... 140 South Street - open 24 hours 215-627-5258  
Pietro's Coal Oven Pizza.....121 South Street 215-733-0675

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Olde City Cab (lowest starting mileage) ..... 215-338-0838  
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# IndieGate Digital Delivery Press Conference

With Noel Ramos, Founder - IndieGate.com

Online, on demand, instant download... Digital Delivery is here! The founder of InterMixx, the nation's only "internetwork" for independent musicians, the IMC, and the IndieGate online indie music store, unveils the long awaited upgrade for IndieGate.com which makes it possible for artists to sell their MP3s directly to their fans. Noel will demo the more powerful database that is driving the all new IndieGate, and also answer questions for current IndieGate merchants needing assistance, or potential merchants who are interested. **Friday, Bromley Room - 3:00pm**

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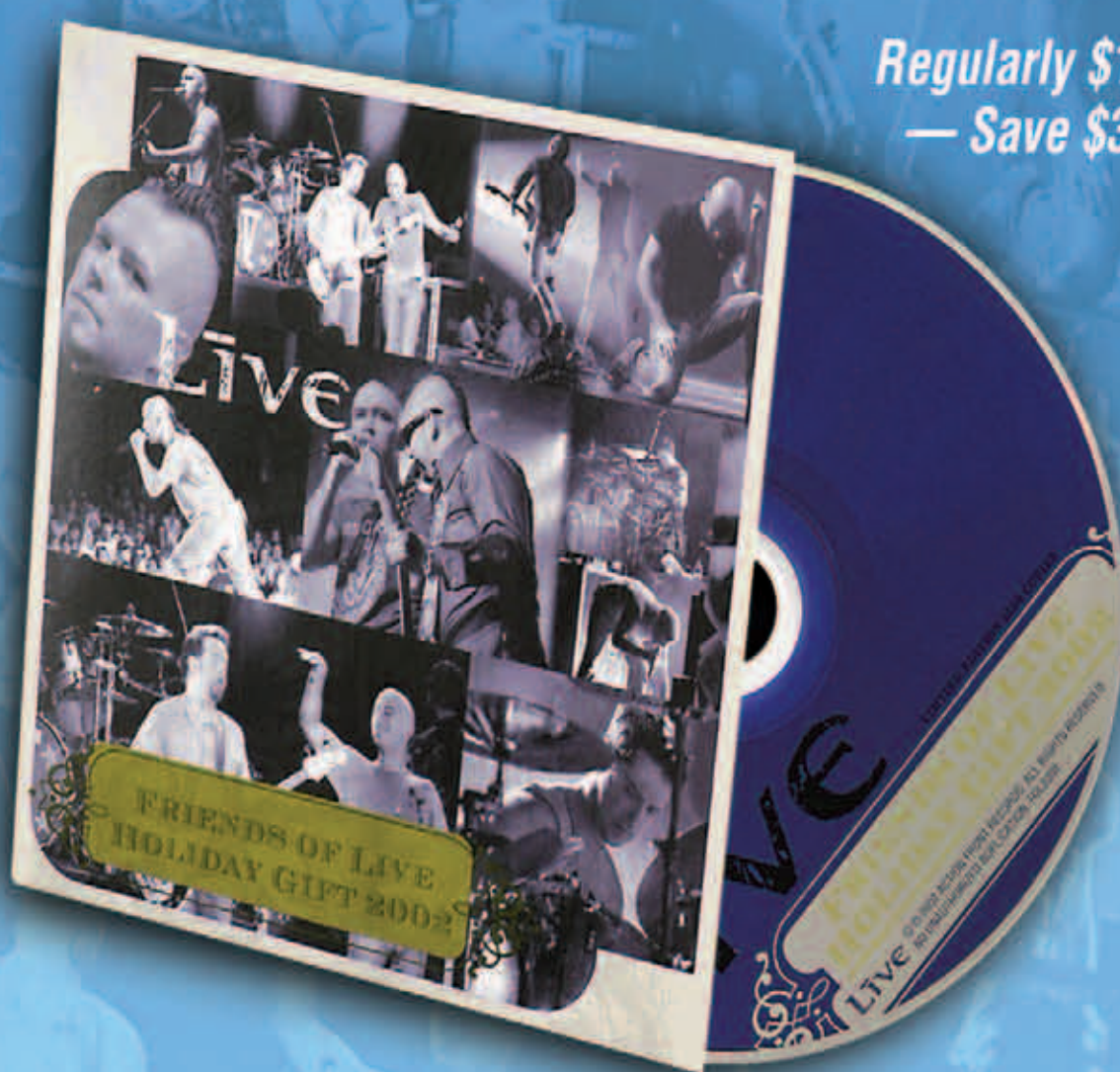
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Songsalive! is a non profit organization dedicated to the nurturing, support and promotion of songwriters and composers worldwide.

Songsalive! is run by songwriters for songwriters. It acts as an epicentre, a heart of the international songwriting community and music markets, bridging the gaps, tapping songwriters into the pulse of the business and at the same time giving them and their music the support they deserve.

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9/26/04 - Whiskey Dix, Philly

(big end of tour celebration)

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IMC2004  
Performance

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FRIDAY 9/3/04 - 1am



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- Zeo Brothers	- Bobby Rydell
- Astrosound	- The Wallers
- Mystique	- Spin the Bottle
- John Howie Orchestra	- Lima Bean Riot
- The Five Spot	- Weekend at Bernies
- Transit	- N-2-O
- The Cave	- Zilch
- Club Flow	- Yardley Comm. Cntr.
- WPHL-103.9 FM	- KYW-3 Plaza
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- Nas	- Shirley Lites
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See Page 1 for a schedule of all IMC Performances at Cavanaugh's

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## bio information for panelists, instructors and mentors

*Use these bios to help plan your time at IMC2004. Read about the industry people who will be available at the conference and use their background information to help you determine who you'd like to meet with in a Mentor session, and which Panels and classes you'd like to attend.*

• **Noel Ramos** IMC Staff -Founder, InterMixx.com, Inc. - Mentor/Panelist/Instructor

Noel Ramos has been a DJ, Choral Singer, Graphic Designer, Illustrator, Publisher, Web Developer, Consultant, Teacher and a few other similarly unsavory things in his life, but now he's cleaned up his act and is serving as a Panelist, Mentor and Executive Director for the Independent Music Conference. Well OK, he still does all of the aforementioned unsavory stuff too. In addition to making himself available for one-to-one Mentor Sessions, Noel will also be presenting his famous "InterMixx Internet Workshop." You should also attend the "IndieGate Press Conference" in which Noel will demo the all new Digital Delivery capability of IndieGate.com, the online independent music store.

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• **Elaine Law** Audiologist - IMC Staff - Instructor

Elaine holds two graduate degrees and national certifications in the areas of speech-language pathology and clinical audiology. With over twenty-five years of combined professional experience, she has presented numerous workshops in her home state of Connecticut and at national conventions, and has taught at both the undergraduate and graduate college levels. She will be presenting a workshop at the IMC which will focus on the effect that noise can have on one's hearing and the preventative measures that performers can take to reduce their risk of permanent loss.

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• **Jim Schultz** Manager, Business Development, Sonicbids - Boston, MA - Instructor/Mentor

Mr. Schultz brings over 10 years of Music Industry experience to the IMC ranging from Venue Marketing/Facilities Management at NJ's PNC Bank Arts Center to Retail/Record Label Marketing with Borders Group, Inc. At Borders, he was the manager of the Field Marketing team for the Borders Books, Music, & Café. Mr. Schultz was responsible for creating local marketing opportunities for artists, working with both major and independent labels to execute advertising support for programs, negotiation of festival sponsorship arrangements, and artist handling at festival events. In the past he has had the opportunity to negotiate festival sponsorships with the likes of Newport Folk and Jazz, Penn's Landing - Jam On The River, and Bethlehem Musikfest. He has had the opportunity to work directly with Herbie Hancock, Meatloaf, Jewel, Ahmad Jamal, Blues Traveler, Dar Williams, Lyle Lovett, Roy Hargrove, Los Lobos, Karl Denson, and Arturo Sandoval. Mr. Schultz holds an AAS in Accounting and a BA from Rutgers College.

~~

• **Marcy Rauer Wagman, Esq.** Attorney/Professor, Drexel University Company: Drexel U. and Law Offices of Marcy Rauer Wagman, Esq. Instructor/Mentor

Marcy Rauer Wagman is an entertainment attorney and partner with Rauer, Sol & Wagman, P.C. in Wynnewood, PA. Her clients include recording artists, producers, artist managers, songwriters and independent recording labels. Also, she is an Assistant Professor in the Music Industry Department at Drexel University, where she teaches the Music Business and Law courses. She is the head of Drexel University's record label, MAD Dragon Records. Her music industry career began at 17 years old, when she and her band, High Treason, recorded their first LP with Abbot Records, division of Atlantic Records. A few years later, she co-founded broadcast music production company FC&D, Inc. where she was the Executive Producer/Creative Director. She composed and produced award-winning music for over 500 TV and radio commercials and scored numerous films/videos for clients at a number of well known companies and television networks. Her accomplishments include composing a #1 hit song on the Billboard charts and writing and producing songs recorded and released by other major label recording artists. She has received a number of impressive awards and is a frequent panelist and featured speaker for several important music conferences. Marcy Rauer Wagman is an integral part of the Philadelphia Music Scene.

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• **Robert Case** President/CEO, New Pants Publishing, (ASCAP) - Colorado Springs, CO - Instructor/Panelist/Mentor

Robert A. Case, President of New Pants Publishing, Inc. (ASCAP) is a graduate of the Colorado Institute of Art with an Associates Degree in Business with an emphasis in Music and Video Business. In the last 15 years he has had extensive experience in the day-to-day operations of the company including artist management, contracting, marketing, financing, scheduling tour and event administration, travel, production and distribution, and film and TV music placement. Mr. Case's clients have performed concerts and National Anthems for a number of National Sports organizations as well as music conferences. He has appeared at sev-

eral notable conferences as a speaker on many music panels. Mr. Case has produced and released several CDs that have been on the Grammy Entry List in 26 separate categories including Album of the Year, Rock Album of the Year, and Pop Album of the Year. Recently, Mr. Case's songwriter's songs have appeared on the TV shows "One Life to Live" and "South Park". His clients are proud members of ASCAP, BMI, ACM and The Recording Academy. In addition to his responsibilities as Company President, Mr. Case is a Colorado licensed Real Estate Broker and an active participant in the Case families Commercial Real Estate development business.

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• **Heidi Drockelman** Indie-Music.com - Instructor

In addition to overseeing advertising, sponsorship and publicity at Indie-Music.com, Heidi Drockelman is also a writer and freelance graphic artist, working with a number of local and regional organizations. Heidi's articles and reviews have been part of the Indie-Music.com landscape since 1998, and she's loved every minute of it.

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• **Richard Gabriel** Assistant to the President/ Special Projects/Freelance Administrator, American Federation of Music - Los Angeles, CA Instructor/Panelist

Dick Gabriel enjoyed a successful career both as an artist and backup musician, working with such names as Elvis Presley, Buddy Miles Blues Band, The Beach Boys, and as a member of The Union Gap. Working for the AFM he negotiates special contracts in recording and television and he continues to develop AFM services for recording musicians. He speaks regularly at schools, seminars and conferences around the country on the business of music and performers rights.

~~

• **Jean Marc Rejaud** Founder & President, Focus Marketing - Instructor/Panelist/Mentor

Jean Marc Rejaud is the President and Founder of Focus Marketing. Jean Marc's background includes more than 15 years experience in marketing and strategy development at Fortune 100 companies like American Express and L'Oreal in France, United Kingdom and the US. In particular, Jean Marc Rejaud has helped to refocus some key business lines by developing effective information driven marketing strategies. In 2002, Jean Marc Rejaud and some key partners decided to combine their expertise in information-driven marketing and their clear understanding of the music business by founding Focus Marketing, a new breed of marketing-business support agency for artists, artists managers, labels, music retailers and publishers.

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• **Chip Schutzman** President & CEO, Miles High Productions - Los Angeles, CA - Instructor/Panelist/Mentor

Chip Schutzman is the President/CEO of MilesHighProductions.com, an online marketing company based in Los Angeles which focuses on website production and marketing, online publicity, online radio promotions, street team database implementation and fan club management. Chip has recently worked with artists such as Ozzy Osbourne and Ozzfest, Jewel, Radiohead, Destiny's Child, Coldplay and Linkin Park.

~~

• **Docta Shock** Producer, Photographer, Writer, Studio Owner UrbanBeatMovement.com, Urban X-Pressions - Philadelphia, PA - Instructor/Panelist/Mentor

Docta Shock is one of the most influential, respected, knowledgeable, and hardest working people in Philadelphia's Urban Music scene. As a sought after producer, photographer, writer and studio owner, he is constantly in demand. Docta Shock served as the Urban Music Director for the Philadelphia Music Conference 1999-2001 and was responsible for bringing urban music to the forefront of the PMC. He will be the director for the new Philly Urban Music Seminar next year. He also established and produces the Philly Urban Legend Awards. Docta Shock was instrumental in establishing a hip-hop advisory committee for Philly's NARAS chapter and also serves as an instructor for the Dell East's Music Business Institute and the Painted Bribe's A.R.T. Lab program. He is the owner/operator of Philly's #1 Urban Music Website. Docta Shock also is the former urban music scene columnist for the Philadelphia Weekly, is the hip-hop editor for AudioGliphix Magazine, and a consultant for Philly's top music video show "Urban X-Pressions". He is the creator of the Bi-monthly Urban Music Biz Workshops. Docta Shock has been featured in several notable publications such as the Philadelphia Inquirer, CN8, and BET.com.

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• **David Wimble** Publisher, The Indie Bible - Ottawa, Ontario, Canada - Panelist/Mentor

David Wimble publishes the popular Musician and Songwriter's resource called "The Indie Bible". The Indie Bible is a directory that lists over 8000 services that will help recording artists and songwriters gain exposure for their music. David also publishes a monthly resource called the Indie Contact Newsletter. It goes out to 110,000 people and each issue contains insightful articles for surviving the music business, as well as helpful resources for gaining exposure for your music.

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• **William W. Davis Jr., Esq.** - Attorney at Law - Law Office of William W. Davis Jr. - Elkton, MD - Panelist/Mentor

William Davis is the primary attorney at the Law Office of William W. Davis Jr., Esq. He is licensed to practice law in Maryland, Pennsylvania, and Washington, DC. William has

been involved in the music industry since 1990. What began as an interest in the creative aspects of the music industry eventually turned into an interest in the legal and business end of music. He has performed legal work for local artists and companies as well as nationally and internationally recognized performers and recording engineers. William takes pride in the fact that he is familiar with being on the creative end of music. Those creative experiences aid him in communicating with artists and companies alike, since he too understands the needs and wants of each entity. William has an extensive background in music production. He has worked with artists on major label projects. Mr. Davis was a panelist at the Philadelphia Music Conference in 1997 and the Independent Music Conference (IMC) in 2003. In addition to his experience in entertainment law, William has had an extensive career in criminal law.

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• **Neil Sheehan** Hardcore Marketing, Inc. - Rocky River, Ohio - Panelist/Mentor

Neil Sheehan is one of the industry's youngest street marketing pioneers, as well as artist manager and concert promoter. He spearheaded the original Support Our Troops Concert, which became the framework for Hardcore Marketing, Inc. Developing innovative ideas for marketing local bands and their shows, Sheehan became an integral part of Cleveland's music scene garnering attention from Clear Channel executives and National bands. Currently running approximately 50 shows a year in North East Ohio primarily at Clear Channel's Odeon Concert Club, Sheehan brought together local and national acts allowing both the signed band and unsigned acts to benefit from different crowds. He also gave local bands opportunities to become involved in marketing their materials to huge events in Cleveland like the Gravity Games, Rock and Roll Hall of Fame and WMMS Lunch Concert Series. Also in recent years with working in management, he has brought the world the likes of Gatlin, Aurny, Trendy, Echo Park (EO Records), Sappy Bell and most recently Disown. Neil Sheehan has worked with such nationals as: Slaves On Dope, Chimaira, Switched, Vanilla Ice, and many others.

~~

• **Dave Dickson** DEC Group - Levittown, PA - Instructor

Dave Dickson is the current President of DEC Group an entertainment brokerage and talent development company. Focusing primarily in the entertainment industry; the company's extensive background in finance and logistical planning gives us the flexibility to create operating plans for small business, recording sessions and live productions.

~~

• **RAVI** Artist/Artist Consultant - Instructor/Panelist/Mentor

RAVI has a major label and an independent background, from playing clubs as a teenager, to David Letterman and the White House as a member of 1997's top selling band in the world, to fronting his own band in America's largest indoor arena - the Louisiana Superdome. He has released two CDs of his own and Simon & Schuster published his autobiography. RAVI is also the founder of www.ArtisticIntegrity.org - inspiring artists to recognize their opportunity and responsibility to create a "Culture of Integrity." He also lectures, consults, and contributes articles to leading music industry magazines on the music business and contributes articles to leading music industry magazines on the music business.

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• **Ed Toth** Drummer/Producer, Vertical Horizon - Panelist/Mentor

Ed has been the drummer for Vertical Horizon since 1996. Having sold 70,000 records on the independent circuit the band signed with RCA records and in 1999 released the album "Everything You Want." The album went on to sell over 2 million copies and it's title track was the most played song on US radio in 2000. The follow up "GO" was released in September 2003. Ed Toth - Vertical Horizon

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• **Jason Rubal** Producer, Seventh Wave Studio Instructor/Panelist/Mentor

From Harrisburg, PA, Jason is a record producer whose specialty is non-mainstream artistic bands who choose integrity over marketability. Jason has his name on over 100,000 albums worldwide, and his bands have had enormous success, from record deals to national tours, and even the Lollapalooza Tour. Jason works from several major-label studios on the East Coast, and is co-owner of Seventh Wave, a private artist development and production facility.

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• **Benny Herson** Producer/CEO Nomadic Wax, Brooklyn, NY - Instructor/Panelist/Mentor

Benny Herson has been recording, producing and writing about Global Hip-Hop since 1999. With his production company/record label Nomadic Wax LLC, Herson has worked with nearly 60 artists from Africa, The Middle East and Caribbean. In addition to his production work, Herson is also a drummer and percussionist playing with reggae legends Yabby U, Sugar Minott and Ranking Joe. Herson is also a full time member of reggae super-group Dub is a Weapon.

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• **Marshall P. Deasy IV** Producer/Engineer, Stress Free Productions - Harrisburg, PA - Instructor/Panelist/Mentor

Marshall "Dice" Deasy was born in Boston, MA to a family where music was always playing. "My earliest memories, at age 4, are of my mom's

guitar when we lived in California". Fast forward to 1996 and music is a full-time job where Marshall is making a name for himself as a top notch engineer and producer. Now working with Major Labels and bigger bands, Marshall says "I want to help make records that people keep listening to." With many promising projects on the horizon, Marshall is destined to make this a reality.

~~

• **Toni Koch** Artist Relations, Warrior Girl Music Beverly Hills, CA - Instructor/Panelist/Mentor

Toni Koch is U.S. Artist Coordinator for Songsalive! and A&R for gilli moon's Warrior Girl Music. She is an accomplished street team pioneer having worked with major labels, Evening Star Productions, SFX and Clear Channel before relocating to Los Angeles in 2003. Toni is a native of Phoenix, Arizona who passionately enjoys working for songwriters of all genres in "breaking out the artist." Toni has experience in most facets of the music industry including publicity, marketing, promotion and performance. Toni prefers to work with artists who are true to their art - "heart" - currently featuring them in Songsalive! Showcases in the Los Angeles area as well as offering her unique expertise through consultancy and entoring.

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• **Bryan Chaffin** Editor, The Mac Observer - Panelist

Bryan Chaffin is the editor-in-chief of The Mac Observer, and is the guiding voice of the publication's popular commentary service, "The Mac Observer Spin." He has been writing about technology and the Mac platform for 8 years, and has contributed articles to MacAddict, MacFormat, AustinMonthly, and Webintosh. Bryan also contributed to, and tech edited, GarageBand for Dummies. You can find his current thoughts on Apple and the Mac industry in his "The Back Page" column at The Mac Observer.

~~

• **Carole Spiller** Band Management - Chester, PA - Mentor

Carole manages Special Blendz, a 10-man Classic Soul, R&B, Oldies and Originals showband from Chester, PA. They released their first CD "Something Special" (Cycles of Love), in August of 1999, and it is doing very well in Japan and the Netherlands. Carole is also a retired teacher & volunteer administrator and also helps several other bands and soloists. As Operations Director of the IMC, Carole will be extremely involved with overseeing the conference activities during the event itself, but will also be making time to serve as a Mentor.

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• **Vlad Kushnir** Attorney, Kats, Jamison, van der Veen & Associates - Feasterville, PA - Instructor/Panelist

Vlad Kushnir is an attorney from Philadelphia. He represents various clients in the areas of entertainment law, intellectual property and corporate/ business law. Vlad Kushnir is an author of several law review articles, including "Royalty Payments Under a Typical Record Contract" (NYSBA Entertainment, Arts and Sports Law Journal) and "Legal and Practical Aspects of Music Licensing for Motion Pictures" (publication is currently pending).

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• **Greg Seneff** Entertainment Attorney, The Seneff Law Office- Brentwood, Tennessee - Instructor/Panelist/Mentor

Between graduation from Kentucky Wesleyan College in 1981 with double majors in Religion/ Philosophy and Communications, and before attending law school at the University of, Greg spent almost nine years in the music business and media production in various capacities including as a booking agent, road manager, disc jockey, concert promoter, and retail music buyer. Since graduation from law school 1992, Greg has worked as a solo-practitioner, served as the Director of Legal Affairs at Benson Music Group, and as the Director of Business Affairs at EMI Christian Music Group. Both company positions included drafting and negotiating recording contracts, publishing contracts, record distribution agreements, and other legal issues. Greg is currently in solo practice at The Seneff Law Office in Brentwood, Tennessee. Representative clients have included the recording artists Jars of Clay, Larry Norman, Across the Sky, Brother's Keeper, and others. Greg also represents film and video production companies, independent record labels, publishers, and production companies. Greg has served as General Counsel for the Gospel Music Association and Christian Music Trade Association. He also writes as a guest columnist from time to time for Power Source magazine and the Internet magazine iBluegrass.com. Greg is a regular seminar speaker conducting his own seminars around the country. He and songwriter Billy Sprague conduct one-day seminars called the Momentum Music Workshop™ designed to encourage the local artist and songwriter. Greg is the producer of a 12 CD, 13 hour audio project entitled MusicLawBiz™ for artists and songwriters.

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• **Tom Obrzut** Publisher and President, Pulse Weekly - Allentown, PA - Panelist/Mentor

President and Publisher of Pulse Weekly, a Lehigh Valley-based arts and entertainment weekly. Pulse Weekly is available for free every Wednesday at progressive restaurants, pubs, clubs, shops, cafes and malls throughout Lehigh, Northampton, Bucks and Berks counties. It is the region's only local independent paper targeted to 18-34 year-olds.

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• **Matthew Kunkle** Intellectual Property Protection Manager, Disc Makers - Panelist

A graduate of Temple University for Jazz

bio information for panelists, instructors and mentors, continued from page 15

Performance and Music Education, Matt spent years teaching music in the Philadelphia school system. By night, he mastered Latin, Rock, Jazz, Country, and Irish Traditional music as a local player. In 1999, Matt took a job with Disc Makers as Intellectual Property Protection Manager.

• **Jim Brett** Projects Coordinator/Trade Show, DiscMakers - Pennsauken, NJ - Instructor/Panelist  
Jim Brett: Trade Show/Projects Coordinator, Disc Makers A 5 year veteran of Disc Makers, the nation's largest independent CD/DVD manufacturer, Jim has been involved in indie music for 15 years. Jim has the privilege of traveling the country, meeting Disc Makers clients face to face and hearing independent music - not a bad gig. A Philadelphia native, he's excited to be a part of the 2004 IMC.

• **Jim McGrath** - Disc Makers - Instructor  
For the past 14 years Jim McGrath has been writing and producing independent music in the Philly area. In the last 2 years Jim has been working for Disc Makers, helping independent musicians all across North America manufacture their product for retail sale and promotional use. Jim has appeared, speaking on panels at music conferences such as Atlantis (Atlanta, GA), Millenium (Harrisburg, PA), IMC (Philadelphia, PA), East Coast Musician's Expo (Asbury Park, NJ), among others. Jim is known for his ability to impart his industry knowledge on the practical level which musicians and their producers can absorb. Jim is an excellent source of information on all things concerning manufacturing your musical product, whether the media is CD audio, Rom, or DVD.

• **Steven Memel** Vocal Instructor - Los Angeles, CA - Instructor  
Steven Memel is an internationally acclaimed voice and vocal performance coach. He brings to his teaching a vast array of experience and credits from many diverse areas of the arts, entertainment and personal achievement fields. In his private practice he has coached artists who have recorded on such labels as Sony, BMG, Jive, J Records, and DreamWorks. He also works with producers as the in-studio coach for vocal sessions. Most recently he participated in the first Performing Songwriters Boot Camp as the voice and vocal performance coach with songwriting guru John Braheny, and Gilli Moon, co-founder and president of the international organization for songwriters, SongsAlive. He has also contributed his coaching skills to the new Artists Development Program at Musicians Institute in Hollywood, UCLA, USC, the Los Angeles County High School for the Performing Arts, and HAW, an international performing artists organization working both here and in Europe. Steven's experience also includes producing, directing, composing and an extensive career as a singer, actor, and instrumentalist. In the area of human achievement, he is the creator of the Personal Detective Workshops, a program for enhancing your life and life skills, and consults with clients from the corporate world helping them to maximize their physical presence and communication skills.

• **Kyle Ober** Producer - Panelist/Mentor  
Through the experience of early artist managment, A&R consulting for indy startup labels, booking responsibilities and organization of band competitions on a national scale, Kyle has acquired extensive insight in the development of any new artist. This includes putting together a National competition (7 cities) that included such sponsors as HMV, ASCAP, BMI, SESAC, and others. Having now built his own "private" studio about 4 years ago in the Philadelphia area, he works only with artists he completely believes in within the capacity of Artist Development/Production. Of two recent projects: Andy Kimbel, has a European deal awaiting the finish of his current project JT, a country artist, is gaining serious interest in Nashville. Ober recently organized and participated on a panel of noteworthy industry judges in Philadelphia for Emergenza ... an international band competition that sent the regional winner to the Taubertal Festival in Germany. He looks forward to working closely with Emergenza upon the opening of their new label in the U.S. this year.

• **Steve Keitt** President/CEO, Trakheadz.com - Panelist/Mentor  
With over fifteen years of experience in the music business, music producer Steve Keitt, President/CEO of Trakheadz.com, has produced and/or collaborated with top recording artists such as Kid and Play, Salt and Pepa, TLC, and Pop sensation Debrah Morgan. In addition, Steve has written music for a number of popular films such as "House Party III" as well as television shows including the theme music for the hit television sitcom "Martin" starring Martin Lawrence and the NBA's "Inside Stuff".

• **Daryle Seidman** Financial Planner - Instructor/Panelist/Mentor  
Daryle Seidman is a financial planner specializing in the arts and entertainment industry. Over the past 10 years he has successfully provided comprehensive financial planning for artists, bands and managers. Daryle began his career in the music industry as editor and publisher of I-MIX (International Music Information X-change magazine) a trade publication for DJ's. Daryle was also executive director of the International Association of Professional DJ's. As a consultant, Daryle's clients have included labels such RCA, A&M, Arista, Polygram/BMG and media companies

including 20th Century Fox and Marvel. Daryle's experience qualifies him to speak on a number of topics such as: treating your music career as a business, establishing life, health & disability benefits for your band, managing taxes, royalties and advances, and creating a sound financial plan for the future so you don't end up on VH-1's Behind the Music Bankruptcy Top 10.

• **Eric de Fontenay** Publisher & Editor, MusicDish/Mi2N/MusicDish Network - Panelist/Mentor  
Eric de Fontenay has spent his career steeped in what has been called the "digital revolution". He initially worked as a consultant on a variety of policy issues surrounding the transforming telecom industry. Making an early bet on the digital music sector, Eric launched in '97 what have grown into some of the leading voices in the industry through its e-publications MusicDish and Mi2N. More recently, Eric has established the MusicDish Network, a web music platform gathering over hundreds of affiliated sites across four continents promoting today's emerging musicians and entrepreneurs.

• **Parry P** - Parry P1 Marketing - Panelist/Mentor  
The rapper turned music executive, Parry P has opened for and performed with many legendary rappers including Run DMC, Grandmaster Flash, Salt N Pepa, and Jazzy Jeff and the Fresh Prince. In 1985, Parry P performed with DJ Cosmic Kev in Nassau, Bahamas making them the first Philadelphia hip hop group to appear outside the United States. In 1996, Parry P started the promotions company, Coyamar Marketing and Promotion. The company promoted new music releases and produced special feature programs for Philadelphia radio stations, clubs, and retail outlets. Some of Coyamar's clients included A&M Records, Virgin Records, Death Row Records, and many others. Parry P has also served as Vice President of Antra Music Group. Projects he was involved in include A&R Direction and Sequencing of such releases as the soundtrack for "Disappearing Acts" for HBO and the Lions Gate film "O". Parry P has been featured in many publications including the Philadelphia Daily News and was the recipient of the 2002 Philly Urban Legend Award.

• **Wendy Keilin** Artist's Success Coach, Artist's Edge - Instructor/Mentor  
Wendy Keilin of Artist's Edge (www.Artists-Edge.com) is an Artist's Success Coach. She works with musicians and other creative professionals to reach the level of success they desire in their artistic careers and in their lives, by helping them to get very clear about exactly where they want to be, what it will take to get there, and to break through the blocks that will stop them from achieving it. Success in the music industry IS achievable, without struggle, and is more choice than chance. Wendy's work provides step-by-step guidance to make it happen.

• **Ainë Ardron-Doley** Journalist, Philadelphia Weekly - Philadelphia. PA - Panelist  
Ainë Ardron-Doley is a native Philadelphian with her finger on the pulse of the local and national "scene." As an intern at Philadelphia City Paper, she created "The Beat Box," the city's first hip-hop events column. The popular "Independents-first" column ran for four years, ending on April 1st, 2004. From politics to basketball to arts and culture, she's penned articles and shot photos for the City Paper, Rolling Stone, The Philadelphia Inquirer, The Source, Oneworld, High Times and more. She now calls the Philadelphia Weekly her local freelancing mainstay. In 2001 she was Phillyhiphop.com's "Journalist of the Year." In March of 2004 Ms. Doley became the new host of DUTV Channel 54's long running and popular hip-hop show, "The Avenue". And before all of this journalism nonsense took over her life, she played Division I tennis for Temple University and taught at The Arthur Ashe Youth Tennis Center. Today, she remains a Jane of all trades and stays very, very busy. Hopefully she will slow her roll long enough to write her first novel.

• **Anne Freeman** Editor-in-Chief, MusicDish - Mentor  
Anne Freeman is an aspiring songwriter and a member of ASCAP, The Recording Academy, the Nashville Songwriters Association International (where she served as the volunteer coordinator of the Princeton, NJ Chapter for over six years), the Association of Independent Music Publishers, and is a Board member of the New Jersey Country Music Association (NJCMA). Anne created the SongWork column on MusicDish in 2002, with the intent of presenting the music business from the distinct songwriter/publisher perspective. She created the Writing Up series in 2003, which features interviews of newly signed songwriters to give insight into today's signing environment. In 2004, she is launching the Career Check series of interviews featuring signed and aspiring songwriters and performing songwriters and others, to help readers to understand how songwriters, artists and others are carving out their careers in today's fluid business environment. In addition, Anne is responsible for recruiting and developing writers for MusicDish. Anne is President of The Aspiring Songwriter®, through which she co-authored and served as editor for the MusicDish Songwriter Survey and subsequent "Songwriters In The New Millennium" e-report series, along with Eric de Fontenay and Sounni de Fontenay of Tag It. Anne also served as the executive producer of FIRST GLANCE (Rinse The Dish Records).

• **Doug Brown** Attorney - Toronto, Ontario - Panelist/Mentor  
Doug practices business and entertainment law. His entertainment practice involves the representation of recording artist, independent record companies, fashion designers, and television and film producers. This representation extends to the negotiation and drafting of recording, licensing, publishing, financing and management agreements. His business practice entails advising clients on a variety of general corporate/commercial matters, including advertising and marketing, incorporations, licensing and distribution arrangements. Doug has also been actively involved in establishing and providing ongoing advice to non-profit organizations and charities. In addition to his law Practice Doug is the founder of a sports management firm called Athletic Consulting Entertainment Services where Doug is a certified player agent in the NFL, CFL, NHL, NBA and FIFA. Doug also teaches an entertainment management course, business negotiations course and a copyright law course at Seneca College.

• **James E. Elam, IV** Founder/Partner/Attorney, Elam Reavis, LLP - Philadelphia, PA - Panelist  
Mr. Elam's practice focuses on corporate and intellectual property issues with a client base that includes primarily entertainment related entities from recording artists, songwriters, artist managers, record labels, production companies, publishing companies, clothing companies, food companies, internet companies, and comedians among others. Mr. Elam has been an entertainment lawyer since 1997. He began his professional career at the prestigious Dilworth Paxson law firm in Philadelphia. After working for a year as an associate in the litigation department, he moved into the corporate transactional group. Utilizing the strong client base that he had developed in relatively short order, he immediately began the formation of a media law group within the firm. Focusing mainly on music related clients initially, he developed a strong presence in the blossoming Philadelphia music scene. Thereafter, Mr. Elam began representing clients in the film, television, and theater industries, as well as professional athletes and authors. In representing his clients, he has negotiated numerous recording artist, music publishing, music production, literary, talent, licensing, distribution, talent, merchandising and investment agreements, while also serving as general counsel to a few independent record labels.

• **Theresa Aldao** Artist Manager & Talent Agent, Strictly Heavy Management - Dale City, VA - Mentor  
Ms. Theresa C. Aldao, captured the taste of entertainment from her elite performing arts high school, The Academy of Performing and Visual Arts, Dance Major, Music Minor (Chicago, Ill. 1988) As a graduate, and while pursuing the business aspect of the music industry, Ms. Aldao soon found herself promoting private theme parties. Most of which were large capacity, heavy metal brawls. All parties were independently promoted, had all the amenities of private parties, and the themes were always driven around the hardcore, thrasher/metal head crowd. In 1995, Ms. Aldao established Strictly Heavy Management its first band was Boixos Nois which is still spinning to this day on Baltimore's 98 Rock, as their DJ's choice hard rock segment teaser. Within a few years, SHM acquired two other metal bands from abroad, Abaxial and Calibre, plus numerous heavy metal promotional and management projects locally. SHM has provided booking and exclusive personal management services to rock/metal artist since 1995 and continues to actively seek out new rock talent.

• **Jerry Hand** Entertainment Attorney - Instructor  
Jerry Hand is an entertainment attorney with more than 10 years of experience. He is also a former musician and radio and club DJ. From 1992-1996 he was the executive director of "Rap Entertainment Television", a weekly one-hour television program which was broadcast on over 70 cable outlets. He has represented numerous clients, including major and independent label artists, promoters, artist managers, music directors, producers, musicians, radio personalities and independent record companies. Jerry is a graduate of the University of Bradford/Columbia College in England and Rutgers University School of Law.

• **Dr. Maurice Henderson** Producing Artistic Director, Hip-Hop Business School for the Arts and Humanities - Philadelphia, PA - Instructor  
Dr. Maurice Henderson's craftsmanship within the Entertainment Field includes an artistry which has been adapted for books, albums, plays, film, radio, the print and broadcast media. His annual attraction of over ten million viewers, listeners, readers, theatergoers and live event attendees has evolved as succession from his founding membership of the Hip Hop Business School for the Arts and Humanities, Adelpia Company Records, the National Black Arts Spoken Word Tour and New Arts Productions (Publications and Speakers Bureau). His career includes roster appearances, venue hosting and inaugural provisions for Grammy Award Winners Jill Scott and Lauryn Hill, music video producer Bennie Boom, whose work regularly airs on VH-1, B.E.T. and MTV, writer Omar Tyree, the bestselling author of "FLYY GIRL" and many more.

• **Simon Jeffrey Rosen, Esq.** - Panelist  
From early childhood through adult life, Simon

Rosen has possessed a love, devotion, passion, respect and understanding of music and its people. His respect and awe of the gifted people that make up the music business people feeds his passion. Simon Rosen studied piano in his early childhood and performed in his youth. In 1983, fresh out of law school at age 24, he joined Philadelphia Volunteer Lawyers for the Arts. At age 25, he represented legendary rock and roll manager, David Krebs of Contemporary Communications (Aerosmith and many others). Rosen has continued to strive to protect and advance the rights of those in the music community. His artist client roster has been as diverse as the music world. He's worked with \$1billion+ grossing act New Kids on the Block, renowned rock manager and record company mogul Jon "Jonny Z" Zazula (Metallica), personal manager Billy Kahn (Britney Spears), rap artist Cassidy, and many more. He has daily personal contact with many of the major players in the music business, and considers his close acquaintances the likes of Lou Pearlman(The Backstreet Boys, NSync, OTown), Charles Goldstuck (President, RCA Music Group), Arthur Mann(President, Rykodisc Records), Joe Tarsia (founder, Sigma Recording Studios), and Chris Schwartz (cofounder, Ruffhouse Records). Rosen represents recording studios (large and small), promoters, agents, clubs, publishers, songwriters, producers, engineers, arrangers, and their ilk. His professional associations include membership in the NARAS (including founding member of the Phila Chapter), an original member of the Philadelphia Music Foundation, Songwriters Guild of America, BMI, and Phila Volunteer Lawyers for the Arts, counsel for SPARS (Society for Producers and Recording Studios, a consortium of the industry's major recording studios). Rosen has lectured across the northeastern United States on a wide range of music business topics.

• **James Ballard III, PhD.** Director-Sports & Entertainment, BASS, Inc. - Instructor  
Raised in an environment where artistic and athletic creativity were encouraged, Jamie Ballard, Ph.D. learned early the true value and power inherent within each. He also learned that the basic premise, on which both stand, creativity, is a gift to be shared. Upon completing his Ph.D. at Howard University he decided to wed his passion for the arts and athletics with formal training in 'life coaching,' and his field of study, psychology, to become a Life Coach for student, amateur, and professional entertainers (singers, athletes, models, musicians, actors/actresses, comedians), as they sought to live both personal and professional excellence.

• **Bill Pere** President and Executive Director, CSA Founder and Executive Director, LUNCH Ensemble, IMC Independent Artist of the Year, '03 Official CT State Troubadour Instructor/Panelist/Mentor  
An independent artist for 25 years, originally from New York, Bill is Director of Special Projects and a founding member of the Connecticut Songwriters Association, as well as the Newsletter Editor. He is also the Founder and Executive Director of the LUNCH Ensemble, which has been doing independent concerts and stage plays for 15 years (see all the details at www.LUNCHensemble.com) and has performed internationally. Appointed as an Official Connecticut State Troubadour in 1995 by the Commission on the Arts, Bill also runs a full recording studio and has produced 12 CD's of his own, and several for other artists. He's produced more than 20 original stage plays and his events have raised more than \$250,000 to benefit social service agencies in Connecticut, and to provide community outreach opportunities for kids through music. He's also Music Director at an annual summer camp for kids that Connecticut Songwriters Association helps produce. He's won numerous awards and his articles on the business and craft of songwriting have been nationally published in many industry magazines, as well as in the internationally distributed Songwriters Market. He's run many special programs for songwriters and performing artists for the last 20 years, in all aspects of the craft and business of music, including songwriting, performing, producing events, and music technology. Bill serves on the Boards and organizing committees of various music and entertainment events in Southeastern Connecticut, and was named Citizen of the Year in 1997 by the Mystic Chamber of Commerce. His music programs have been featured in the New York Times, as well as many newspapers, radio and TV shows throughout the state.

• **Jordan Tishler** Company President & Music Producer, Digital Bear Entertainment - Boston, MA - Panelist/Mentor  
Jordan founded DBE in 1996 and has been serving as company president since then. He is also president of his chapter of the Audio Engineering Society, a member of the Recording Academy and part of the New England Initiative, a five-person coalition dedicated to unifying the Boston music scene. He has worked with a number of bands both nationally and in the Boston area, including Labb, James O'Brien, Marie's Children, Bean, Evil People, and many more. As a producer, engineer, and seasoned businessman, Jordan's experience at DBE covers an incredible amount of ground and qualifies him to speak on a number of topics such as: the role of the producer, marketing and developing yourself as an artist, the realities of licensing and piracy in the digital age.



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THURSDAY 9/2/04		
Time	Instructor/Panelists	Workshop/Panel
11:00-12:00	Docta Shock / Jean Marc Rejaud / Neil Sheehan / Greg Seneff / Ben Herson / Bill Perez / Tommy Joyner / Noel Ramos - Moderator	Where Are We, Where Are We Going? Panel
3:00-4:00	Jim Schultz	Electronic Press Kits
	James Ballard III	Writing Fans and Success Into the Song Which is Your Life
	Docta Shock	Getting Started
3:00-4:30	Richard Gabriel / Alan Wilaert	Back to Basics: Indie 101
4:00-5:00	Ben Herson	African Underground - Exploring African and Global Hip-Hop Culture
	Dave Dickson	Where the Money Goes
	Noel Ramos	InterMix: Internet Workshop

# Daily Agendas

Use these schedules to plan your days at IMC2004. Check the Bios on page 15 to learn more about each instructor. Check the Mentor Schedule to see if they are available for one-on-one meetings.

FRIDAY 9/3/04		
Time	Instructor/Panelists	Workshop/Panel
10:00-11:00	Ben Herson	African Underground - Exploring African and Hip-Hop Culture
	Marcy Rauer-Wagman	It's The Music Business!
	Docta Shock	Getting Started
10:00-11:30	Steven Memel	Rock Solid Rehearsal Strategies
11:00-12:00	Ben Herson / Jason Rubal / Jim Brett / Kyle Ober / Jordan Tishler - Moderator	Technology Overview
	Jean Marc Rejaud	Whys and Hows to Focus Your Career
	Jim Schultz	Electronic Press Kits
12:00-1:00	Jordan Tishler / Tom Obrzut / Robert Case / James Elam / Simon Rosen / Marcy Rauer-Wagman - Moderator	Publishing Fact and Fiction
	Wendy Keelin	Get the Edge: Mining the Gold From Your IMC - Preparation for Success
12:00-2:00	Jason Rubal	Putting the Emotion in the Music
1:00-2:00	Neil Sheehan / Docta Shock / David Wimble / Steve Kelt / Ane Ardron-Doley / Paul Wright / Tom Obrzut - Moderator	Media Challenge
	Heidi Drockelman	Hey Look At Me! Press Kits That Get You Noticed
1:00-2:30	Richard Gabriel / Alan Wilaert	Back to Basics: Indie 101
	Greg Seneff	Legal Contract Concerns
2:00-3:00	Marshall Deasy	Killer Results From Your Studio Experience
	Robert Case	Music Publishing and Licensing
	Elaine Law	Ear-responsibility - Hearing Concerns for the Musician
3:00-4:00	Vlad Kushnir / Will Davis / Jason Rubal / Doug Brown / Toni Koch / Parry P / Greg Seneff - Moderator	Win-Win or No Deal
	Noel Ramos	IndieGate Digital Delivery Q&A - Press Conference
	Steven Memel	Singer-Songwriter: Voice and Vocal Performance
	Wendy Keelin	Get the Edge: Mining the Gold From Your IMC - Preparation for Success
	Jim Schultz	Electronic Press Kits
4:00-5:00	Daryle Seidman	Financial Planning
	Marcy Rauer-Wagman	It's The Music Business!
	Jim Brett/Jim McGrath	Preparing for Replication
4:00-end	Neil Sheehan / Jordan Tishler / Vlad Kushnir / Jean Marc Rejaud / Jason Rubal / Toni Koch / Ed Toth / Noel Ramos - Moderator	DISCourse - CLOSED SESSION - Panelists Only

SUNDAY 9/5/04		
Time	Instructor/Panelists	Workshop/Panel
11:00-12:00	RAVI	Maintaining Artistic Integrity While Running Your Career as a Business
	Jean Marc Rejaud	Whys and Hows to Focus Your Career
	Eric de Fontenay / Parry P / Neil Sheehan / Toni Koch / Ed Toth / Noel Ramos - Moderator	Street Teaming and Buzz Building Panel
	Wendy Keelin	Get the Edge: Mining the Gold from Your IMC - Effective Follow-Through
12:00-1:00	Jean Marc Rejaud / Noel Ramos / RAVI / Ed Toth / Toni Koch - Moderator	Merch - Expanding Your Revenue Stream Panel
	Maurice Henderson	Neo Soul and Spoken Word - Best Kept Secrets of the Trade
1:00-2:00	Vlad Kushnir	Basic Legal Concerns for the Indie Musician
	Docta Shock	Getting Started
	Noel Ramos	InterMix: Internet Workshop
1:00-3:00	Jason Rubal	Putting the Emotion Into the Music
2:00-3:00	RAVI	Maintaining Artistic Integrity While Running Your Career as a Business
	Vlad Kushnir	Basic Legal Concerns for the Indie Musician
	Elaine Law	Ear-responsibility: Hearing Concerns for the Musician
3:00-4:00	Robert Case	Music Publishing and Licensing
	Wendy Keelin	Get the Edge: Mining the Gold from Your IMC - Effective Follow-Through
	Jerry Hand	How Not To Get Screwed in the Music Business

MONDAY 9/6/04		
Time	Instructor/Panelists	Workshop/Panel
10:00-4:00	Toni Koch / Libby Lavella	Songswriter Songwriters' Workshop
11:00-12:00	Noel Ramos	InterMix: Internet Workshop
12:00-1:00	Chip Schutzman	On Line Marketing
1:00-2:00	James Ballard	Writing Fans and Success Into the Music Which is Your Life
2:00-3:00	Maurice Henderson	Neo Soul and Spoken Word - Best Kept Secrets of the Trade


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