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bringing hundreds of indie musicians to Philly



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WORKSHOPS, PANELS, MENTOR SESSIONS - AGENDAS, BIOS, AND PERFORMANCE SCHEDULES FOR IMC05

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 IMC05 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 IMC05. 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. Also, new this year, we are providing you with special IMC notepads designed to help you get the most out of each class.

PANELS

• Where Are We and Where Are We Going? - The State of the Indie Music Industry
(Noel Ramos-Moderator, Docta Shock, Bill Pere, Jason Rubal, Thom McGuire, Jamell Powell)
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?

• What's My Line?
(Noel Ramos-Moderator, Neil Sheehan, Marcy Rauer-Wagman, Greg Seneff, Thom McGuire)
Producers, managers, booking agents, engineers, and others will describe their

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

• Technology Overview
(Jason Rubal-Moderator, Paul Wright, Jeff Cohn, David Cooper, Kyle Ober)
Broad-based Q&A re: gear, instruments, recording, replication, performance, computers, web, and other tech topics.

• Indie Label Deals
(Marcy Rauer-Wagman-Moderator, Greg Seneff, Dick Gabriel, Michael Driscoll, Thom McGuire, Jamell Powell)
Indie reps and other industry members will discuss the wide range of indie labels, and describe the different kinds of deals 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.

• Studio to the Street
(Gregory Seneff-Moderator, Jordan Tishler, Neil Sheehan, Marcy Rauer-Wagman)
A moderated panel presentation of the

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

• Win-Win or No Deal!
(Greg Seneff-Moderator, Richard Gabriel, Jason Rubal, Vlad Kushnir, Will Davis, George Stein)
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.

• Digital Delivery... It's Still Morphing!
(Ron Vos-Moderator, Dewitt Lee, Neil Sheehan, David Cooper, Vlad Kushnir, Noel Ramos, Lisa Smith-Putnam)
Digital delivery is a reality. Now we are seeing how it is affecting the market. Even in the short time that we have been utilizing this new distribution method, it has already morphed considerably. Podcasting, ring-tones, digi-singles, sound tracks, and other digital marketplaces have already expanded this brand new opportunity. This panel will be a cutting edge discussion of these critical developments. Topics will include protection of intellectual property rights, digital distro deals, and the state of the emerging digital delivery market.

• Publishing, Fact and Fiction
(Jordan Tishler-Moderator, Robert Case, Richard Gabriel, Greg Seneff, George Stein)
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.

• Media Challenge
(Noel Ramos-Moderator, Neil Sheehan, David Wimble, Dewitt Lee, Lou Pica, Jeff Cohn, Docta Shock, Lisa Smith-Putnam)
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?

• Street Teaming and Buzz Building
(Toni Koch-Moderator, Dewitt Lee, Neil Sheehan, Jeff Cohn, Ron Vos, Jamell Powell)
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.

• Indie Booking and Full Spectrum Touring
(Gilli Moon (Moderator), RAVI, Jordan Tishler, Montez Petrose)
Many Indies realize the importance of watching their budget and utilizing DIY methodology for their booking and touring efforts. But what's the point of touring? This panel takes it to the next level. Maximize your effectiveness: gig-swapping, interviews, airplay, promotion, retail. Time is precious and touring is a massive undertaking; learn to tie in all the critical elements. These experienced road warriors will help you make the most of your efforts.

• Women in the Music Business
(Theresa Aldao-Moderator, Kay Pere, Gilli Moon, Mary Nichols, Patti Wolf-Schwaiger, Chantel Ramsey)
Discussing the trials, tribulations, and success stories of women in the music business. Some topics are women as performers, and women in the business behind the scenes. Do women still experience discrimination in this business? How do women handle performances, costumes, stage presence, and song delivery?

• Imaging, Live Performance Excellence, and Creating a Buzz
(John Battaglia-Moderator, Neil Sheehan, Jason Rubal, RAVI, Bill Pere, Gilli Moon, Ducado Vega, Jamell Powell)
Artists create a buzz by creating and portraying one consistent direction in their image and live performance. Join us on this panel as we discuss the nuances of creating a signature image and the art of the live performance.

• Production/Artist Development Roundtable
(Jordan Tishler-Moderator, Kyle Ober, Jason Rubal, Jamell Powell)
Come meet a bunch of friendly, high-profile producers and finally get your questions answered. What does a producer really do? It's more than just making dope beats or writing string parts. A music producer is like a film director, no blockbuster could ever be made without one. Choosing the right

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person will take your album far beyond (what you thought possible). We will discuss finding that person, what it is like to work with a producer, what they will expect of you, and what they can do for you. Speaking of going far beyond, some producers specialize in Artist Development. What is that anyway? Getting your career off the ground is difficult no matter what, but with guidance you can get a jump on the competition. This panel will encompass the roles of pure production and Artist Development so you can understand the roles and value of each step in the process.

• **DISCourse**

(Noel Ramos-Moderator, Neil Sheehan, Bill Pere, Jordan Tishler, Jason Rubal, Kyle Ober, Vlad Kushnir, Thom McGuire, Mary Nichols, David Richards, John Battaglia, Ravi, Gilli Moon, Jamell Powell)

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 presentation.

• **The New Definition of "Radio"**

(Noel Ramos-Moderator, Lou Pica, Neil Sheehan, Paul Wright, Patti Wolf-Schwaiger, David Wimble, The Mystic, Jamell Powell)

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

• **Merch, Expanding Your Revenue Streams**
(Toni Koch-Moderator, Gilli Moon, RAVI, Bill Pere, Noel Ramos, Ducado Vega)

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

WORKSHOPS

• **Breaking Down the Myths About Copyrights**
(Michael Driscoll)

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

• **The Art of the Deal: Management, Agency, Publishing, Production, and Recording**

(Gregory Seneff)

The only thing worse than no deal is a bad deal. An artist or writer may miss opportunities because they make decisions based on the compliments of "producers," "publishers," "record labels," "managers," "promoters," "A&R Reps," or "agents," and mistakenly assume those individuals will do the "right thing" for the artist. This seminar discusses issues ALL artists and writers should understand.

• **The 8 Keys to Success in the Music Business**
(Bill Pere)

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

Editor, Songwriter's Market. The information presented here can change your life.

• **Putting Your Emotion Into Your Music**
(Jason Rubal)

Why are some songs hits? What sets them apart from your music? Jason is a record producer who also works in artist development and will be covering such topics as backbeat, rhythm structure, emotional line, layering, accents, vocals, breaking bad songwriting habits, and making a demo that gets you a deal!

• **High Profile Organizations and Charitable Performances**

(Lou Pica)

Getting involved with high profile organizations and how to use that experience to provide a benevolent service while also promoting. How to appropriately use the word "charity" while gaining more exposure for your music.

• **Maintaining Artistic Integrity While Running Your Career as a Business**

(RAVI)

The "business" suffocates many artists in their pursuit to fulfill artistic dreams. This seminar connects that pursuit with the achievement of goals and the integration of arts into today's business and social environment. Ravi will discuss ten essential principals combining introspective philosophy and practical business methodology. We are an industry of entrepreneurs navigating a corporate nightmare. Together, we will create a better arts industry for everyone!

• **Studio Preparation/Production 101**

(Kyle Ober)

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

experience and probably for the rest of your life as a musician.

• **How to Leverage Information and Avoid Wasting up to 90% of Your Music Promotion Efforts**

(Geraldine Calvo)

This workshop will focus on leveraging information and information marketing for music promotion. The presentation will integrate substantial new elements based on our formal experience and clients over the past year. The presentation will now cover elements on how to leverage information and information analysis to Optimize your hit song potential, Optimize your radio promotion, and Optimize music advertising campaigns. Defining your top fans target will also be discussed.

• **Workshop for Neo Soul and Spoken Word Recording Artists**

(Maurice Henderson)

How To Become Rich, Popular or Almost Famous as a Neo Soul and Spoken Word Artist and Recording Artist of Hip Hop, Poetry, Urban Contemporary & Gospel Music. 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 and money making from the artistic licensing, serial options and franchise merchandising of their talents, skills, abilities, ideas, gifts and creativity. This presentation provides a successful planning guide for those interested developing their craftsmanship for Independent label producing, recording, marketing and distribution. Artists will also learn the easy steps to developing their talents as venture and capital for self employment, entrepreneurship and business ownership.

• **The Rockstar in You: The 7 Keys to Building a Rockstar Image**

(John Battaglia)

Just because you have talent doesn't mean that you'll be a natural in presenting yourself and making money from those



talents. Join John Battaglia, author, speaker, and image coach, as he shares the 7 simple steps that every artist must know in order to create a Rockstar image and attract the attention they deserve. This interactive, 2-hour workshop will cover: How to build up your natural star qualities; How to create your own distinct style and look; How to have your live performance leave people touched and moved; How to have your image come from an authentic place.

• Lose the 'Louie Louie' Elocution: Diction for Singers and Songwriters-Skills for Stage and Studio
(Kay Pere)

The human voice is the only musical instrument possessing the ability to combine the power of poetry with the language of rhythm and melody. In this workshop we will look at the specific tools and techniques of enunciation used by vocalists and songwriters to maximize the impact of their lyrics in performance. Why write or sing a lyric if it cannot be understood? As time permits, singers may receive performance feedback during the workshop. Those wishing to be considered for feedback should bring 30 copies of the lyric sheet for a song they wish to perform.

• Tripling Your Audience with Targeted Songwriting
(Bill Pere)

Are you reaching only 30% of your potential audience? The other untapped 70% is only a few key words away. You do not have to sacrifice 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 provides practical application of the information presented in "The 8 Keys to

Success in the Music Business".

• Ear Responsibility - What EVERY Musician Needs to Know About Hearing Loss
(Elaine Law-Ramos)

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

• Getting Started in the Music Business From the Ground Up
(Docta Shock)

You say you've got talent, cool... now what the hell do you do next? Let's talk about all the steps you'll have to take to get your act 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!

• Music Publishing for Songwriters
(Robert Case)

This workshop will consist of a basic overview of what music publishing is. What do music publishers do? What is Demo production and pitching songs? What performing rights societies do? Why is this information important for songwriters?

• MPWR Workshop - Artist Empowerment
(Gilli Moon)

Define success on your own terms... professional artist development, staying motivated, how to develop the right relationships, marketing and promotional tools, and overcoming obstacles. Gilli Moon hosts an MPWR (empower) Workshop to motivate you beyond creativity, into the business world of the Professional Artist. This workshop will help you take the next step with your artistry - guiding, motivating, encouraging and providing tools, tips and solutions to take your artistry into the business

world of the entertainment industry. Plus tips on indie promotional and marketing strategies to put philosophy into practice.

• Songsalive! Songcamp
(Gilli Moon, Toni Koch)

Songsalive! conducts an all-day, high powered, focused songwriting camp on Monday where songwriters and composers can gain valuable feedback on their music and collaborate in co-writing with other writers under the guidance of special Songsalive! songwriter mentors. Day starts with a critique session on your songs, followed by and intensive co-writing session where songwriters are split into breakout groups under the guidance of mentors, to co-write and deliver a completed song. This song will then be perform to the full group and music business execs at the end of the session. To participate, sign up in advance for the Songcamp during IMC at the Songsalive! booth. You will need to bring one completed song for critique (either play live or on CD), 10 copies of lyric sheets if possible, plus a writing pad and pen. The Songcamp runs approximately 5-6 hours depending on numbers. Don't miss this special day on the last day (Monday) of the conference.

• Preparing to Fail? Is Your Business Designed for a Future?
(Dave Dickson)

In today's economy we're all busier; playing harder for what seems to be less appreciation. Every moment is spent building our performance wishlist hoping there is another gig around the corner. But what if there's not? Do you chase the next train, or are you confident that your efforts will pay off? Is this as good as it gets? Learn what it takes to have your efforts be rewarded. Know why you're in this business; why "Business" is not a four letter word and how to get the most out of your efforts. The workshop is geared around Basic Business Management strategies, targeting the core reasons for making this (or anything) a business and showing how your "Why" is the basis for a business plan.

The "why" is the real reason you are in business. The workshop will be targeting the development of a plan of action to move your business forward. It will cover the fundamentals of planning but more than that it will focus on helping the individual recognize the reasons all this is important and how everything you do will affect the ultimate outcome.

• African Underground: Exploring African and Global Hip-Hop

(Ben Herson, Chosan, M.O.A., Lawson)
An urban cultural revolution is sweeping through Africa. Over the past 20 years, American hip-hop has made its way into daily African life by way of radio, cassettes, CDs and TV. Influenced by this cultural power, African youth have created their own local hip-hop cultures. In this workshop, Nomadic Wax founder Benny Herson will present his work in Africa through a lecture, slideshow and panel discussion with African MCs: Chosan (Sierra Leone) and The Ambassadors (Ghana).

• Financial Planning for Indies
(Daryle Seidman)

How to increase your cashflow, reduce your taxes, minimize your risk and maxize your savings TODAY! The 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.

• Connect Globally - Market Locally
(Paul Wright)

Artists can use the Mediaguide ArtistMonitorTM to know exactly when, where and how often their songs are being played on college, non-commercial or commercial radio. This information becomes even more powerful and useful when combined with the new distribution and promotion technologies that are available to independent musicians.

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• **Internet Marketing and Touring in the Future**
(Jeff Cohn)
Covering everything from dealing with the world of Mp3s, to bringing Webmasters on tour, to getting your band's name out and finding fans, to Ezines and publicity. How to incorporate your band's rise to fame into a world of fans that have grown up on the internet.

• **Extreme Music Marketing and College Radio**
(Ducado Vega, Susan Crandall)
We know in any given situation extreme measures yield extreme results. It is no different in the life of musicians. In order to get desired results we as musicians have to at times take it to extremes. Mavericks rule the world. Because the competition is so stiff in the biz, one must be creative, bold, daring and fearless. Your marketing ideas have to be fresh, eye-catching and even sometimes controversial to get the attention you desire. Extreme Music marketing is the key. No gimmicks or trendy behavior, just sheer straight ahead in your face innovation. We will take a look at everything from creating a thriving music scene, to the

look, the sound, language, sacrifices etc. Extreme measures yield extreme results!

• **Entertainment Psychology (EP)**
(Jamie Ballard)
EP considers the relationship of the entertainment industry and the emotional, psychological, social, behavioral, 'self'/spiritual, and physical characteristics of individuals/groups participating within this industry; and consequently serves to prepare student, amateur, and professional entertainers and the professionals working with them (attorneys, managers, etc.) to live brilliantly personally and professionally within the industry.

• **The Prosperous Artist**
(Wendy Keilin)
The surprising truth about what it really takes to make a great living doing what you love, and why so few artists ever do. Are you ready to have what you really, truly want? Are you ready to be well paid - not just "making it" - and be highly successful as you define it? For doing just exactly what you love? This lively, interactive workshop will leave you with a blueprint for creating the life and career of your dreams.

• **Basic Legal Concerns For Indie Musicians**
(Vlad Kushnir)
The workshop will cover the basic legal aspects of the music industry. The topics include: basics of copyright law and copyright protection; trademarks and domain names; right of publicity; royalties computations; group issues; business entities; music publishing and licensing.

• **Vocal and Performance Excellence- The "Memel Method"**
(Steven Memel)
Whether you're a novice singer or a polished professional performer you won't want to miss this exciting workshop. In this intense five-hour interactive session participants will be introduced to the "Memel Method," an integrated system of vocal and performance techniques covering every aspect of the performer's experience. Vocal technique, stagecraft and movement, talking with the audience, rehearsal, mental preparation and much, much more!

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

• **IndieGate Internet Workshop**
(Noel Ramos)
Noel has over 25 years of experience in a variety of arts and music related fields. He is a DJ, Singer, Graphic Designer, Illustrator, Publisher, Author, Web Developer, Consultant, Teacher and indie music retailer. An early adopter of all things internet, he's 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." Also included will be Q&A regarding the

IndieGate.com online independent music store and all the powerful benefits of becoming an IndieGate Merchant Member.

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

• **Entering the World of Movies - It's Not Just Your CD**
(Dick Gabriel)
Whether, it's for your song, your CD, or your appearance, there's much more to this genre than exposure. This panel includes a discussion of the various opportunities that exist in the movie world, not only with placement of your CD, but with your song, underscoring, and on camera performance. There are pitfalls to watch out for (one can die from exposure) and there are opportunities that can improve your "deal". Such opportunities also generate compensation and possible residuals. This covers issues ranging from publishing to on-camera performances, either as a featured or non-featured performer.

• **Songsalive! Acoustic Roundabout**
(Gilli Moon, Toni Koch, Songsalive! Team)
Songsalive! will run acoustic performances throughout the conference weekend for IMC05 attendees. The Songsalive! Acoustic Roundabouts will be held in the Hamilton Room which has a lovely grand piano and sound system. There will be Songsalive! members in the Hamilton Room at all times. This is THE place to be seen! Get valuable feedback in a supportive and encouraging performance and learning environment.

Note from the Executive Director: I want to thank all of you who have shown your support for this event by attending, teaching, performing and internetworking together! Please plan on returning year after year so your valuable experience will also add to the pool of knowledge!

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Admission Fee:

\$15.00 per day for adults

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Johnny Rockets.....43 South Street
South Street Souvlaki.....509 South Street215-925-3026
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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Club218
218 South Street • Philadelphia
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www.club218.com

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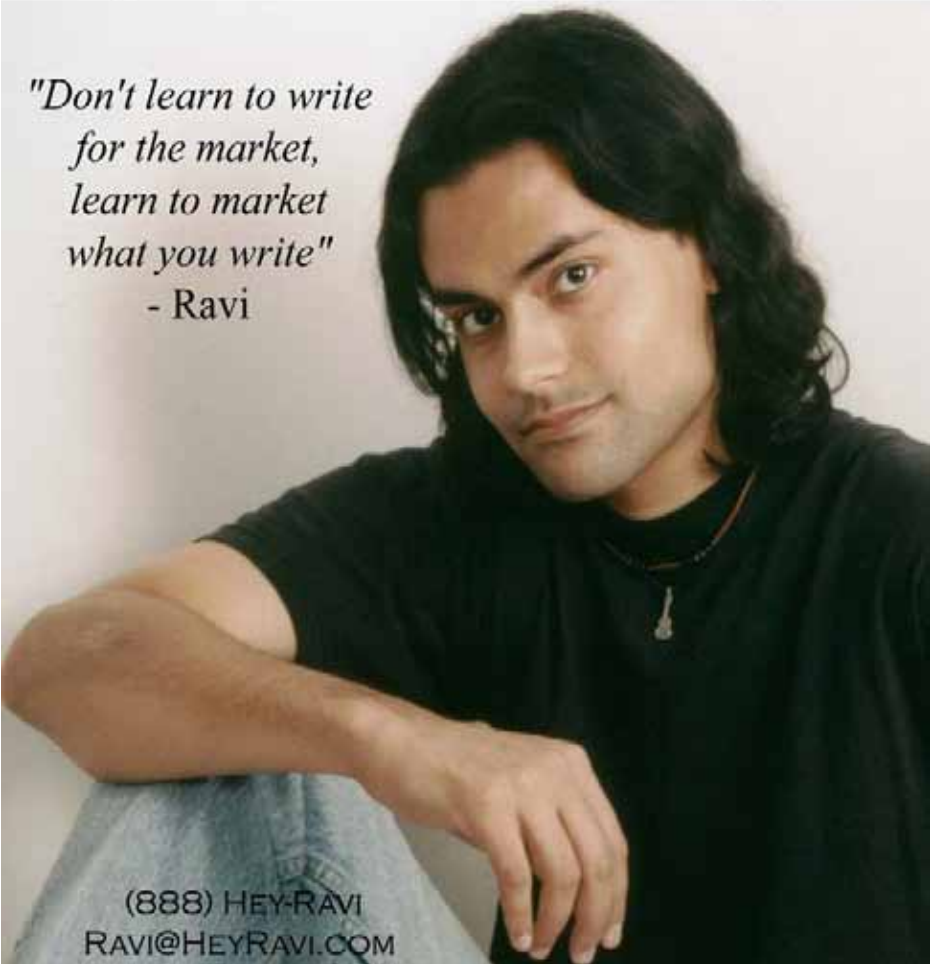
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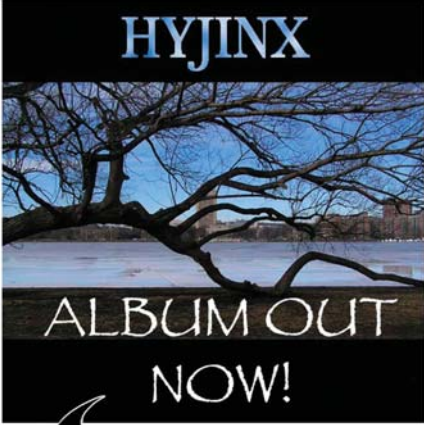


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-Syl Nathan (GoodTimes Magazine)



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SPECIAL PULL-OUT SCHEDULE SECTION

Hamilton Room

Wednesday, 8/31/05
Immie Awards! *featuring:*
Scott Bradoka
Bill Pere
Kay Pere
Lynda McLaughlin

Friday, 9/2/05
R&B/Hip Hop/Pop night
featuring:
Coole High
K'nak
Tah Phrum Duh Bush
Nasih 13
DDQ
Lauren D'Aria
Aaron Kane

Saturday, 9/3/05
featuring:
Natalia
Jeremy's Retort
Gilli Moon
Almost Doesn't Count

Sunday, 9/4/05
featuring:
Theresa Morton *Sunday morning*
Gospel Breakfast! 9-10am

Night shows: Theresa Morton
Kris Miller
Ghetto Songbird
Shannon Penn

Emerald City

Thursday, 9/1/05
Disc Hounds stage *featuring:*
HyJinx
Suburban Sound
Fat Daddy Has Been
Michelle Nagy
3 Kisses
The Answers

Fergies

Friday, 9/2/05
featuring:
The Last Show
Sangha Bums
Tokyo Tramps
Foley McKenna Band

Saturday, 9/3/05
featuring:
No Man Zero
Frank Porter Band
Soultree/Ducado Vega
Days Ahead
Melodeego

Sunday, 9/4/05
featuring:
Lynda McLaughlin
Almost Doesn't Count
Tokyo Tramps
The Answers

Cavanaugh's River Deck

Thursday, 9/1/05
Cavanaugh's Dinner show
featuring:
Tracy Stark
Havis
Johnny Gallagher
James Cleare

Friday, 9/2/05
Cavanaugh's Dinner show
featuring:
Robyn Harris
Maria Marocka
Gilli Moon

Saturday, 9/3/05
Cavanaugh's Dinner show
featuring:
Snakes 'n Angels
Jon Dacks
Ravi
Shannon Penn

Sunday, 9/4/05
Cavanaugh's Dinner show
featuring:
Lynda McLaughlin
Kama Linden
Arcaya
HyJinx

Club 218

Saturday, 9/3/05
Oasis CD stage *featuring:*
Crystal and the Wolves
Astronaut Jones
Showin' Tell
The Answers

Sunday, 9/4/05
T.I.M. stage *featuring:*
Playin' Syx
Leslie Bowe
Mister Neutron
3 Kisses
Crystal and the Wolves

DJ Fusion, DJ Universall and
DJ Faction will be spinning at
various venues/times.

All Cavanaugh's Dinner shows
are 4pm - 9pm.

All night-time shows start at
8pm and venues have varying
closing times.

Emerald City and the Hamilton
Room are open til 3:30 am!

Be sure to wear your laminate for FREE admission to all IMC shows
or Clip these FREE PASSES for admission to the IMC venues.
Laminates and Passes are also good for 25% off dinner prices at
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Cavanaugh's RIVERDECK

See Page 9 for a schedule
of all IMC Performances
at Cavanaugh's

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DAILY AGENDAS

Thursday, 9/1/05

11:00-12:00	Where Are We, Where Are We Going?	Ballroom D/E
12:00-1:00	LUNCH - Networking / Complimentary Food	Hamilton
1:00-2:00	What's My Line ? Studio Preparation/Production 101 Connect Globally - Market Locally Financial Planning for Indies	Bromley Claypoole Frampton Whitpen
2:00-3:00	Technology Overview It's the Music Business! Breaking Down the Myths about Copyrights Workshop for Neo Soul and Spoken Word	Bromley Claypoole Frampton Whitpen
3:00-4:00	Indie Label Deals Preparing to Fail? Getting Started in the Music Business Looking for Press in All the Right Places	Bromley Claypoole Frampton Whitpen
4:00-5:00	Studio to the Street Entering the World of Movies Internet Marketing and Touringin the Future High Profile Organizations and Charitable Perf.	Bromley Claypoole Frampton Whitpen

Friday, 9/2/05

10:00-11:00	Win-Win or No Deal! Entertainment Psychology (EP) Preparing to Fail? Internet Marketing and Touring in the Future	Bromley Claypoole Frampton Room #2123
10:00-12:00	The 8 Keys to Success in the Music Business	Whitpen
11:00-12:00	Digital Delivery... It's Still Morphing! Financial Planning for Indies MPWR - Artist Empowerment	Bromley Claypoole Frampton
12:00-5:00	Songsalive! Acoustic Roundabouts	Hamilton
1:00-2:00	Publishing, Fact and Fiction The Rockstar in You : Rockstar Image Basic Legal Concerns for Indie Musicians	Bromley Claypoole Frampton
1:00-3:00	Putting Your Emotion into Your Music DIRECT to FAN	Whitpen Room #2123
2:00-3:00	Media Challenge Lose the 'Louie Louie' Elocution: Diction Workshop for Neo Soul and Spoken Word	Bromley Claypoole Frampton
3:00-4:00	Street Teaming and Buzz Building Maintaining Artistic Integrity Ear Responsibility: Hearing Loss IndieGate Internet Workshop	Bromley Claypoole Frampton Room #2123
4:00-5:00	Breaking Down the Myths about Copyrights Music Publishing for Songwriters The Art of the Deal: Management, Agency	Claypoole Frampton Room #2123
4:00-6:00	DISCourse - CLOSED SESSION - Presenters	Bromley

DISCourse is the IMC’s unique critique session!

Drop off your CD and Press Kit at the Registration Table *before* 4:00 pm Friday, September 2nd, in order for them to be reviewed by the DISCourse Panel during a ‘closed session’ that evening.

Attend the DISCourse Panel ‘open session’ on Saturday, September 3rd, from 3:00-4:30 in the Hamilton Room to hear what the experts have to say about your music, your press kit, and more!

Saturday, 9/3/05

10:00-11:00	Indie Booking and Full Spectrum Touring How to Leverage Information Lose the 'Louie Louie' Elocution: Diction The Art of the Deal: Management, Agency	Bromley Claypoole Frampton Reynolds
10:00-12:00	Putting Your Emotion into Your Music	Whitpen
11:00-12:00	Women in the Music Business Maintaining Artistic Integrity The Rockstar in You : Rockstar Image Getting Started in the Music Business	Bromley Claypoole Frampton Reynolds
12:00-3:00	Songsalive! Acoustic Roundabouts	Hamilton
1:00-2:00	Imaging, Live Performance Excellence The Prosperous Artist High Profile Organizations and Charitable Perf. Entering the World of Movies African Underground: Global Hip-Hop	Bromley Claypoole Frampton Whitpen Reynolds
2:00-3:00	Producing and Artist Development Roundtable Music Publishing for Songwriters Tripling Your Audience with Targeted Songwriting Extreme Music Marketing and College Radio Looking For Press in All the Right Places	Bromley Claypoole Frampton Whitpen Reynolds
3:00-4:30	DISCourse	Hamilton

Sunday, 9/4/05

10:00-4:00	Vocal Performance Excellence - 'Memel Method'	Hamilton
11:00-12:00	The New Definition of 'Radio' Tripling Your Audience with Targeted Songwriting MPWR - Artist Empowerment	Bromley Claypoole Frampton
12:00-1:00	Songsalive! Acoustic Roundabouts	Hamilton
1:00-2:00	Entertainment Psychology (EP) Extreme Music Marketing and College Radio Ear Responsibility: Hearing Loss IndieGate Internet Workshop	Bromley Claypoole Frampton Room #2123
2:00-3:00	Merch, Expanding Your Revenue Streams The Prosperous Artist	Bromley Claypoole
3:00-4:00	Studio Preparation/Production 101 Basic Legal Concerns for Indie Musicians Looking for Press in All the Right Places	Bromley Claypoole Room #2123

Monday, 9/5/05

10:00-4:30	Songsalive! Songcamp	Hamilton
11:00-12:00	Music Publishing for Songwriters Getting Started in the Music Business Looking for Press in All the Right Places	Bromley Claypoole Frampton
1:00-2:00	Studio Preparation/Production 101 High Profile Organizations and Charitable Perf. IndieGate Internet Workshop	Bromley Claypoole Room #2123
2:00-3:00	Entertainment Psychology (EP) Internet Marketing and Touring in the Future Ear Responsibility: Hearng Loss	Bromley Claypoole Room #2123
3:45-4:30	Songsalive! Songcamp - LIVE PERFORMANCES	Hamilton

Please refer to listing of “Panels and Workshops” beginning on page 2, for detailed descriptions and presenters. Check the IMC Registration Area for daily updates and changes to the schedule. Individualized Mentoring sessions will be available Friday-Monday. Sign in at the IMC Registration Table.

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Noel Ramos - Instructor

Noel has been a DJ, Singer, Graphic Designer, Illustrator, Publisher, Web Developer, Consultant, Teacher and a few other things in his life that have led him here. Now he is serving as a Panelist, Mentor and Executive Director for the Independent Music Conference. In addition to making himself available for one-to-one Mentor Sessions, Noel will also be presenting his famous "IndieGate Internet Workshop."



Elaine Law-Ramos - Instructor

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



George Stein - Instructor, Mentor

Mr. Stein is a member of the New York Bar and has specialized in entertainment law for over twenty five years. Clients have included the ABC Television Network, major recording artists (The B-52s, Lou Reed, Vanessa Carlton) and producers, as well as Columbia Records recording artist Jeff Buckley, who Mr. Stein also managed. Mr. Stein is a graduate of the George Washington University Law School. Mr. Stein is an Adjunct Professor at New York University where since 1989 he has taught the masters degree course "Law and the Music Industry." Mr. Stein lectures extensively throughout the U.S. He consults with, advises and represents artists, independent record companies and management.



Steven Memel - Instructor, Mentor

Internationally recognized vocal technique and performance coach Steven Memel has aided in building the careers of some of the most talented and successful people in the world of entertainment. Steven has created a unique and impactful method that enables him to achieve rapid and dramatic results. He has also had his own multifaceted career as a singer/songwriter, recording artist and award-winning actor and director. His clients include artists recorded on Sony, Jive, J Records, DreamWorks and BMG, including Maroon 5 ("Harder to Breathe" "This Love"), Taryn Manning of Boomkat, legendary blues singer and two time Tony Award winner Linda Hopkins, Tony Award winner Lauren Bacall, actors Mariel Hemmingway, Isabella Rossellini and many other up and coming bands and solo artists. He was the keynote speaker for the 2004 TAXI Road Rally and has taught at Musicians Institute, UCLA Extension and lectured at seminars, music conferences and universities around the world.



The Mystic - Instructor

The Mystic is an Ordained Minister, Psychic Radiohost & Musician. He has been Clairvoyant since birth, "The Mystic" has used his gift to assist thousands. He currently hosts a radio show entitled "The Mystic Hour", on 1360am WNJC in which he accurately predicted 9/11, the capture of Saddam, The Tsunami in SE Asia, and more!!! He's been in several newspapers, TV and has done many LIVE Appearances. Currently, he's in the studio with his debut CD "PROPHECIES" By "The Mystic", in which each song is a prophecy of a future event coming to pass. One not to miss!



Kay Pere - Instructor, Performer

Kay Pere enjoys a wide reputation as one of the premier vocal instructors in Southeastern Connecticut. She has presented vocal workshops for the Garde Institute for Creativity, the Connecticut Songwriting and Performance Conference, the New England Music Expo, and the Connecticut Songwriters Association. In performance, Kay delivers fresh piano propelled Folk/Pop with soaring melodies, innovative chordal harmonies, and well-crafted lyrics. Her newly released CD, "Even Better Than Chocolate", described by the Mystic River Press as having the "comforting power of a steamy cup of cocoa and cream -- minus the calories," was recorded in Nashville with Grammy award winning engineer and producer Michael Hopkins.



Michael Driscoll - Instructor

Michael has over 20 years of experience in the music and entertainment industry. At an early age, Michael became well versed on the guitar, bass, piano and electric violin. After graduating from college, he began studies in contract law and worked for more than 15 years as a contract negotiator for several Philadelphia area firms. He became an expert advisor in copyright law and intellectual property rights. All throughout this time he continued his work as a composer, arranger, and session player. In 1998, following a disabling spinal injury, Michael focused his efforts on the healing power of music and was the recipient of the first PA State Grant in the Arts promoting needs based support for disabled recording artists. In 2000, he helped form the Independent Recording Label Indian Rock Records. In addition to a busy recording and mixing schedule for various artists and organizations, IRR has had several original recordings used in Independent Films and screened for TV. The mostly all volunteer staff at IRR continues to help promote several hundred artists per year through their free Web Site, Newsletter, and Referral Services. In addition, Michael is very involved in community based arts programs, such as The IRR program "Digital Recording in the Classroom" which helps bring new recording technology into local schools. Finally, Michael is the co-founder of "Opening Doors of Perception"; this program focuses on the disabled artists.

TIP: Don't forget to make use of the special IMC Notepads we created for you. They are designed to help you get the most out of the workshops, panels and mentor sessions at IMC05!

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 - How to have your image come from an authentic place
- The three biggest image mistakes that most emerging artists make
- The 7 Keys to Building a Rockstar Image and Having a Rockstar Life and much more!

John Battaglia is the founder and president of Rockstar Image, an image-building and personal coaching firm for artists. Formerly, John was the imaging and marketing agent for Usher, Beyonce, Jessica Simpson, Brandy, and Eve.

ROCKSTARIMAGE.com



David Richards - Instructor

Co-president of the Bellingham, Washington-based independent label, Clickpop Records, Dave Richards also owns Sonic Index record store. Richards balances his time between producing, performing and scouting new artists for Clickpop and its sub-label Rebel Alliance Records. Clickpop's inaugural release "Strange We Should Meet Here" by the duo Idiot Pilot, was recently released by Warner/ Reprise. A much in-demand house and down tempo DJ, Richards is also a classically trained violinist.



Vlad Kushnir - Instructor, Mentor

Vlad is an attorney with the Law Offices of Kats, Jamison, van der Veen & Associates (Philadelphia). Vlad 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," "Legal and Practical Aspects of Music Licensing for Motion Pictures."

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Chosan - Instructor

Chosan was born in the country of Sierra Leone, West Africa. While living in London, Chosan got involved with the whole culture of hip-hop. His first break came when a freestyle CD recorded in a friends bedroom, made its way to a DJ at KISS FM London. Impressed by his raw talent, Chosan was asked to perform live on air where he captured the hearts of the capital. With his first track recorded, Chosan entered a locall radio's talent search competition and as fate would have it Chosan eventually went on to win first prize -1000 copies of the winning song pressed up and one recording session. With a distribution deal that fell through, Chosan rapidly used his street smarts as an opportunity to single handedly distribute the records across the UK. He later recorded his debut "The Beautiful Side Of Misery" , and started Silverstreetz Entertainments. Out of passion, struggle, determination and a love for hip-hop music Chosan still stands.

No photo available

Benny Herson - Instructor

Benny Herson was born in Boston, MA and began studying drums at age five. At 16, Herson took his skills to the stage and the recording studio as a founding member of legendary ska kingpins Skavooovie and the Epitones. For the next 10 years, Herson toured the United States, Canada and Europe over a dozen times, released three internationally acclaimed albums and recorded dozens of singles on compilations world wide. In 2000, his drumset skills led him into the studio playing drums for reggae legends Yabby U, Sugar Minott, Glen Brown among others. After a life-changing trip studying West African drumming in Senegal, Herson discovered a vibrant hip-hop scene in Dakar, Senegal's main capital. Enthralled with the political and social message of the group's lyrics he began producing and making beats for Senegal's top MCs. After many years of steady production work and beat making, he has become the most sought after producers in the Senegal. In only a few short years, Herson has amassed an impressive roster of artists having produced 50 groups from all over Africa and the Middle East. In 2004 Herson launched Nomadic Wax in the United States with the release of "African Underground Vol. 1: Hip-Hop Senegal". Today Herson lives in Brooklyn and runs Nomadic Wax inbetween touring with with reggae groups Dub is a Weapon and the Rock Steady 7 through out the US and Europe.

TIP: Sign up early for all the mentor sessions you are interested in at IMC05! These knowledgable and experienced people want you to pick their brains! Take advantage of this powerful networking opportunity and get some one-on-one time!



Daryle Seidman - Instructor

Daryle Seidman is a financial planner and business manager specializing in the arts and entertainment industry. Over the past 19 years he has successfully provided comprehensive business planning for artists, bands, managers and attorneys. In 1986, 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 DJs. As a consultant and advisor, Daryle's clients have included labels such RCA, A&M, Arista, Polygram/BMG and media companies including QVC, 20th Century Fox, New Line and Marvel. His 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.

No photo available

Franck Laté Lawson - Instructor

Lawson, aka Latson, aka TRINITRO was born in Lomé to a Togolese father and a Liberian mother. He lived in several different countries, moved from town to town, continent to continent, seeking education in different school systems. He embraced the Ivorian culture in his teenage years, where he met rhyiming partner Kwame Andah aka M.O.A. Late graduated from CEFAM (French management school, Temple University, and Art Institute of Philadelphia) with degrees in International management, marketing, Multimedia and web design. While studying in France, Trinitro got involved with rapping and producing. He produced several French hip hop albums, currently focusing on the production and engineering for REBEL POETRY -the JMNI album with MOA. But don't let his calm demeanor fool you, this cat holds black belts in Viet Vo Dao (traditional Vietnamese martial art) and TaeKwonDo (Korean Olympic martial art), and is the current Assistant coach for Temple University men and women TaekwonDo team. Not only is he in the Hall of Fame of the Northeast TaeKwonDo Collegiate League, but has also won several national and international tournaments in Judo and taekwondo in Ivory Coast, France, and the US. All his international experience gave him a strong ability to adapt to and understand different environments, making him a true "citizen of the world" as he likes to proclaim himself.

No photo available


Kwame Andah aka M.O.A - Instructor

M.O.A. (Minista Of Agrikulcha), was born on a military base in Accra, Ghana. His mother was a major in the Ghanaian Armed Forces and his father the equivalent of a secretary of Agriculture. In Dec 1981, he got into hiphop and was known to emcee parties at the International Friendship Center, and even bust a rhyme or two. It was there he met Late, as part of rival crews and they would often battle each other dancing. He left Ivory Coast (early 90's) for boarding school in Egypt and Malta then returned to Ghana where he did his O-Level examination before leaving for the United States of America. In Philadelphia, he attended St. Joseph's University and graduated with a degree in Management of Information Systems. It was here in Philly, that he recorded, mixed and mastered the Ambassadoz album TRAVELWISE on a second hand labtop. After wrapping up this project, he teamed up with his childhood confidant Trinitro, who happened to be in Philly to record JMNI's REBEL POETRY.




Toni Koch - Instructor, Mentor

Toni is a native of Phoenix, Arizona, working with songwriters, authors, and performers in various roles for nearly 30 years. With a formidable background in musical and stage perfomance, radio/media promotion and concert production, Toni's expertise regarding marketing, street team building, artist bookings and publicity is enhanced by a positive attitude and optimistic approach to any project. Currently working with gilli moon's team at Warrior Girl Music as Artist Relations/Promotions coordinator, Toni is also active with Songsalive! as US Artist Coordinator, the Los Angeles Chapter leader booking showcases and workshop speakers, maintaining the US memberships and other administrative functions as needed. Now based in Los Angeles, Toni continues to work with developing indie artists as a consultant regarding touring, creating a buzz and maintaining a fan base.




gilli moon - Instructor, Mentor, Performer

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




Dave Dickson - Instructor

Dave Dickson, President of DEC Group, utilizes his extensive background in finance and business planning to create operating efficiencies primarily in the small business community. Dave's broad experience and training led to the initial focus on the entertainment industry, and he maintains an active role in the business aspects of this field. A long passion for music and the performing arts took Dave to Music City, USA to finish a degree in music business. A dual degree in business and music industry management creates capability to work on both sides of the entertainment industry. With a strong understanding of the artists' business, and the temperamental creativity of the individual, he has developed successful business plans for artist deals and laid the foundation for entertainers to create the career they desire. Dave recently received accreditation from the Institute for Independent Business International; an organization of senior executives working with small to medium sized businesses. In this role Dave is working with independent companies in the entertainment field and other industries— organizing their phrases to ease ongoing frustrations— changing sour notes into an orchestrated symphony - creating the time and profits needed to survive.



Jason Rubal - Instructor, Mentor

Jason is a record producer on the East Coast whose specialty is non-mainstream bands who choose integrity over marketability. Jason has his name on over 120,000 records in six countries around the world, and his clients have had enormous success from Lollapalooza Tour, NIN tour, movie soundtracks from Mirimax and Lions Gate films, and worldwide distribution. He works from several major-label studios on the East Coast, and works for several companies as producer and artist development.



David Cooper - Instructor

David Cooper has had a long and diverse career providing computer software for the live entertainment industry. Throughout the 1980's and early 1990's David traveled the world working as a tour accountant and business consultant for some of the greatest musical acts including The Who, U2, Pearl Jam, and dozens more. During this time David and the team copyrighted 17 applications including systems for Artist Managers, Artist Touring, Promoters, Agents, Venues, Record Companies, Publishers, Radio Airplay, Merchandising, Fan Clubs, Advertising & Promotions, Direct Marketing, Ticketing and Recording Studios. All tied directly into accounting and reporting systems. For their 1995 U.S. tour, Pearl Jam turned to David to devise a low-cost, high-capacity ticketing and customer service system that would allow maximum flexibility. Pearl Jam also wanted to provide special services to the members of their official fan club, while also enabling every fan to use multiple methods of payment. The system worked so well that the group's 1995 San Francisco show sold 48,000 tickets in 21 minutes, at 2 tickets per call, a Guinness Book of Records fastest sellout, while reducing counterfeits and scalping considerably. In 1998, David and his colleagues built two virtual private networks for the SFX organization, a national sports and entertainment event management company later acquired by Clear Channel. Based on his own experiences in the industry - and seeing firsthand the technical challenges that the market leaders faced internally, David released a book this year called Breaking A Band in the Internet Age and created a set of tools called DIRECTtoFAN.com to support the "how to" book. David received a B.A. in Management Information Systems and Accounting at Indiana University of Pennsylvania in 1982 and is a frequent keynote speaker and panelist at ticketing and entertainment conferences around the country.



Neil Sheehan - Instructor

Neil Sheehan is the Founder of Hardcore Marketing, Inc., a Band Management and Concert Promotions firm located in Cleveland, Ohio. At 30 Sheehan is one of the industry's youngest street marketing pioneers, as well as artist manager and concert promoter. At 26, 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 North East Ohio's music scene garnering attention from Clear Channel executives and National bands. Currently running approximately 50 shows a year in North East Ohio 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. In recent years in the world of Management he has brought the world the likes of Gatlin, Aurn, Trendy, Echo Park (EO Records), Sappy Bell and most recently Disown. Developing and securing these acts' production, licensing, publishing, attorneys, endorsements, distribution showcases and recording deals. Neil Sheehan has been a panelist at NEMO, MMC, Mid Atlantic, IMC, ROOTS, MEIC, CMF, MECA, and the GRAMMY DEMO PANEL Review. He has also served as a Moderator for DIY, Street Team, and Management panels at the aforementioned conferences. He is also a Board Member for the Non Profit ROOTS OF AMERICAN MUSIC organization. He has participated on the following topics: Demo Reviews, Marketing, Touring, Booking, Artist Management, Incorporating, etc. He has also judged the Chicago Grammy Chapter Demo Listening Session, The High School Rock Off and Free Times Awards. He has partnered with NARAS (Grammy's), Rock Star Energy Drinks, Red Bull, ASCAP, Jager Music and other companies to help local and national artists.



Paul E. Wright - Instructor

Paul E. Wright is the co-founder of Frequency Media a technology-based marketing information company dedicated to college, non-commercial and selected commercial radio. Frequency Media was the first company fully dedicated to providing accurate, electronically-monitored airplay information on college, community and tastemaker radio and was purchased by Mediaguide, a joint venture created by the American Society of Composers, Authors and Publishers, in December 2002 to become its music information division. Mr. Wright serves as the Vice President of Music Business Development and is in charge of music operations, business development, product development, strategic partnerships & initiatives. Mr. Wright has closed nearly a dozen deals to place Mediaguide information in growth areas of online and offline media. Prior to founding Frequency Media, Mr. Wright served as Manager of Corporate Development for Imax Corporation, the world leader in large format entertainment. While at Imax, he was responsible for leading the company's strategic investments, corporate development, business development and fundraising activities including leading a \$200 million Senior Notes offering. He developed film marketing strategies and acquisitions to drive Imax growth within both educational and commercial film outlets including a \$30 million purchase of Digital Projection Plc, a UK-based manufacturer of digital projectors and a \$16 million investment in Mainframe Entertainment, a Canadian CGI animation company. Prior to this position, Paul worked in the Media & Entertainment Corporate Finance Group at Bear Stearns, a major-bracket New York investment bank. At Bear Stearns, Paul worked extensively with media companies of various sizes, and on a variety of M&A, public & private equity and public & private debt transactions totaling over \$1 billion. Paul graduated Cum Laude from Washington & Lee University with degrees in Economics (with honors) and Journalism, and serves as the co-producer and music/sound director for the film.



RAVI - Instructor, Mentor, Performer

Ravi is an artist whose credits span from the dives of Manhattan to the Oval Office, tours the country performing and, as a consultant, lecturing on crucial issues facing the music industry. The singer-songwriter has appeared on Letterman, Leno, Saturday Night Live, Today Show, etc., and performed at the most prestigious venues including Madison Square Garden, Louisiana Superdome, and a White House Christmas Party. The "creme de la creme" of the industry frequently calls on Ravi. Mercury Records hired him in 1997 to play guitar on tour with three-time Grammy nominee Hanson (the top selling band in the world that year). Simon & Schuster published his tour journal. Electronic Musician magazine features Ravi's articles and his column "Pure Profit" appears each month in Music & Sound Retailer. Berklee, Pepperdine University, and others including NAMM and most music business conferences host his lectures. Most recently, the world's largest guitar and piano manufacturer, SMC (Samick Music Corp.), sought him out to represent Greg Bennett Guitars as the brand's national electric guitar clinician.



Kyle Ober - Instructor, Mentor

Through the experience of early artist management, A&R consulting for indy startup labels, booking responsibilities and the organization of unsigned band competitions on a National scale (7 cities sponsors included ASCAP, BMI, SESAC, Tama, Ibanez, Sennheiser, AT&T, Ticketron, DiAdario & HMV), Kyle has acquired extensive knowledge of what goes into the growth of any developing artist starting from square one. Having always been involved with music production in one way or another, Kyle built his own private studio approximately 5 years ago in the Philadelphia area, working only with acts he completely believes in, within the capacity of Artist Development/Production. He states "Given the amount of hours I spend in front of those monitors, I can't do it any other way. I have to like the act. That wouldn't be possible as a commercial studio." Proclaiming .. "I never thought it would be so diverse". Projects range from acoustic to harder edge in a variety of genres including Pop, Blues, Rock, R&B, Gospel, Folk Rock and even Country. "I just like a lot of different stuff,.. some of it unanticipated", Ober says.



Lou Pica - Instructor, Mentor

Dr Lou, WNJC Radio Host, specializes in Independent artists, and owns and operates Dr Lou Music, a multi-faceted entertainment organization focusing on the Charitable organization, and the Independent Musician. Lou began writing music and producing videos in 1999 after years of playing music. He penned over 200 original songs and produced 2 albums and multiple videos. Lou has also appeared on TV commercials, ran bands, operated open mic sessions, and has been broadcasting continuously for 2 years straight. Lou has also worked with such notables as Jerry Bavat, King Arthur, Billy James, and has worked for the Philadelphia Soul for 2 years entertaining as the Bloues Brothers.



Maurice Henderson - Instructor

Dr. Maurice Henderson has appeared on over 25 talk shows and news programs, including the Ricki Lake Show, and Politically Incorrect with Bill Maher. He is an outstanding media personality whose award winning books, critically acclaimed On and Off-Broadway produced plays, nationally syndicated columns, popular appearances on the lecture and media circuit, has attracted an audience reach that continues to surpass the demographic regularity of ten million viewers, listeners, readers, theatergoers and live event attendees. Interviewed by the Wall Street Journal, New York Times, Washington Post, and Philadelphia Inquirer, as well as 50 other publications, Henderson has been acknowledged and honored for his transformational stakeholder position in Urban America's return on investment through financing the emergence of underground culture into the mass media marketability throughout the mainstream. Recipient of the Promoter of the Year Award at the Harlem Literary and Arts Conference, he has been recognized by the American Poetry Center, the American Booksellers Association, the Library of Congress' Center for the Book, Your Black Books Guide, the American Biographical Institute, which recently bestowed upon him the Researcher of the Year Award by Time-Life Books, which has chronicled his cultural studies research as a feature for the Leadership Volume of the Encyclopedia series "African Americans: Voices of Triumph. He has been booked for presentations and speaking engagements at Black Writers Week sponsored by the Hurston/Wright Foundation of the English Department at Virginia Commonwealth University, the Hip Hop Generation Conference in Madison, Wisconsin, the Detroit Writers Guild and the Black Business Students Association Conference in Michigan and many, many others. Henderson received a Faculty Award for the development of a course on Spoken Word and Performance Artistry through the Charles Blockson Literary Society and Temple University's Pan-African Studies Department.



Ducado Vega - Instructor, Performer

He's been compared to Prince, Kravitz, Hendrix and even Outkast. And, he's not ashamed to admit that he is influenced by all of the above and more. But, don't let his big Afro, funky clothes and guitar playing fool you, for he is no cheap knock-off of these veterans. There is much more to this Funk-Rocker than just hair and guitar strings. He is a multi-instrumentalist who plays 13 instruments. He writes, produces, arranges and performs all of his music in the studio. He has written and produced songs in over 15 genres of music. Ducado is the consummate indie marketing animal. Ducado is in complete control of his career having independently released 4 solo recordings, numerous production projects, and maxi-singles all under his own label. Ducado has also worked extensively as a motivational speaker. He attended Grambling St. University where he studied music and psychology. He has a song catalog with over 1000 songs. He has toured nationally and has won the praise of his peers. He currently owns C.O.A. Entertainment, The underground railroad recording studio, V.M.E. Songs ASCAP, Jazzett Music ASCAP, ToyLyfe Records and The Ultimate College Radio Directory.



Thom McGuire - Instructor, Mentor

Thom McGuire is 20-year music industry veteran. Thom has been involved in multiple record labels over the years; he is currently starting over from scratch again with Reth Music Group. He has also worked for R.E.X, Blond Vinyl, Rugged Records and was a co-owner of graydot/bulletproof. Thom has produced albums for bands like Third Day, Sundry, Spud Gun, Breakfast with Amy, and Urban Shakedowners to name a few. At points in his career he has also been in radio as the morning show host at 96.9 The Rock, a classic rock station in Richmond, VA a top market, and was signed to a major label as DJ SkyWalker.



Theresa C. Aldao - Instructor, Mentor - rock only

Specialized and experienced, Strictly Heavy Management provides personal musician and band management. The "Four Front" Marketing concept is the most basic approach to every band that works with us. Its founder, 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. 1987) SHM has provided incidental booking and exclusive personal management services to rock/metal artist since 1995. Ms. Aldao is a sole proprietor and also owns Chaffinch House Bed & Breakfast in Easton Maryland.



Mary Nichols (DJ Fusion) - Instructor

Host & Founder of the FuseBox Radio Broadcast since 1998, bringing one of the BEST & diverse mixes of Hip-Hop & R&B Music since 1998. on Rutgers U. Radio, WRSU 88.7 FM, HipHopFundamentalz.com & UrbanNetwork.com's The Mix Internet Radio Station), Freelance Writer (for TheIndustryCoSign.com, UrbanNetwork.com, Hoodgrown Magazine & other various publications), UrbanNetwork.com's Independent Charts Editor.



John Battaglia - Instructor, Mentor

John Battaglia is the founder and president of Rockstar Image, an image-building and personal coaching firm for artists. Formerly, John ran Wilhelmina Artist Management, the music and celebrity division of Wilhelmina Models, one of the largest fashion agencies in the world. As the imaging and marketing agent for Beyonce, Usher, Jessica Simpson, Brandy, Eve, and many other music and sports stars, he's negotiated multi-million dollar endorsement agreements, been on the red carpet at the Grammy's and VMA's, and also up at 5 am for makeup calls for photoshoots. He is the author of the book, The Rockstar in You: The 7 Keys to Building a Rockstar Image and Having a Rockstar Life. John has delivered keynotes and seminars for organizations such as BMI, ASCAP and The Songwriters Hall of Fame. He lives and works in the East Village in New York.



Jordan Tishler - Instructor, Mentor

Jordan Tishler of Digital Bear Entertainment specializes in music production, artist development and publishing, and we want to hear your stuff. For a highly select group of artists, we offer the use of our unique, vibey private studio along with the guidance of veteran producer Jordan Tishler (James O'Brien, Labb, Marie's Children). We offer consultation to boost your image, profile and touring. Our sister company, DBE Music Publishing can place your music in TV and Film for exposure and extra cash! In short, DBE develops artists to have real careers in music.



Bill Pere - Instructor, Mentor, Performer

Bill Pere is the IMC 2003 Indie Artist of the Year. His 30 years of music business experience include being taught by many of the biggest names in the music industry. Recognized coast to coast as one of today's best songwriting coaches and presenters, Bill is Executive Director of the Connecticut Songwriters Association, Founder of Local United Network to Combat Hunger, President of the Connecticut Songwriting Academy, and Producer of the Harry Chapin Legacy Show series. He has released 14 original recordings which are distributed worldwide, and his articles on the business and craft of music are published in several major industry publications. Bill is also a publisher, producer, qualified MBTI practitioner, and is an Official Connecticut State Troubadour.



Greg Seneff - Instructor, 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 Louisville's Louis D. Brandeis School of Law, Greg spent almost nine years in the music and media production industries in various capacities including as a booking agent, road manager, disc jockey, concert promoter, retail music buyer, and Assistant Director of Media at Asbury Theological Seminary. 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. Greg is currently in solo practice at The Seneff Law Office in Brentwood, Tennessee. Greg also represents film and video production companies, independent record labels, publishers, and production companies. Greg has served as General Counsel for both the Gospel Music Association and Christian Music Trade Association. Greg serves as a Board member for the non-profit ministry of Touchstone Youth Resource Services, as a member of the advisory committee and featured columnist for Christian Activities magazine, and on the board of advisors for the annual Midwest Entertainment Industry Conference held in Lexington, Kentucky. 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. Greg and Dove-award winning 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. The subjects covered include record contracts, publishing contracts, band partnership agreements, forming a legal entity, booking and management issues, copyright, trademark, and rights of publicity issues, finances for small businesses, how to pitch demo recordings, and much more.



Dewitt Lee - Instructor, Mentor

Dewitt Lee started making multi media magazines, 3 years ago before the world was introduced to the concept, building an organization with structure and culture from the ground up in Buffalo, NY was no easy feat, but it has been done. And as of last year he expanded operations in Toronto, Canada where his business has been accepted into the Toronto Business Development Center. The Concrete Chronicles CDRom magazine is a free monthly CDRom that is given away for free all over Toronto and Buffalo. It covers all genres of music and styles of fashion.



Ron Vos - Instructor

Ron is the founder and CEO of Hi Frequency Marketing, one of the largest and most successful street marketing companies in the U.S. As an early pioneer in the industry, Ron was instrumental in establishing the concept as a mainstream marketing strategy used by many companies today. In addition to the major record labels, Hi Frequency's varied clientele includes consumer product firms, catalog retailers, videogame manufacturers and major motion-picture studios. Ron used his considerable marketing expertise to develop the company's proprietary Street Team Management software, a fully integrated management communications and tracking system. Hi Frequency has been featured on CNN News and in a variety of publications including Inc. Magazine, Brandweek, Billboard, Ad Age, Adweek, and The Economist.



Robert A. Case - Instructor, Mentor

Robert A. Case, President of New Pants Publishing, Inc. (ASCAP) and Old Pants Publishing, Inc. (BMI) is a graduate of the Colorado Institute of Art, Denver, Colorado in the USA with an Associate's Degree in Business with an emphasis in Music and Video Business. He completed studies at Community College of Denver in Business Administration and Marketing. In the last 17 years Mr. Case has had extensive experience in the day-to-day operations of his Companies including artist management, contracting, marketing, financing, scheduling tour and event administration, travel, production and distribution and film and TV music placement. Mr. Case's artists and songwriters have appeared and performed at several music conferences through the years. Mr. Case has appeared on several music panels as a speaker including www.Songnet.org Music Publishing Workshop Los Angeles, The Taxi Road Rally Los Angeles, The Global Entertainment Summit Los Angeles and New York and countless others. Mr. Case has produced and released several CDs through the years 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. Mr. Case's songwriter's songs have appeared in 26 TV shows placements including One Life to Live on ABC Daytime and the Soap Network and South Park on Comedy Central in the US and Internationally in Canada, Mexico, and Europe. Mr. Case's companies are proud members of ASCAP, BMI, ACM- Academy of Country Music and The Recording Academy. (Grammy), NATPE-National Association of TV Programs Executives. 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.



Jeff Cohn - Instructor, Mentor

Jeff attended Stockton College in Pomona NJ to major in Marketing. During 1996 he took off a few weeks from college classes in order to follow the new band Marilyn Manson on the east coast leg of their "Dead to the World Tour". He then decided to start interviewing bands as well as having them draw self portraits, photographing live shows and really developing his relationships deeper than just a guy in the crowd. In the summer of 1997 he interned for the Philadelphia Music Conference, where he developed his Music Industry connections and public relations writing skills. Career-wise Jeff had been full time web designer and graphic designer for several companies during this time. In the fall of 2003 KMFD took Jeff on the road for a full tour of the United States. As webmaster he had developed a very close and personal relationship with the fans and was an easy choice to be the liaison the bands and fans on the road. He would also become Press Liaison, Assistant Tour Manager and Photographer. Upon returning home Iconmakerdesign.com grew steadily and became more defined as a full service company offering web design, graphic design, marketing, public relations and photography. Finally once the photography got to be too much to just be a section of Iconmakerdesign.org or glamgoth.com (his personal site), he decided to create x-pose.net to bring his photography and marketing all together under one new roof. X-pose will eventually be doing gallery shows and selling prints, hopefully others can share my passion and vision and enjoy the art for the sake of art.

TIP: Divide and conquer! At the IMC we encourage you to bring your band mates, BF's, GF's, manager, roadie... We want you to realize how important these people are to you as part of your team! Get them involved in the learning and networking. Have each person pick workshops and panels that they will get the most out of and then compare notes later!



Montez Petrose - Instructor

Montez Petrose grew up in Camden N.J., one of the poorest and violent cities in America. As a youngster she always loved music, especially hip-hop, because a lot of the lyrics and stories heard on these songs was an expression and an understanding of what was really happening in all poor, urban areas, especially hers. After high school, Montez pursued her passion for the Music Industry by enrolling at the Art Institute of Philadelphia and majored in Music Business. AIPH was one out of very few schools that offered a degree in Music Business, and explored the Music Industry as a whole, including entertainment law. Because she wanted to pursue a career in the music industry as well as give back to her roots, Montez created opportunities for the Youth of Camden through promoting and producing the events. In 1998, Montez promoted and produced the First Annual Peace Fest, due to the unusually high percentage of deaths by violence in the City of Camden. KRS ONE was special guest performer and speaker. In 2000, Montez implemented an Arts Program for troubled youth. In 2003, Montez promoted and produced First Annual P.Y.F (Partnership For Youth) Talent Competition, and helped raise over \$10,000 for the Youth Organization. In late 2003, Montez was offered the opportunity to work with music industry veteran and entertainment attorney Kevon Glickman. Kevon is known for managing heavyweights like D'Angelo and Funk Master Flex, but is best recognized for his success as Senior VP of RuffHouse Records when the Fugees made an explosion on hip-hop culture. Montez is currently Director of Promotions for Kevon's new Management Firm Respect Management and record label located in Philadelphia. Respect has clients in the fields of music, sports, film, and screen writing. Some of Respect's clients include Trina, Poe Boy Records, and Woodstock Radio.



Susan Crandall - Instructor, Performer

Soultree is a Dallas-based, five-piece, pop-folk-rock-funk band that is fronted by the sultry, sexy, vocals of Susan Crandall. Susan grew her Soultree roots out of a folk/rock foundation. Playing on the Texas scene for over 10 years, she has groomed a style all her own while playing venues in Houston, Dallas, Ft. Worth, and Austin. Recently gaining recognition and features in the regional press, she has performed with such artists as Susan Gibson (wrote "Wide Open Spaces"). Susan is a ruthless self-promoter, and will not settle for anything less than success in the music industry.



Richard Gabriel - Instructor

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



Jamie Ballard - Instructor, Mentor

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

TIP: Many of these industry people are available to you throughout the year as well! Now that you have become part of the InterMixx InterNetwork by registering for the IMC and getting involved with our online store, IndieGate.com, you are also entitled to many more benefits and features! InterMixx has been helping independent musicians for almost 20 years. Now that you're an "InterMixxer" you can enjoy discounts from our business partners, special low rates on needed services such as graphic design, web design & hosting, advertising, CD manufacturing and more. Get discounts on worthy products such as the IndieBible and the Ultimate College Radio Directory. InterMixx keeps you in touch with this valuable network and helps you keep building it all year round. Visit InterMixx.com to find out more!



Patti Wolf-Shwaiger - Instructor, Mentor

Patti is the founder and president of SmartWomen Internet Radio which launched its first webcast August 1, 2003. Patti has become one of the rare female pioneers in the webcasting industry working tirelessly to promote independent female artists to the masses. SmartWomen Internet Radio is a non-profit organization dedicated to promoting the positive power of women via the web.



Wendy Keilin - Instructor

Wendy, founder of Artist's Edge Success Coaching, has been coaching musicians and other creative professionals to success for over five years. Her clients have multiplied their income, opened up lucrative new areas of opportunities, streamlined their business operations, freed up their time, and discovered new levels of satisfaction, fulfillment, and joy in their careers and their lives. Wendy's workshop at IMC2004 drew rave reviews. She will be presenting at IMC05 on a provocative new topic.



Jamell Powell - Instructor

Jamell "Slowjam" Powell, C.E.O of TEAM Industry and founder of The Motivational Youth Foundation, is a committed self-starter who has the vision that every artist should be a quality entertainer that knows the business of the music industry. When he started his full-service artist development and seminar company in 1993, he had seen the "ins and outs" of the music industry as a voyeur with a gift for public speaking. As a insider who also models for Black Romance magazine, he consistently studied the business side of the music industry for over 12 years. From there he launched a successful career as a consultant for the "Unsigned Artist" whose services include artist development and image control. As a music consultant, he taught the business to over five thousand unsigned artists. He pursued public speaking by motivating high school students and inner-city youth to achieve their dreams through his new business, The Motivational Youth Foundation, which was established in 1997. After speaking at every major music seminar, he redefined his company and created a seminar called "The ART OF WAR for the Unsigned Artist". Now, through an audio series, a music business guide, a seminar course, and radio show, Powell has redefined the way the music business is done with unsigned artists. He has won the respect of many A&R representatives and record label executives by developing their acts to not only sell more records but the label's image as well..



Chantel Ramsey - Instructor

Chantel "SEVEN" Ramsey is the most recognized expert in Unsigned Artist Development for women. Leveraging years of hands-on experience in developing, supporting, marketing, and selling worldwide, her advanced selling strategies and tactics enable independent women artists and other professionals to win in highly competitive, politically charged music environments. SEVEN is in high demand as a consultant, as well as, a charismatic speaker who leaves her audiences motivated to action. This speaker is the founder of the worldwide seminar, "Women In Business: Dealing With P.M.S (Power, Men and Sex) In The Music Industry" and radio personality of the show called "Inside The Music Industry LIVE! With Jamell "Slowjam" Powell" on WGBB 1240AM and on Promo Radio 91.9FM in NY.



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



Marcy Rauer Wagman, Esq. - Instructor

Ms. Rauer Wagman is the principal owner of The Law Offices of Marcy Rauer Wagman, Esq. in Philadelphia, Pennsylvania. She represents numerous entertainment industry clients, from recording artists to record labels, both domestically and internationally. She is also Program Director of the Bachelor of Science in Music Industry Program at Drexel University, where she is the Head of MAD Dragon Records (distributed nationally by Ryko Distribution) and DraKo Booking and Concert Promotion. In addition, she serves on the Advisory Board of the Villanova University Law School's Sports and Entertainment Law Journal. At 17 years old, she recorded her first album with Atlantic Records, and toured all over the United States in support of the LP. Subsequently, she was Executive Producer/Creative Director for broadcast music production company FC&D, Inc. for over 10 years. She composed and produced award-winning music for over 500 TV and radio commercials, and numerous film/video scores, for clients such as ABC News/Good Morning America, KYW Newsradio, AT&T, McDonald's Restaurants, Campbell's Soup, American Express, Total Raisin Bran, Mallo-Cup Candies, Herr's Potato Chips. Marcy has won numerous prestigious awards, She has served as a presenter at a number of conferences, including NARAS, Urban Music Business Workshop, and ASCAP.



Geraldine Calvo - Instructor

Geraldine is an expert in marketing through her experiences as VP Marketing for a major health organization and through her previous company BizAlly- which specialized in marketing and promotion services. Geraldine joined Focus Marketing US LLC, a leader in the application of information analysis and information-driven marketing to music promotion in 2004.



David Wimble - Instructor

David Wimble is the Editor of the Indie Bible. David first created the Indie Bible when he became frustrated with the enormous amount of time it took to locate independent music resources on the Internet. Since launching the Indie Bible in 1999, it has grown to become a must-have resource for Independent Artists worldwide. You can learn more about the Indie Bible at www.indiebible.com



Lisa Smith-Putnam - Instructor

With over twenty years of experience in the entertainment industry, Ms. Smith-Putnam is the driving force in both the business and creative aspects of Your Music Network, the independent experience. Your Music Network, the independent experience is the brainchild of CEO and President, Lisa Smith-Putnam. A highly seasoned professional, Lisa has spent her entire career in the creation of music, television and film projects. With more than 24 million units sold to her credit, she has worked with many Grammy award winning, multi-platinum recording artists. After spending the last twenty years in Los Angeles, the hub of the entertainment industry, she has invested her time and energy building her credentials, cultivating her contacts and mastering the music business from the inside out. Lisa's contribution to the music business has not only had a major influence on many of today's best selling artists but she is directly responsible for revolutionizing an entire genre of music. Out of Lisa Smith-Putnam's extensive experience and understanding of the ongoing evolution of the music industry, she has created an entirely new business model that will forever change the landscape of how artists will be seen and heard, as well as offering new possibilities for consumers of music. After witnessing many artists lose much of their artistic control and the audience missing out on quality product for the sake of someone else's profit, it is Lisa's model of Your Music Network, the independent experience that takes back what music has lost. Lisa's passion for music and natural instinct for business are a winning formula for any endeavor she chooses to accomplish. Of all the successful and influential projects that Lisa has created to date, Your Music Network, the independent experience is poised to be her single most important contribution to the history of music.



William Davis - Instructor

Attorney William W. Davis, Jr. specializes in Entertainment and Criminal Law. He is licensed to practice in Maryland, Pennsylvania and Washington, D.C. His firm headquarters is located in Elkton, MD, which is conveniently located in the area between Philadelphia and Baltimore, and just a few more minutes from the Washington, DC metro area.

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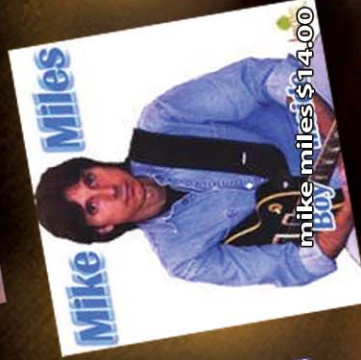
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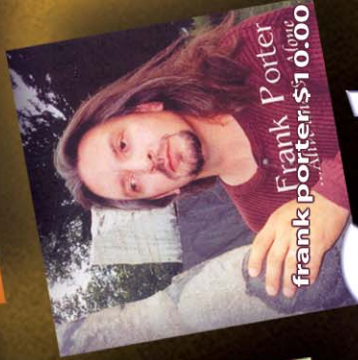
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