New Orleans During Jazz Fest
The Entertainment Industry Conference
Sync Up 2013
Streaming live at WWOZ.org
#SyncUpNOLA
Welcome to the sixth annual Sync Up conference, an economic development program of the New Orleans Jazz & Heritage Foundation. Held in conjunction with the world-famous New Orleans Jazz & Heritage Festival presented by Shell, Sync Up brings together top leaders from music, film, television and new media. Conference sessions take place the mornings of the Friday and Saturday of both Jazz Fest weekends. www.syncupconference.com

Don’t miss the second annual Sync Up Cinema April 29, 30 & May 1, a series of film screenings and panel discussions presented in collaboration with the New Orleans Video Access Center and the New Orleans Film Society. www.syncupcinema.com

LOOKING FOR LOUISIANA MUSIC? Check out Gig Gator, a searchable online database of Louisiana music in every imaginable genre. See giggator.la

Gig Gator is a FREE service designed to connect the independent musicians of Louisiana with talent buyers for live performance engagements and music supervisors for licensing recordings to visual media.

You can hear music, see videos, create playlists and connect with artists or their representatives for bookings or licensing inquiries through the site’s internal messaging system.

Find Louisiana music at giggator.la

The New Orleans Jazz & Heritage Foundation is the nonprofit organization that owns the New Orleans Jazz & Heritage Festival presented by Shell.

The Foundation uses the proceeds from Jazz Fest, and other revenues, for year-round programs in the areas of education, economic development and cultural enrichment. Education programs include the Don Jamison Heritage School of Music and the Tom Dent Congo Square Lecture Series. Economic Development initiatives include Community Partnership Grants, the Sync Up conference, and others. Cultural programming includes the Jazz Journey concert series and four free community festivals held throughout the year. In addition to Jazz Fest, assets of the foundation include: community radio station WWOZ 90.7 FM, the Jazz & Heritage Archive, the Jazz & Heritage Center, the Jazz & Heritage Gallery and the annual Jazz & Heritage Gala. For more on the New Orleans Jazz & Heritage Foundation, please visit us online at www.jazzandheritage.org.

SYNC UP HOSPITALITY AT JAZZ FEST
Sync Up participants have their own exclusive hospitality area at Jazz Fest. It’s located on the ground floor of the Derby Building (formerly the OTB building), between the Grand Stand and the Gospel Tent, directly next to the WWOZ Oasis hospitality tent.

The Sync Up hospitality area is open from 1 PM to 6 PM every day of the festival.

The Sync Up hospitality area is only open to those people who attend the Sync Up conference (as opposed to those who register but don’t attend). Credentials will be distributed only at the New Orleans Museum of Art, not at the Fair Grounds.

PARKING AT SYNC UP
City Park is normally closed to public parking during Jazz Fest. But those attending the Sync Up conference are welcome to park their cars in the park—and to leave them there until 9 PM. Just pick up a dashboard parking pass before you leave the conference. Please be sure to park in what would ordinarily be a legal street spot. Cars parked in “no parking” zones may be ticketed or towed.
FRI | 4.26.13

9:00 AM  REGISTRATION OPENS
10:00 AM  PANEL DISCUSSION
SCENE SETTERS: PEOPLE MAKING A DIFFERENCE
A growing group of local entrepreneurs are making cool things happen in music and digital media. Here’s a roundup.

Patrick Crilly, Digital Tip Jar (New Orleans, LA)
Travis Laurendine, CEO, Volnado & New Orleans Hackathon (New Orleans, LA)
Lawrence Parker, SupremeStreet/NOLA Hip Hop Awards (New Orleans, LA)
Lionel Milton, Mardi Brah iPhone game (New Orleans, LA)
Nesby Phipps, Mardi Brah iPhone game (New Orleans, LA)
Darren Hoffman, Tutti Dynamics (New Orleans, LA)
Reeves Price, Winter Circle Productions (New Orleans, LA)

11:00 AM  KEYNOTE INTERVIEW
TAG THAT FILE! GETTING PAID FOR ONLINE CONTENT
TY ROBERTS, Gracenote (Emeryville, CA)
JIM GRIFFIN, OneHouse Music (Plains, VA)

MODERATOR
Matt Ostrower, Sr. Director, Artist Partnerships & Development at Pandora (New York, NY)

In an era of digital distribution of music (and all art), getting paid depends on properly attributing your content. That means making sure your metadata has complete credits for all performers and copyright owners - otherwise the agencies that collect and distribute royalties won’t know which performers and rights holders to pay. Two of the most significant pioneers of online music break down what this means for independent artists.

11:50 AM  PANEL DISCUSSION
MUSIC PUBLISHING IN THE SPOTIFY ERA
It’s long been said that in the music business, publishing is where the money is. But these days - with traditional record sales losing ground to online services like YouTube, Pandora and Spotify - what does that mean for songwriters? We cover the latest in sync licenses, public performance, mechanical royalties and ad-click revenue.

MODERATOR
Michael B. Frisch, Esq., Shukat Arrow Hafer Weber & Herbsman LLP, (New York, NY)
Michael J. Sammis, EVP Operations/CFO, Universal Music Publishing (Los Angeles, CA)
Brent McCrossen, CEO, Audiosocket (New Orleans, LA)
Jedd Katrancha, Downtown Music Publishing (New York, NY)
Joe Conyers, Songtrust (New York, NY)

SAT | 4.27.13

9:00 AM  REGISTRATION OPENS
10:00 AM  PANEL DISCUSSION
DIRECT-TO-FAN: WHICH SERVICE SHOULD YOU USE?
At the dawn of the Internet era, we said, “Great - no more record labels.” Only a few years ago, we still couldn’t figure out how to sell to fans without a third-party distributor. Now there are dozens of “D2F” services that make plug-ins to truly remove the middle-man. So how does an artist choose which one to use? We have the best in the biz to guide you.

MODERATOR
Wayne Leeloy, Warner Music Nashville (Nashville, TN)
Benji Rogers, CEO & Founder, Pledge Music (New York, NY)
David Dufresne, CEO, Bandzoogle (Montreal, Canada)
Patrick Faucher, Co-founder and CTO, Nimbit (Framingham, MA)
Michael Schneider, Artist Relations, BandPage (San Francisco, CA)
Elyse McKenna, Senior Client Relations & Development, Topspin Media (Nashville, TN)

10:30 AM  KEYNOTE INTERVIEW
JEFF CASTELAZ, President, Elektra Records
( Los Angeles, CA)

MODERATOR
Don Kelly, Director of Business and Legal Affairs, Rehage Entertainment (New Orleans, LA)

He spent years building Dangerbird Records into an indie powerhouse, and he’s been tapped by the Warner Music Group to recreate the fabled Elektra brand. Now that he’s in the majors and charged with selling records, how will he approach online distribution, social media, artist development and other tricks of the indie trade?

11:30 AM  PANEL DISCUSSION
WEB SITE DEMOLITION DERBY
Is your web site doing all it should? If you’ve got the guts, we’ll pop your site up on the big screen and let our panel play “American Idol!” with it. We’ll critique your site and give tips on how to improve fan engagement - and sales.

MODERATOR
Wayne Leeloy, Warner Music Nashville (Nashville, TN)
Benji Rogers, CEO & Founder, Pledge Music (New York, NY)
David Dufresne, CEO, Bandzoogle (Montreal, Canada)
Patrick Faucher, Co-founder and CTO, Nimbit (Framingham, MA)
Michael Schneider, Artist Relations, Band Page (San Francisco, CA)
Elyse McKenna, Senior Client Relations & Development, Topspin Media (Nashville, TN)
**FRI 5.3.13**

9:00 AM  REGISTRATION OPENS

10:00 AM  PANEL DISCUSSION

PRESENTING NEW ARTISTS: HOW CONCERT PROMOTERS BALANCE THE DESIRE TO SHOWCASE FRESH TALENT AND THE NEED TO FILL SEATS

**MODERATORS**

Mike Krebs, Promoter, C3 Presents, (Austin, TX)

Jack Walsh, Executive Producer, Celebrate Brooklyn (New York, NY)

Jill Sternheimer, Producer, Public Programming, Lincoln Center for the Performing Arts (New York, NY)

Diana Ezerins, Programming Coordinator, Millennium Stage, The John F. Kennedy Center for the Performing Arts (Washington, DC)

Erika Elliott, Artistic Director, Central Park Summerstage (New York, NY)

Martin Fleischmann, CEO, Rum and Humble Concerts (Los Angeles, CA)

11:00 AM  KEYNOTE INTERVIEW

DANNY MELNICK, Absolutely Live (New York, NY)

**MODERATOR**

Geoffrey Himes, The Washington Post (Washington, DC)

A former Festival Productions staffer and Jazz Fest veteran who went solo, Danny has produced global tours for major jazz artists (including HBO’s “Treme”) – and is now associate producer of the Newport Jazz Festival. We hear how this accomplished promoter discovers talent and sells concert tickets.

11:45 AM  PANEL DISCUSSION

HOW I BUILT MY TOURING BUSINESS

We hear from New Orleans-based artists and their agents/managers how they developed a solid business on the road.

**MODERATORS**

David Margulies  Co-producer, High Sierra Music Festival, (Quincy, CA)

John Michael Rouchell (New Orleans, LA)

Marc Allan, Red Light Management (Charlottesville, VA)

Sammie Williams, Big Sam’s Funky Nation (New Orleans, LA)

Tony Ciaccio, Hypersoul (New Orleans, LA)

Mousa Hamdan, Street Customs Management (New Orleans, LA)

Ivan Neville, Dumpstaphunk (New Orleans, LA)

Jon Phillips, Silverback Artist Management (Los Angeles, CA),

12:00 AM  KEYNOTE INTERVIEW

TERRY MCDERMOTT (New Orleans, LA)

He was a Scottish singer in a rock ‘n’ roll band whose major label deal didn’t pan out. But he kept making great records—and moved to New Orleans, learning classic rock on Bourbon Street. Then he went on national TV and won second place on “The Voice” (thank you, Journey). And THEN he hit gold—sailing to the top of the iTunes charts with an indie release. We hear how he converted social media followers on SoundCloud into $ via TuneCore.

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**SAT 5.4.13**

9:00 AM  REGISTRATION OPENS

10:00 AM  PANEL DISCUSSION

FROM TWEETS TO BUCKS: CONVERTING SOCIAL MEDIA INTO REVENUE

Having 30,000 Twitter followers or Facebook fans is great. But what does that mean for your bottom line? Top players in this space dig into the thorny question of turning social media followers into customers.

**MODERATORS**

Jonathan McHugh, Song Stew Entertainment, (Los Angeles, CA)

Dick Huey, toolshed.biz (Warwick, NY)

Alex White, Next Big Sound (New York, NY)

David Hazan, CMO, Mobile Backstage (New York, NY)

11:00 AM  KEYNOTE INTERVIEW

ZACH QUILLEN, Manager of Macklemore & Ryan Lewis (Seattle, WA)

“Thrift Shop” by Macklemore & Ryan Lewis was one of a million independent releases a year ago. Then it became an inescapable hit—blasting through the charts and dominating Top 40 radio. The hip-hop group’s manager, Zach Quillen, tells us how they scored gold—as an indie.

11:30 AM  KEYNOTE INTERVIEW

ONLINE MUSIC DISCOVERY WITH A HUMAN TOUCH

ANYA GRUNDMANN, Director of NPR Music (Washington, DC)

**MODERATOR**

Scott Goldman, VP, The GRAMMY Foundation & MusiCares (Santa Monica, CA)

NPR Music has built the world’s most eclectic online musical smorgasbord. Fans love it because of the many avenues it provides for finding interesting new sounds. Artists love it because it reaches a smart and curious audience. It’s radio, but it’s online and increasingly visual. We hear how Anya Grundmann turned a crunchy granola outlet into a boundary-pushing juggernaut.

12:00 AM  KEYNOTE INTERVIEW

TERRY MCDERMOTT (New Orleans, LA)
DAVID DUFRESNE
CEO, Bandzoogle
Montreal-based Bandzoogle helps musicians build websites, engage fans and sell music and merch directly. David has a venture capitalist background, having spent 8 years placing bets on software, web, and video game startups. He's an obsessive music fan and loves to DJ the occasional dance party.

ANYA GRUNDMANN
Director/Executive Producer, NPR Music
Anya has guided the launch and growth of NPR Music as an award-winning source for music discovery and multiplatform journalism. Billboard Magazine named her as one of the “Power 100” in the music biz, and Fast Company said her crew is “re-inventing public radio for the post-radio generation.”

BENJI ROGERS
Founder & CEO, PledgeMusic
PledgeMusic is a global direct-to-fan funding platform for musicians to record and tour started in 2009. It helps artists to engage with their fans, fund their music, keep their rights and raise money for charity. A musician from London, he tours and records, and works in film.

BRENT MCCROSSEN
CEO and Co-Founder, Audiosocket
Audiosocket is the leading technology company in the music licensing space, with offices in New Orleans, Seattle and Los Angeles. It signs musicians to non-exclusive deals and then uses innovative online technology to help film and TV film music to license.

DANNY MELNICK
President, Absolutely Live Entertainment
Danny has produced more than 100 tours, festivals, concerts and other events in Europe, Japan and the US over the past 25 years. He has been Artist Director at Festival Productions, Inc., and a booking agent at Ted Kurland Associates. He is now Associate Producer of the Newport Jazz Festival.

DARREN HOFFMAN
Founder and CEO, Tutti Dynamics
An Artist and Entrepreneur-in-Residence at the University of New Orleans, Hoffman created the Tutti media player to use dynamic multi-camera and other interactive media for music learning tools that have been used by Wynton Marsalis and the Breklee College of Music.

DAVE MARGULIES
Partner, High Sierra Music
High Sierra produces the 23-year-old High Sierra music and camping festival in Quincy, CA, and partners on the Del McCoury celebration Delfest and a music/camping festival in Placerville, CA, called the Hangtown Halloween Ball. He’s an ex-journalist, manager and Sony A&R man and hasn’t missed a Jazz Fest since ’78.

DAVID HAZAN
Chief Marketing Officer, Mobile Backstage
Throughout his extensive marketing career, David Hazan has consistently conceived and executed breakthrough entertainment marketing campaigns for his internet, brand, agency, and entertainment clients. He has been with the Orchard, MTV Networks, Universal Music Group, Warner Music, Putumayo World Music and Wind-up Records.

DIANA EZERINS
Millennium Stage programmer, the John F. Kennedy Center
Diana programs, schedules and manages 365 shows a year for the Millennium Stage, the Kennedy Center’s daily, free performance series, plus other concerts and festivals, working with partners like the National Symphony Orchestra, NPR, the Smithsonian and many others.She studied music and management at Frostburg State University in Maryland.

DICK HUEY
Founder, Toolshed, Inc.
New York-based Toolshed has, since 2001, helped labels, artists and others develop social media marketing strategies. Clients have included Arcade Fire, the Civil Wars and Ani DiFranco. He launched the new media efforts of Beggars Group (Adele, Bon Iver, Radiohead). And he ran the U.S. launch of Spotify in 2011.

DON KELLY
Dir., Legal and Business Affairs, Rehage Entertainment
Besides his work at Rehage, Inc., on events like the Voodoo festival, Don represents artists and producers in all aspects of the music and entertainment industry. He studied business and law at LSU, has taught at Tulane and Loyola law schools and has been on the board of the NOCCA Institute.

ERIKA ELLIOTT
Artistic Director, City Parks Foundation Summerstage
SummerStage presents more than 100 free events, featuring over 300 artists, in parks throughout the five boroughs of New York City. Originally from LA, she has worked at major record labels and the William Morris Agency, then ran urban music for the NY club SOB’s before joining SummerStage in 2004.
JOHN MICHAEL ROUCHELL
He is a New Orleans-based musician whose former band, MyNameIsJohnMichael, garnered attention from SPIN and Paste with vibrant and energetic live performances. He has performed at Bonnaroo, Lollapalooza, Austin City Limits, Jazz Fest and Voodoo. He has three EPs coming out this year, including “The Separation.”

JON PHILLIPS
Co-CEO/President, Silverback Artist Management

JONATHAN MCHUGH
Founder, Song Stew Entertainment
Jonathan is a producer with many film and TV credits. He has worked at major labels like Island/Def Jam and was VP of visual media at BMG/Sony. He was music supervisor on 30+ feature films and, as VP Soundtracks for New Line Cinema, released many gold and platinum sellers.

LAWRENCE PARKER
Supreme Street Records and Traffic Boutique
Lawrence is a music producer, entrepreneur, community loyalist and author. He has produced tracks for Jay Electronica, & BG; produces the NOLA Underground Hip-Hop Awards; and concerts by Big Sean, Wiz Khalifa and many more. He also owns Traffic Boutique and writes motivational books.

MARTIN FLEISCHMANN
CEO, Rum & Humble
For over 20 years, Martin has helped present some of the world’s most celebrated artists in one of the most competitive live music markets in the U.S., working with stars like the Police, Elton John, the Rolling Stones, Luciano Pavarotti, Tom Petty, Radiohead and many others.

MATT OSTROWER
Sr. Director, Artist Partnerships & Development, Pandora
Matt’s team works in artist development, branded content, marketing and strategy. By building and leveraging strategic partnerships, he develops creative solutions that increase engagement and ultimately connects artists, fans and brands. Matt has worked at NPR, NBC, Boston.com (New York Times Digital), Geffen Records and Creative Image Associates (Stevie Wonder, Train, Harry Connick, Jr.).
MICHAEL FRISCH
Michael B. Frisch, Esq., is an attorney at the law firm of Shukat Arrow Hafer Herbsman & Weber, LLP. Before that he worked in the business and legal affairs department of Sanctuary Group, a major independent record label, artist management, and merchandise company, subsequently purchased by Universal Music Group.

MICHAEL SAMMIS
EVP/Operations and CFO, Universal Music Publishing
UMPG is the world’s largest music publishing company with operations in 50 territories. Mike is responsible for investment strategy, business development, strategic planning, finance, administration and IT and overseeing global operations, and was key in the $2 billion purchase of BMG Publishing. He previously worked at Windswept Pacific and RZO.

MICHAEL SCHNEIDER
Senior Artist Relations, BandPage
BandPage is a top provider of musician services. Michael has worked with bands (Mayday Parade, Switchfoot), brands (Glamour Kills Clothing, Merchmo), and non-profits (To Write Love On Her Arms, Falling Whistles, Global Poverty Project) on building social media & marketing campaigns, directing events, artist relations, and even tuning guitars.

MIKE KREBS
Promoter, C3 Presents
Mike started in the proverbial mailroom at ICM, becoming an agent working all US territories. He became a buyer/promoter for Delsner/Stater in NY, then moved to House of Blues in LA. He worked for AEG, booking the Nokia Theater for four years, before moving the Austin to run the casino division for C3.

NESBY PHIPS
Nesby’s rap skills have been featured on recent cuts with Curren$y, Tabi Bonney and Wiz Khalifa. He was part of the 40-city Jet Life tour in 2011. He is working to help minority athletes qualify for the 2014 Winter Olympics in Russia, and is producing music for the Mardi Brah iPhone game.

PATRICK FAUCHER
Co-Founder and CTO, Nimbit
Nimbit is one of the leading direct-to-fan platforms for the music industry, powering fan marketing and e-commerce solutions for 50,000 artists and labels at every level. Pat is now also CIO at PreSonus Audio Electronics. In the late 90s, Pat helped launch the online stores for Aerosmith and Phish.

SCOTT GOLDMAN
VP, GRAMMY Foundation and MusiCares
Scott has run the Recording Academy’s charitable outreach arms since 2005. He ran fundraising for charities like City of Hope, United Cerebral Palsy and March of Dimes. He’s also a professional musician appearing at clubs and festivals around the country. He’s a New Yorker with a degree in theater from Skidmore.

LOOKING FOR LOUISIANA MUSIC?
TRY GIG GATOR.
giggator.la
UPCOMING EVENTS

JUNE 8–9, 2013
LOUISIANA CAJUN-ZYDECO FESTIVAL
The seventh annual Louisiana Cajun-Zydeco Festival is New Orleans’ premier showcase for the two-stepping dance music of the Bayou State. FREE cajanzydecofest.com

MONDAY, SEPTEMBER 30, 2013, 8:00–11:30 PM
JAZZ JOURNEY CONCERT: ROBERTO FONSECA
Cuban jazz pianist Roberto Fonseca – a rising star on the international music scene – will perform in a rare New Orleans appearance at the Civic Theatre. FREE jazzandheritage.org

OCTOBER 18–20, 2013
CRESCENT CITY BLUES & BBQ FESTIVAL
The eighth annual Crescent City Blues & BBQ Festival is New Orleans’ premier showcase for Southern soul. With two stages featuring Jonny Lang, James Cotton, Shemekia Copeland, The Lee Boys and more. FREE crescentcitybluesfest.com

NOVEMBER 9–10, 2013
TREME CREOLE GUMBO FESTIVAL
The sixth annual Treme Creole Gumbo Festival celebrates New Orleans’ brass band tradition with two full days of music, and lots of gumbo. FREE tremegumbofest.com

THURSDAY, FEBRUARY 6, 2014, 8:00–11:30 PM
JAZZ JOURNEY CONCERT:
ESPERANZA SPALDING, JACK DEJOHNETTE,
JOE LOVANO AND LEO GENOVESE
The jazz stars combine their talents to perform in a once-in-a-lifetime supergroup. FREE jazzandheritage.org