The New Orleans Jazz & Heritage Foundation presents

sync

up

2012

Streaming live at WWOZ.org

#SyncUpNOLA
Welcome to the fifth 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

New this year: our own film festival, Sync Up Cinema. Join us for two days of film screenings at the New Orleans Museum of Art, Monday, April 30 and Tuesday, May 1. www.syncupcinema.com

Looking for Louisiana music? Check out Gig Gator, a searchable online database of Louisiana music in every imaginable genre. Seeiggator.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 contact with artists or their representatives for bookings or licensing inquiries through the site’s internal messaging system.

Find Louisiana music atiggator.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 events. Education programs include the Don Jamison Heritage School of Music and the Tom Dent Congo Square Lecture Series. Economic Development initiatives include the Raisin’ the Roof housing program, 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 atwww.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 p.m. to 6 p.m. 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 for the day. 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.
2012 SYNC UP CONFERENCE SCHEDULE
ALL EVENTS AT THE NEW ORLEANS MUSEUM OF ART

10:10 AM  Keynote Interview:
A SONG FOR YOU: SELLING RECORDS IN TODAY’S MEDIA MARKET
Daniel Glass, founder and CEO, Glassnote Music
INTERVIEWED BY: Dusty Wright
If sales of recorded music are a thing of the past, they forgot to tell Daniel Glass. The veteran record man is discovering new talent and charting multi-platinum sales with bands such as Mumford & Sons, Phoenix and Louisiana’s own GIVERS. Dusty Wright, a former editor of Creem, asks how he does it.

11:15 AM  Panel Discussion:
"I’M WITH THE BRAND" It used to be that record labels signed bands and released music. And when companies wanted to look cool, they’d ask an ad agency to find them a hot song to use in a commercial. Not anymore. Now marketers are going “direct” in extraordinary ways. Converse sneakers builds a recording studio. Scion autos starts an indie label. What’s going on? Is Miller Lite about to sign its own bands and give away a CD with every sixpack? 
MODERATOR: Josh Rabinowitz, VP of Music, Grey Worldwide
Jon Cohen, co-founder, Cornerstone Media
Jeffrey Merrihue, founder & CEO, Motif
Daryl Evans, VP of consumer advertising and marketing communications, AT&T
Angela Kyle, partner, the Realtime Project

10:10 AM  Presentation:
THE DNA OF MUSIC Like people, music has a soul - and a biology. Also like people, musical compositions and recordings have more in common than they have differences. Still, there are certain traits that help us identify what music speaks to our individual souls. The Music Genome Project, which gave birth to the online music service Pandora, tracks and tags the hundreds of variables in thousands of recordings. Pandora’s manager of curation, Michael Addicott, walks us through elements of music’s DNA - and pulls back the curtain on what it takes to get music added to Pandora.

10:45 AM  Panel Discussion:
GIVE IT AWAY NOW! MAKING MONEY WHILE GIVING AWAY YOUR RECORDINGS Rap artists have been giving away mixtapes for years - sometimes building enough base for “proper” releases to top the charts. Now artists in all genres are doing it. The question is: Once they get records for free, will people ever again pay for them?
Mack Maine, president, Young Money Entertainment
Sebastien Nasra, general manager, VEGA Music (Universal Music Canada)
Jonathan Hull, Ning
Dee-1, Independent hip-hop artist
Nesby Phips, independent hip-hop artist

12:00 PM  Keynote Interview:
OPENING PANDORA’S BOX: RADIO PLAY FOR EVERYONE Tim Westergren, founder & chief strategy officer, Pandora
INTERVIEWED BY: Norman Robinson, news anchor, WDSU-TV
Tim Westergren started Pandora online radio as an outgrowth of the Music Genome Project. More than 300 VCs passed on the idea. And staggering royalties nearly killed it. But with 100 million users, and a record-setting IPO last year, Pandora is back from the brink. Now it wants to come standard in every new car.

11:15 AM  Panel Discussion:
THE ANATOMY OF A TOUR How do tours make money, and what makes the difference between a tour that’s profitable and one that isn’t? 
MODERATOR: Will French, founder and president, NOVATOURE
Michael Yerke, president of talent, House of Blues Entertainment/Live Nation
Berta Baghjajian, CPA, business manager, Boulevard Entertainment
Joe Atamian, Paradigm Agency
Philip Mann, director, Live Performance and Music Industry Development, Louisiana Economic Development

10:10 AM  Panel Discussion:
TRUSTED SOURCES - TASTEMAKERS AND GATEKEEPERS In an age when everyone can publish their own music globally online, we’re more dependent than ever on media filters to help us figure out which new music is worth our precious time. But how do we get the gatekeepers not to lock us out?
Greg Lucas, director of business development, Creative Allies
Mark Satloff, vice president, Shore Fire Media
Adam Schatz, creator, Search & Restore
MODERATOR: Gwendolyn Thompkins

11:00 AM  Keynote Interview:
THE MYTH OF THE LONG TAIL Tony Van Veen, CEO and President, AVL Digital Group, CD Baby and Disc Makers
INTERVIEWED BY: Randy Houston, senior counsel, Comcast Sports Group
Tony Van Veen started as an indie rocker playing in punk bands. Now he runs the company that means everything to indie rockers everywhere: Disc Makers, known to anyone who has ever pressed their own CD, and CD Baby, the top online source for legal indie music. So he above all should welcome the digital revolution as a way to level the playing field and rid the world of major labels, right? Nope. To make any money in music, he says, you still need to reach a mass audience.

12:00 PM  Panel Discussion:
THE FUTURE OF MUSIC? IT’S ON YOUR PHONE From the Walkman to the iPod, we’ve loved taking our music to go – but first we needed to get the track on a tape or in a digital file. Now, with Pandora, Spotify, YouTube and many other streaming music sources on smartphones, it’s clear that wireless mobile is the latest frontier. The question is: How do independent artists make money from music on mobile phones?
Ralph Simon, CEO, Mobilium Global
Robert Singerman, CEO, Glocallocal
Travis Laurendine, founder, Volnado
Taynah Reis, CEO, Nextthunder
David Hazan, chief marketing officer, Mobile Backstage
MODERATOR: Suzette Toledano
ANGELA KYLE  
**Strategist, Story Worldwide**

For the past 15 years Angela has worked at the intersection of content, technology and marketing as an executive and a strategic advisor to clients such as Disney, Nokia and American Express. In her current work, she consults for such brands as Lexus, Unilever, Brown-Forman, Google and General Mills, among others. She started her career in the mid-90’s in the entertainment industry at Turner Broadcasting in Europe and has lived in London, Hollywood and New York. She is a graduate of Brown University, Columbia Business and Journalism schools and is a member of the Academy of Television Arts and Sciences Interactive Peer Group. She maintains a home in New Orleans, where she sits on the board of media arts non-profit NOVAC and has served as an advisor to the city’s economic development agency, the New Orleans Business Alliance.

TIM WESTERGREN  
**Founder and Chief Strategy Officer, Pandora**

Tim started the popular personalized radio service Pandora in 2000 as an outgrowth of the Music Genome Project. Tim is also an award-winning composer and musician with 20 years of experience in music production, audio engineering, film scoring and live performance. Trained as a jazz pianist, his musical background spans rock, blues, jazz and classical music. Tim received his B.A. from Stanford University, where he studied computer acoustics and recording technology. He is dedicated to helping talented emerging artists find an audience. In addition to guiding Pandora’s overall strategy and vision, Tim now spends most of his time as Pandora’s chief evangelist – traveling the country to connect with some of the tens of millions of people who listen to Pandora. He also works extensively with technology partners, distribution partners, advertisers and investors to help shape the future of Pandora and personalized radio. He survived more than 300 rejections from VCs when trying to raise money for Pandora in 1999. And in 2011 they set a new record for IPOs, raising $235 million.

NORMAN ROBINSON  
**News Anchor, WDSU-TV**

Norman has worked for broadcast outlets in Southern California, Mobile, New Orleans, New York and Washington, D.C., where he was a member of the White House press corps as a correspondent for CBS News. Norman has certificates and recognition from the U.S. Naval School of Music, The Columbia School of Journalism and Harvard University. He is also the recipient of an honorary Doctorate of Humane Letters from Our Lady of Holy Cross College.

SUZETTE TOLEDANO  
**Entertainment attorney**

Suzette has a boutique New Orleans firm focusing on copyright and trademark, licensing, recording, publishing and other entertainment legal issues. She was named by New Orleans Magazine as the “Top Lawyer” in the entertainment law category in 2010. Her international client list includes winners and nominees for Grammys and Oscars.

TED KURLAND  
**Founder and President, Ted Kurland Associates**

Ted founded Ted Kurland Associates in 1975 in Boston. They booked mostly blues artists, including Muddy Waters, Howlin’ Wolf, Willie Dixon and Koko Taylor. With TKA, he shifted his focus to jazz, starting with the vibraphonist Gary Burton and adding such stars as Pat Metheny, Keith Jarrett, Chick Corea, Miles Davis, Sonny Rollins and Bill Evans. Many others followed, including Roy Haynes, Milt Jackson, Charles Mingus, Isaac Hayes, Dexter Gordon, Nina Simone, the Modern Jazz Quartet, Jaco Pastorius and Ravi Shankar, to name a few. TKA is one of the premier talent agencies in music and counts prominent New Orleans artists on its roster, such as Preservation Hall Jazz Band, The Soul Rebels, Terence Blanchard, the New Orleans Bingo! Show - and several musicians named Marsalis: Wynton, Ellis, Jason, and Delfeayo. In addition to booking tours, the company has a management division that handles their clients’ recording, music publishing, movie soundtrack, video production and licensing agreements.

RALPH SIMON  
**CEO and Founder, Mobilium Global, Founder and Chairman Emeritus, Mobile Entertainment Forum - America (MEF)**

Ralph first came to prominence after leaving his native South Africa for London and growing his indie label, Zomba, into a family of labels that included Jive Records and launched the careers of Britttney Spears, R. Kelly, KRS-One and many others. The first person to start a ringtone company in North America, he is considered one of the founders of the modern mobile entertainment and content industry. His Mobilium Global is a creative mobile industry think tank based in London, providing high level strategic guidance to music companies and artists (U2, Lady Gaga Madonna).

GWENDOLYN THOMPKINS  
**President and CEO, AVL Digital Group**

After growing up in Aruba, Tony moved to Philadelphia to attend the Wharton School of Business. A punk rock musician by night, he joined the company that created Disc Makers — and began a career of helping independent artists release, distribute, and promote their own music and movies. Disc Makers is the world leader in CD and DVD manufacturing for independent artists and filmmakers, producing over 70,000 independent titles a year. In 2008, Disc Makers acquired CD Baby, the largest independent music store and digital distributor in the world with 300,000 independent album titles and over 3.8 million songs in its catalog. CD Baby is the biggest content provider to iTunes, Amazon, and streaming service providers like Rhapsody and Spotify. AVL Digital Group companies also offer graphic design services, mastering, and has diversified into web hosting (HostBaby) and eBook publishing (BookBaby) services to artists, filmmakers, and authors.
In the course of his storied career in the record business — with stints at Chrysalis, SBK, EMI, Artemis and Universal — Daniel has helped to guide the careers of many of the top acts in pop music. With an emphasis on the old-fashioned notion of artist development, Glassnote has quickly brought to large audiences such groups as the Grammy-winning Phoenix, Mumford & Sons and many others, including Louisiana’s own GIVERS. In 2010, Glassnote made history by becoming the first independent label to have four artists in the top 10 of the Billboard Heatseekers Album Chart. In 2011, Rolling Stone magazine named Glassnote “Best Indie Label.”

**TOM WINDISH**
**Founder and CEO, The Windish Agency**

Tom first dove into the music industry by booking concerts and hosting college radio shows while attending the State University of New York at Binghamton. Soon after, he began booking tours for bands, some of which he had booked to play at his college a few months or years earlier. Originally starting in his apartment in Chicago, the Windish Agency began with minimum expectations and the desire to be the best agency possible for artists that he loved. Now with offices in New York, Toronto and Los Angeles, and a huge roster of the top dance, electronica, DJ, hip-hop and indie rock acts (Girl Talk, Beirut, Diplo, Foster the People, Aphex Twin and Louisiana’s Big Freedia and GIVERS are all clients), the Windish Agency has become a top player in the touring business.

**WILL FRENCH**
**Co-founder and President, Novator and Film Production Capital**

Will is one of the leaders of Louisiana’s burgeoning movie business, with his Film Production Capital being largely responsible for the effective use of the Bayou State’s incentive program for shooting movies on location here. Having provided more than $255 million in financing to more than 100 film projects with budgets totaling more than $1 billion, his work is key to the establishment of a permanent film infrastructure in Louisiana. With Novatour, he aims to do the same for Louisiana’s incentives for live performance and touring. Novatour — a partnership with stadium manager SMG — has funded successful tours by Josh Groban and Avenged Sevenfold.

**JEFFREY MERRIHUE**
**Founder and CEO, MOFILM**

Jeffrey began his international marketing career with RJR Nabisco in Spain in 1986. Over the course of eight years, he held marketing management positions in Canada, Ecuador, Venezuela, and Italy. Jeffrey moved to Kellogg in 1994, where he served as Marketing director Colombia, Commercial Director Mexico / Latin America and finally, Director of European Marketing in Manchester, England. In September 2009, Jeffrey left Accenture to focus full time on MOFILM, developing the world’s largest supplier of “crowd-sourced” advertising. The company’s clients include all of the top marketers in the world, from Dell, Microsoft, Motorola and Nokia to McDonald’s, Chevrolet, Visa, Coca-Cola and Pepsi. Jeffrey is also the president for Europe of the G100, the private group of chief executive officers of the world’s largest and most significant companies.

**MACK MAINE**
**President, Young Money Entertainment**

Mack Maine is the stage name of Jermaine Preyan, the New Orleans-born rapper and singer. He has been friends with Dwayne Carter, aka Li’l Wayne, since 1994. They formed Young Money (an imprint of Cash Money Records, distributed by Universal/Motown), in 2005. Marquee artists include hip-hop superstars Drake, Nicki Minaj, and, of course, Li’l Wayne. Although the label has sold millions of recordings around the world, it has also been quick to utilize the growing phenomenon of mixtapes to get new music to fans — often using the freely distributed product to prime the pump for successful sales campaigns.

**SEBASTIEN NASRA**
**Founder and president, Avalanche Productions**

Montreal-based label head, artist manager, music publisher and event producer Sébastien Nasra has launched the international careers of renowned artists such as Lorane, Project Orange, Plaster and many others. In 2006, he founded the export music conference and festival M for Montreal. In the summer of 2008, Nasra became the artistic director and general manager of Vega Music, a label created in partnership with Bob Ezrin and Universal Music Canada. As a music publisher, Sébastien has been part of the administration council at SOCAN.

**DEE-1**
**New Orleans-based hip-hop artist**

Dee-1 (born David Augustine) began to get serious about rap as a student at LSU and later as a middle school teacher. Once his brave and progressive lyrics began to circulate via YouTube videos — he took on self-satisfied stars who don’t give back to their communities in his powerful “50, Weezy and Jay” — he started to earn a reputation as a positive rapper with a commanding live show. His career took off in 2011 with a free download/mixtape “I Hope They Hear Me Vol. 2,” leading to heavy MTV play, national tours and work with producer Mannie Fresh. In March, he was profiled on the cover of OffBeat magazine.

**DARYL EVANS**
**VP for Consumer Advertising and Marketing Communications, AT&T**

Daryl oversees all marketing and merchandising for AT&T’s wireless, DSL, TV and connected wireless products. With an MBA from Harvard, he led the marketing for many prominent brands while at the agency McCann Erickson, including Coca-Cola, Motorola, AFLAC and Georgia-Pacific. He and his teammates have won numerous ad awards, including Cannes Lions, Effies and others.

**LOOKING FOR LOUISIANA MUSIC? TRY GIG GATOR.**

giggator.la
RANDOLPH HOUSTON  
Senior Counsel, Comcast Sports Group

Randy – known to his friends as Huey – manages business and legal affairs for Comcast Sports, part of NBC Sports, with projects including NBC’s broadcast of the Olympics. He’s done deals involving major label recording artists, representing individual musicians, actors, artists, and writers, and speaking and writing on entertainment-related topics. He is also a performing and recording musician and songwriter with more than three decades of experience across all genres of music.

JONATHAN HULL  
Director of Partnerships, Ning/Glam Media

Jonathan’s work at Ning – the world’s largest network for creating web sites and social media – has included projects ranging from the rapper 50 Cent to the Peace Corps. Jonathan also has worked closely with third party technology partners such as UStream and SoundCloud to ensure Ning integrations run seamlessly. Prior to Ning, Jonathan worked at Island Def Jam, Cordless Recordings and Rykodisc, all in the digital media and marketing departments. He is also a musician, performing in the Brooklyn-based band Jones Street Station.

BERTA BAGHJAJIAN, CPA  
Business Manager, Boulevard Management

As a manager at Boulevard – the boutique LA financial management firm for entertainers, athletes and high-net worth individuals – Berta concentrates on business management of high-profile musicians, producers, managers, record labels, professional athletes and performing artists along with their touring entities, publishing and endorsement companies. Representing recording companies as well as artists, she moves easily between various sides of the music business.

MARK SATLOF  
Vice President, Short Fire Media

Mark helps run one of the largest publicity firms in fields that include entertainment, music, book publishing, fashion and consumer products. Clients include Bruce Springsteen, Elvis Costello, Paul Simon, Diana Krall, Norah Jones, Neko Case, The Roots, Alison Krauss, Ricky Skaggs, Wynton Marsalis and Tom Morello and many more. Mark started his career working with new/ no-wave legends Pere Ubu. Now, hundreds of successful campaigns later, he is involved with the entire Shore Fire roster, using his experience to guide the creative direction of the company’s PR efforts.

JON COHEN  
Co-CEO, Cornerstone Media and FADER

Cornerstone is a new kind of marketing agency, pioneering new ways to connect brands with target audiences through music. Clients include Microsoft, Diageo, Pepsi, Converse and Nike, and key projects include developing a recording studio in Brooklyn for Converse. With Rob Stone, he created the FADER, a media consortium that includes a record label, lifestyle magazine and a robust web hub.

NESBY PHIPS  
New Orleans hip-hop artist

Musician, rapper and producer Nesby Phips has been featured on some of the most acclaimed hip-hop projects in recent years, with Curren$y’s “Pilot Talk,” Wiz Khalifa’s “Kush & Orange Juice” and many others, including Li’l Wayne, Mack Maine and Fiend. He was on the 2011 Jet Life Tour, which went to 40 cities across North America. As an independent artist, Nesby aggressively distributes his music for free in various digital platforms.

DAVID HAZAN  
Chief Marketing Officer, Mobile Backstage

Throughout his extensive marketing career, David has conceived and executed breakthrough entertainment marketing campaigns for his internet, brand, agency, and entertainment clients. David’s extensive music marketing experience includes senior positions held at The Orchard, MTV Networks, Universal Music Group, Warner Music, Putumayo World Music and Wind-up Records.

ROBERT SINGERMAN  
Glocallocal

Robert has worked in the music business for over 30 years as an entrepreneur, agent, manager, label executive, consultant, producer and music supervisor. Known for discovering and developing talent, he’s represented R.E.M., Professor Longhair, The Gipsy Kings, James Brown, Suzanne Vega, Violent Femmes, Smithereens, Fela Kuti, Art Ensemble of Chicago, Bad Brains, Sun Ra, Sonny Fortune and King Sunny Ade, along with many others in genres from punk, dance, metal, jazz, world, funk and rap to rock. Robert is recognized as one of the proponents of new jazz, new wave and world music since the late 1970s. His current project, Glocallocal, is creating a system to give music subtitling and dubbing solutions, so that music becomes truly global and people will understand each other’s songs across languages in real time.

DUSTY WRIGHT  
Co-founder/owner, CultureCatch.com

Dusty is the curator of the culture web site CultureCatch and host of the celebrity talk show The Dusty Wright Show. He is the former editor-in-chief of Creem and Prince’s New Power Generation magazines as well as a writer of films, fiction, and music. He is also a singer/ songwriter who has released four solo albums. He’s a member of the folk-rock quartet GIANTfingers. And he used to be an agent at William Morris.

JOSH RABINOWITZ  
SVP/Director of Music, the Grey Group

Josh has produced thousands of tracks for commercials, film, albums and TV. He is a recognized voice in the music-branding scene, having been cited in Rolling Stone, The New York Times, The Wall Street Journal and USA Today. He’s been an adjunct at NYU and the New School, a columnist for Billboard and a bandleader and trombonist in New York City.
GREG LUCAS  
Co-founder, Creative Allies

Greg directs partnerships and business development at Creative Allies, which puts world-famous musicians and events in touch with a global audience of designers for crowd-sourced posters, t-shirt art and more. He has been a vice president at Music + Art Management, representing DJ Spooky, King Britt, Vijay Iyer and others. In 2004, he served as the Executive Director of the Media Arts Project, a non-profit advocacy organization for multimedia art professionals.

MICHAEL ADDICOTT  
Manager of Curation, Pandora

Michael leads the team of people who curate, acquire and promote the music and comedy that make up the Pandora library. This process gives Pandora listeners a personalized experience and requires a deep collection of the best music across a wide range of genres. He holds a degree in music composition from the University of California, Santa Barbara, and spent his collegiate years developing his skills as a pianist, vocalist and DJ. He continues to perform as a DJ at Bay Area venues – and he is in his 16th season as music director for the Golden State Warriors.

ADAM SCHATZ  
Founder, Search & Restore

Adam created an online resource for up-and-coming jazz and other improvisational music in the New York City area. With high-quality videos, artist profiles and gig calendars, the extensively cross-referenced database helps artists to build their fan base. Adam's latest project is to build a version of Search & Restore for New Orleans.

TAYNAH REIS  
Founder, Nextthunder

A Brazilian technology entrepreneur, Taynah uses georeferencing to create mobile platforms for, among others, the Brazilian government. She started a site, All Be Tuned, to create music collaboratively through social networks. She won the AT&T Hackathon at SXSW 2012 with the development of a new mobile App, the moves.us.

TRAVIS LAURENDINE  
Founder and CEO, Volnado and LA Labs

Travis' first startup was an online marketplace for used textbooks founded while at Vanderbilt University in 2004. He made an independent film about stand-up comedians (including himself) learning to do comedy while on a cross-country tour. This led to promoting hip-hop, with a focus on the New Orleans “bounce” music scene. His tech platform, Volnado, helps artists keep control over monetizing their content.

JEE ATAMIAN  
Agent, Paradigm Talent & Literary

Joe has worked with artists in either a management or an agent role for more than 10 years. At Paradigm, he oversees touring, sponsorship, crossover opportunities and branding for some of the largest musical acts in the world, including the Dave Matthews Band, Aerosmith, Phish, the Black Eyed Peas and Coldplay.

MICHAEL YERKE  
President, House of Blues Entertainment Talent

A Chicago native, Michael started playing in local bands and booking music into well-regarded clubs like Avalon, the China Club and the Cubby Bear before joining HOB Chicago in 1996. He now oversees all talent for House of Blues clubs nationwide from the Live Nation offices in Los Angeles.

SCOTT GOLDMAN  
Vice President, GRAMMY Foundation and MusiCares Foundation

Scott joined the GRAMMY Foundation and MusiCares in December 2005. In his current role he is responsible for raising revenue to support both the human service mission of MusiCares and the education programming of the GRAMMY Foundation. Scott has overseen the creation and implementation of unique marketing partnerships putting together well known brands and GRAMMY Foundation music education programs. Prior to joining the Recording Academy he was Vice President of Development at City of Hope. From 1991-2005 he ran the organization’s fundraising efforts within the music and entertainment industries. Scott also moderates public programs at the GRAMMY Museum, interviewing musicians, composers and artists about their careers and accomplishments. He is also a professional musician appearing at clubs and festivals around the country. A native of New York, Scott received his Bachelor of Science degree in theatre from Skidmore College.

PHILIP MANN  
Director of Live Performance and Music Industry Development for Louisiana Economic Development

Program highlights from 2011 include the grand opening of the Ellis Marsalis Center for Music in the 9th Ward, the restoration of the Joy Theater on Canal Street, the debut of The Addams Family national Tour at the Mahalia Jackson Theater, the opening of the Solomon Group Live Performance Production Design Fabrication and Studios, and new recordings from the Yeah, Yeah, Yeahs, Trombone Shorty, Calexico, Rebirth Brass Band and Anders Osborne. He began his career in public and private arts administration at two of the most prominent not-for-profit theaters in America: The Alabama Shakespeare Festival in Montgomery, AL, and The Paper Mill Playhouse in Millburn, NJ. He went on to become an agent with The Booking Group in NYC which is the largest theatrical booking agency in North America. He represented the touring companies of numerous Broadway musicals, including Rent, The Producers, Annie and Oklahoma. Philip is a member of The Broadway League and serves on the liberal arts advisory board of Baton Rouge Community College.
UPCOMING EVENTS:

MAY 18, 2012
JAZZ JOURNEY CONCERT: PATTI AUSTIN
Patti Austin, the Grammy-award winning singer of jazz, R&B and soul will perform in a benefit for our Heritage School of Music at the New Orleans Center for the Creative Arts. www.jazzandheritage.org

JUNE 9-10, 2012
LOUISIANA CAJUN-ZYDECO FESTIVAL
Geno Delafose, CJ Chenier and many others. www.cajunzydecofest.com

OCTOBER 12-14, 2012
CRESCENT CITY BLUES & BBQ FESTIVAL
Keb Mo, Clarence Carter, Spencer Bohren, Lattimore, the Bo-Keys featuring Otis Clay and many others. www.crescentcitybluesfest.com

NOVEMBER 19, 2012
JAZZ JOURNEY CONCERT: CHUCHO VALDES
World-renowned Cuban jazz pianist Chuco Valdes and his band will perform in a rare New Orleans appearance at the New Orleans Center for the Creative Arts. www.jazzandheritage.org

DECEMBER 8, 2012
TREME CREOLE GUMBO FESTIVAL
Our seventh-annual celebration of the Treme neighborhood salutes the New Orleans brass band tradition. www.tremegumbofest.com