The New Orleans Jazz & Heritage Foundation presents

sync

up

the jazz & heritage talent exchange

APRIL 29-30
MAY 6-7
2011

Louisiana Entertainment
Film - Music - Interactive - Live

The Nathan Cummings Foundation

bugmusic

The Recording Academy

Sugarcane

LET'S BE TOTALLY CLEAR
LetsBeTotallyClear.org

City of New Orleans

Audiosocket
Welcome to the fourth 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. Discussion topics include the international music festivals market, licensing music to film and TV and using new technologies to market and sell music. www.syncupconference.com

Looking for Louisiana music? Visit the Jazz & Heritage Talent Exchange, a searchable online database of Louisiana music in every imaginable genre. See talent.jazzandheritage.org.

The Jazz & Heritage Talent Exchange 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 sample music and videos, create playlists and contact artists or their representatives for bookings or licensing inquiries through the site’s internal messaging system.

Find Louisiana music at talent.jazzandheritage.org.

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, the Jazz & Heritage Talent Exchange 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 behind the WWOZ Oasis hospitality tent.

The Sync Up hospitality area is open from 1 p.m. to 5:30 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), plus one guest.

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.

PARKING AT SYNC UP
INDEPENDENT ARTIST DEVELOPMENT & DISTRIBUTION

10:15 a.m. Keynote:
CAREER DEVELOPMENT IN THE NEW MUSIC BUSINESS
Mystīkāl, interviewed by Wild Wayne

11:15 a.m. Panel Discussion:
SUCCESS IN THE MUSIC BUSINESS — WITH OR WITHOUT SELLING RECORDS
Selling records isn’t as easy as it used to be. But it can be done. What’s the key to success? And with music sales down overall, do alternate revenue streams like licensing and sponsorship make up for lost income? Or is just about touring?

MODERATOR: Sean O’Connell, President, Music Allies (Asheville, NC)
Peter Himberger, Principal, Impact Artist Management (New York, NY)
Kristin Hersh, Founder, Throwing Muses (New Orleans, LA)
George Howard, Co-founder, Tune Core (New Orleans, LA)

THE MUSIC FESTIVAL INDUSTRY

10:15 a.m. Keynote Address:
THE STATE OF TODAY’S LIVE MUSIC INDUSTRY
Larry Vallon, Executive Vice President, AEG Live

10:45 a.m. Panel Discussion:
CURATING A MUSIC FESTIVAL
Many of the big music festivals are setting new records—but others are coming online only to disappear within a year or so. Meanwhile, some festivals thrive by staying purposefully small.

MODERATOR: Hugh Southard, President, Blue Mountain Artists (Charlotte, NC)
Danny Melnick, President, Absolutely Live (New York, NY)
Rob Gibson, Artistic Director, Savannah Music Festival (Savannah, GA)
Bruce Labadie, Festival Director, San Jose Jazz Festival (San Jose, CA)
Michael Arnone, Producer/Creator, Michael Arnone’s Crawfish Fest (Augusta, NJ)
Jennifer Pickering, Executive Director, Lake Eden Arts Festival (Asheville, NC)
Mel Pulijic, Principal, Mundo Mundo (New York, NY)

6:00 p.m. Gallery Opening:
ART INSPIRED BY NEW ORLEANS MUSIC AND CULTURE
Featuring works by winners of an art contest sponsored by Readymade Magazine and Creative Allies
Location: The Jazz & Heritage Gallery (1205 N. Rampart Street)

7:30 p.m.
SYNC UP FILM SCREENINGS AND PANEL DISCUSSION: “THE WILDERNESS DOWNTOWN”
Sponsored by the New Orleans Film Alliance
Location: The New Orleans Museum of Art
The Wilderness Downtown is an online, multi-media film that is more than a music video. Featuring the music of The Arcade Fire—who are performing at Jazz Fest on May 6—the film uses Google mapping technology to create an interactive experience that evokes childhood memories in the viewer. Sync Up and the New Orleans Film Alliance are proud to welcome Thomas Gayno of Google Innovative Labs for an exclusive presentation of this multi-faceted experience, and to discuss how the project was born and evolved.

LICENSED MUSIC TO VISUAL MEDIA

10:05 a.m. Panel Discussion:
LICENSED MUSIC TO FILM AND TV
With the recording industry in the dumbs, many artists are finding new revenue streams by licensing their music to film and TV productions. But it’s not as easy to do as it sounds.

MODERATOR: Michael Nieves, Sugaroo (Los Angeles, CA)
PJ Bloom, Music Supervisor, “Glee,” (Los Angeles, CA)
Josh Rabinowitz, Grey Worldwide Advertising (New York, NY)
Danny Exum, Music Supervisor, Herzog & Co. (N. Hollywood, CA)

11:45 a.m. Panel Discussion:
VIDEO GAMES AND ALTERNATIVE DISTRIBUTION
Making music for videogames isn’t just about writing a great song. There are many complicating factors. But video games are also great new ways to promote music. And if you don’t know how to play, then you can’t get in the game.

MODERATOR: David Hirshland, President, Bug Music (Los Angeles, CA)
Ric Neil, Glu Mobile (San Francisco, CA)
Carter Lipscomb, Sony Computer Entertainment (San Mateo, CA)
Robert Mercurio, Galactic (New Orleans, LA)

TOURING IN AUSTRALIA AND ARTIST MARKETING

10:05 a.m. Panel Discussion:
G’DAY! TOURING UNDER
The folks in Australia love their music—especially the rootsy, funky music of New Orleans and Louisiana. Many of our artists already have solid fan bases there. We talk to the leading promoters from the land Down Under to find out how to get there and build an audience.

MODERATOR: Brian Wise, Editor, Rhythms Magazine (Melbourne, Australia)
Peter Noble, Festival Director, Byron Bay Bluesfest (Byron Bay, Australia)
Michael Chugg, Exec Chairman, Chugg Entertainment (Sydney, Australia)
Millie Milgate, Sounds Australia (Sydney, Australia)
Nathan Farrell, Director, Nathan Farrell Entertainment (Sydney, Australia)

11:05 a.m. Keynote Address:
MAKING MONEY, MAKING MUSIC
Bryan Calhoun, VP New Media and External Affairs, SoundExchange (Wash, DC)

11:30 a.m. Presentation:
ARTIST MARKETING THEN AND NOW
Chris Blackwell, Founder, Island Records (Jamaica)

11:40 a.m. Panel Discussion:
THE NEXT PHASE IN ARTIST MARKETING
Social media, experiential, mobile platforms, grass-roots touring—they’re all in the grab-bag of artists who successfully develop careers in today’s music business.

MODERATOR: Jonathan McHugh, Sr. VP Island Def Jam (Los Angeles, CA)
Christopher Schwartz, Repertoire Manager, Obverse Creations (Philadelphia, PA)
Billy O’Connell, CASH Music (New Orleans, LA)
Chad Greer, VP Creative, Downtown Music (Los Angeles, CA)
Brent McCrossen, CEO, Audiosocket (New Orleans, LA)
MYSTIKAL

Mystikal (born Michael Tyler) is one of New Orleans’ best known rappers. First on Master P’s No Limit label, then on Jive, he started releasing hit records in the mid-1990s. He landed several times near the top of the Billboard charts, and has twice been nominated for Grammy awards. In 2004, Mystikal began serving a six-year prison sentence. His popularity didn’t wane during his time away, but the music world was changed radically by digital technology and social media. How Mystikal will adapt to the new media landscape makes for a fascinating case study in the modern music business. www.myspace.com/mystikalconline

LARRY VALLON

Executive Vice President, North American Regional Office, AEG Live

Larry is one of the top talent buyers in the world. He began his career in live entertainment in 1969, and since then he has consistently worked at the peak of the concert industry, producing events with the Rolling Stones, The Who, Elton John, Pink Floyd, Billy Joel, James Taylor, Jimmy Buffet, Robert Plant, Kenny Chesney, John Mayer, Foo Fighters and many more, in regions from Hawaii to Atlanta and beyond. He oversaw talent acquisition for Universal Concerts, then moved to House of Blues Concerts, and finally to his current role at AEG Live – the world’s second-largest concert promoter - where he supervises all talent for 12 regional offices and several of the largest festivals in the industry. aeglive.com

BRYAN CALHOUN

VP of New Media and External Affairs, SoundExchange

Starting as a radio DJ and concert planner in college, Bryan went on to produce concerts by Cypress Hill, Tupac Shakur, Digable Planets and many other hip-hop artists. He has done A&R, marketing and business development for a variety of major and indie record labels. In 2003, he founded Label Management Systems. He also created business tools for indie labels and artists with the Music Business Toolbox and Label Management Systems financial management software. In recent years he has focused on new media issues, consulting for Kanye West, Ludacris and others, working closely with Lil’ Wayne, Drake and Young Jeezy. He is a keen observer of the industry and predictor of future business models. www.soundexchange.com

PJ BLOOM

Partner, Neophonic

In his 17-year career, PJ has become one of the premier music supervisors – with credits including more than 50 films and hundreds of episodes of television, video games and commercials. He has worked with Steven Spielberg, Jerry Bruckheimer, Ridley Scott and Mike Nichols, and has done music for such hits as “Glee,” “Eat, Pray, Love,” “CSI: Miami,” “Nip/Tuck” and “The Shield,” among others. A music consultant for HBO for more than a decade, he has worked on “Generation Kill,” “Angels In America” and “Maria Full of Grace.” He also has consulted for Disneyland Theme Parks for their music-driven attractions. PJ is a partner in Neophonic, one of the largest music supervision firms. neophonic.com

SEAN O’CONNELL

CEO, Music Allies

Sean’s marketing firm, Music Allies, handles strategy, publicity and radio promotions for independent labels and artists. Sean helped usher in a new age in the music industry by empowering musicians to release their own music independently. Music Allies represents a diverse list of record labels and artists, including: Ani Difranco (and her label Righteous Babe Records), Martin Sexton, Aimee Mann, Justin Timberlake’s new Tennman Records label, Joshua James, Easy Star Records and Jack Johnson’s Brushfire Records. In 2010, Sean launched Creative Allies, an online community of more than 12,000 art students, designers and illustrators. Sean also consults national music festivals on marketing and strategy. His clients include the Bonnaroo Music Festival, MoogFest, Camp Bisco, Outside Lands, the Hangout Music Festival and the Big Ears Festival. www.musicallies.com

KRISTIN HERSH

Artist and Digital Media Pioneer

After founding her influential art-punk band Throwing Muses at age 14, Kristin Hersh went on to spend the next 25 years confounding expectations and breaking rules. Throwing Muses officially broke up in 1997, but has had sporadic reunions. Meanwhile, Kristin has continued to record and perform as a solo artist and with her punk trio 50FootWave (which distributes music for free online – and licensed for sharing via Creative Commons). In the late 1990s, Kristin became one of the first musicians to experiment with an Internet-based song subscription service, which became very successful. In 2007, Kristin co-founded the non-profit Coalition of Artists and Stake-Holders (CASH Music), to experiment with alternative economic models for artists. www.kristinhersh.com

GEORGE HOWARD

Founder, Rock and Roller

George is an Assistant Professor and Executive in Residence in the College of Business Administration at Loyola University. He has taught at Berklee College of Music, Northeastern University, the University of Massachusetts, and is a frequent lecturer at other learning institutions. George is the founder of Rock and Roller, a strategic consulting firm at the intersection of art, commerce and technology. Rock and Roller helps clients identify emerging technologies and trends that can be applied in marketing communications programs. Clients include: CVS/Pharmacy, Carly Simon, Mark Isham (Composer of “Crash,” “A River Runs Through It”), Snowbird Ski Resort, Wolfgang’s Vault, Brown University, Daytrotter and others. George was one of the original founders of TuneCore and is the former President of Rykodisc, one of the world’s largest independent labels. www.9giantsteps.com
DANNY MELNICK
President, Absolutely Live Entertainment

Danny started as a publicist for the Blue Note jazz club in New York, then joined George Wein’s Festival Productions, Inc., as a staff producer before moving to the prestigious Ted Kurland Associates as a booking agent for jazz artists. He returned to FPI as a senior producer, working on nearly 100 major festivals throughout the US, Japan, Europe and Bermuda. His is the Artistic Director of Carnegie Hall’s “The Shape of Jazz,” series, now in its 8th season, and is the producing partner and Artistic Director of the Freihofer’s Saratoga Jazz Festival in Saratoga Springs, NY. His company, Absolutely Live Entertainment, has produced and promoted numerous events, including four-month Blue Note Records’ 70th Anniversary tour and a world tour commemorating the 50th anniversary of Miles Davis’s “Kind of Blue” recording. This year ALE will produce the official “A Night in Treme” tour, the “United Sounds of America” festival and more. absolutelylive.net

PETER HIMBERGER
Principal, Impact Artist Management

Originally from the Woodstock, NY, Peter started his career at Alive Enterprises in Los Angeles, creating guerilla marketing campaigns for independent films. He then moved into managing musicians, with clients including Luther Vandross, Teddy Pendergrass, Alice Cooper, Johnny Clegg, Michelle Shocked and Gipsy Kings. In the 1990s, Peter and two partners formed Dream Street Management, taking on Dr. John, Cassandra Wilson and Dee-Lite. They employed creative and non-traditional marketing strategies to promote their unique and genre-straddling artists. Their campaigns effectively combined life-style marketing, film, TV and the burgeoning cable and Internet mediums that would eventually become the standard. In 2000, Peter co-founded Impact Artist Management (IAM) in New York, adding Angeline Kidjo, Olu Dara and Hugh Masakela to the roster. IAM specializes in building career longevity and in bringing commercial and critical success to alternative talent. IAM oversees all aspects of branding/marketing, worldwide touring, recording, contract and licensing negotiations and sales/distribution as well music supervision for film and TV. www.impactartist.com

ROB GIBSON
Executive & Artistic Director, Savannah Music Festival

Rob is a producer, educator and the Executive & Artistic Director of the Savannah Music Festival, Georgia’s largest musical arts event. He was the founding Director of Jazz at Lincoln Center, where he worked for 10 years as Executive Producer and Director with Wynton Marsalis to build one of the world’s most unique arts institutions. Gibson has produced events and/or recordings for The White House and the Museum of Modern Art, and he has programmed the highly acclaimed “Friday Jazz” series at the High Museum of Art in Atlanta since 2004. He served on the faculty of The Juilliard School for nine years and taught Marketing the Arts at New York University. He helped create and co-produce the Peabody Award-winning series “Jazz From Lincoln Center” for National Public Radio, and the “Savannah Music Festival Live,” presently carried weekly on Georgia Public Radio. www.savannahmusicfestival.org

BRUCE LABADIE
Founder and Festival Director, San Jose Jazz Festival

Bruce has more than 30 years of experience in performing arts management and festival production. He directed all programs at the Mountain Winery in Saratoga, CA, for 18 years; was performing arts director at the Montalvo Arts Center for 12 years; has been director of many festivals in San Jose and has been a founder and the festival director of the San Jose Jazz Festival since 1990. He also currently serves as artistic director for San Jose’s Music in the Park and Music in the Other Park summer series. His is also: producer of San Jose’s OJS Festival of art and technology; artistic director of the Jazz on the Plaza series in Los Gatos; director of the Redwood City Salsa Festival and Cultural Concerts; and president of California Presenters. www.sanjosejazz.org

JENNIFER PICKERING
Founder and Executive Director, Lake Eden Arts Festival

Jennifer has been the founding executive director of LEAF since 1995. Since then, she has produced 32 festivals and presented more than 2,500 performing artists (ranging from local acts to national legends like Doc Watson and internationally-recognized artists such as Habib Koite). In 2004, Jennifer turned LEAF into a non-profit organization to better achieve its mission of creating a community through culture. She has expanded the outreach with programs such as LEAF in Schools & Streets, which has worked with 23,000 under-served youth, and LEAF International, which serves young people in eight countries. www.theleaf.org

MICHAEL ARNONE
Creator/Producer, Michael Arnone’s Crawfish Fest

A native of Baton Rouge, Michael moved to New Jersey in 1985 to work construction as a union electrician. Homesick for Louisiana cooking, Michael threw a crawfish boil in 1989. Seventy people showed up to eat 300 pounds of boiled crawfish, a small pot of sausage and chicken jambalaya - and dance to two local bands. The event grew and grew. This year, at the 22nd Annual Crawfish Fest on Memorial Day Weekend at the Sussex County Fairgrounds in Augusta, NJ, 28 bands (nearly all from Louisiana) will play over three days on four stages. More than 1,000 people will camp on site for a festival with a total attendance of 15,000 people. Michael jokingly says, “I no longer do electrical work, but I keep my union dues up to date just in case this Crawfish Fest thing doesn’t work out.”

HUGH SOUTHDOWN
President, Blue Mountain Artists

Hugh oversees a full-service booking and management agency – one with many Louisiana clients, including: Tab Benoit, Voice of the Wetlands Allstars, Bonerama, Eric Lindell, Anders Osborne and George Porter, Jr. BMA also books Elvin Bishop, Hubert Sumlin, New Riders of the Purple Sage and others. Management clients include: Tim Reynolds, Perpetual Groove and the Perfect Age of Rock and Roll Blues Band. Hugh won the 2005 Blues Foundation Award for Agent of the Year, was named the Agent of the Year at the 2010 Charlotte Music Awards, spent eight years as a DJ on public radio, has been a presenter and panelist at many conferences and events and is currently on the Board of Directors of the Blues Foundation. www.bluemountainartists.com

THE JAZZ AND HERITAGE
TALENT EXCHANGE

talent.jazzandheritage.org
MICHAEL NIEVES
Owner/President, Sugaroo!
Michael's Sugaroo! is a music licensing, marketing and management company that represents independent record labels, artists and music publishers for visual media licensing (film, TV, advertising, theatrical trailers, video games, etc.). After a five-year stint on Wall Street, Michael joined MCA Music Publishing in New York in 1992, where he worked in business affairs and licensing. He later ran the licensing and music publishing departments for Rhino Records in Los Angeles. Michael founded Sugaroo! in 1999, creating one of the first independent sync licensing companies of its kind in the US. It continues to be one of the most trusted and respected in the visual media licensing community. Sugaroo! has done more than 4,000 sync licenses across the spectrum of visual media, placing music in projects like “Grey’s Anatomy,” “CSI,” “Parenthood,” “Entourage,” “The Sopranos,” “Ugly Betty” and many more. www.sugaroo.com

DANNY EXUM
Music Supervisor, Herzog & Company
Danny got his start in the music industry as a DJ and live mix engineer at the esteemed 88.9 WERS in Boston before relocating to Los Angeles to work for EMI’s Film/TV department. Since then he’s made a name for himself during six years of music supervision on some of the largest film advertising campaigns of the decade (“The Hangover,” “Dark Knight,” “Watchmen,” “Get Smart,” “A Nightmare on Elm Street,” and more) working for film marketing houses: BLT & Associates, Buddha Jones and Seismic Productions. In 2010, Danny co-launched freelance music supervision collective High Bias Industries and is currently Lead Music Supervisor at Herzog & Company, a multi-faceted entertainment company. His niche is an interesting one: Rather than supervising the music of movies, he does the music for the trailers and ads that promote those movies—a huge market for music. www.herzogcompany.com

JOSH RABINOWITZ
SVP/Director of Music, The Grey Group
Josh has produced thousands of tracks for commercials, film, albums and TV internationally. These include some of the most high-profile initiatives to integrate compelling music with advertising, with such artists as Black Eyed Peas, Run-DMC (their last known recording together), LL Cool J, Smokey Robinson, Macy Gray, Leanne Rimes, William Burroughs, Queen Latifah and Rihanna, among others. He’s been called a “New Music Mogul” by Fast Company, “Beethoven’s Greatest Fan” by NPR and the Top Music Ad Agency Executive by the National Association of Recording Industry Professionals. 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 teacher at NYU and the New School, a columnist for Billboard and a bandleader and trombonist in New York City. www.grey.com

CHRIS BLACKWELL
Founder, Island Records
Chris Blackwell is the legendary founder of Island Records. His discoveries include Bob Marley, U2 and many others. In 2009 the UK magazine Music Week named Chris the most influential figure in the last 50 years of the British music industry. He also is the founder of Palm Pictures and Mango Records. His current projects include luxury resorts in Jamaica.

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DAVID HIRSHLAND
President, Bug Music
David oversees the operations of independent publishing administration company Bug Music’s five worldwide offices. David previously worked at the law firm of Rosenthal, Meyer and Susman, where he represented both talent and institutional clients in the film and music industries. Prior to his legal career, David was a booking agent at the Rosebud Agency and later formed his own management company. At Bug for 15 years, David started as VP. of Business & Legal Affairs, then Executive VP. before being named President in 2006. In addition to his management of the company he also has A&R duties, helping Bug to increase the size of its ever-expanding roster of writers and catalogs. Among Bug’s publishing administration clients are the late Johnny Cash, Willie Dixon, Muddy Waters, Woody Guthrie and Stevie Ray Vaughan, and legendary artists such as Iggy Pop, the Guess Who, Los Lobos, Ryan Adams, Kings of Leon and Wilco. www.bugmusic.com

RICK DAVENPORT
Creative Director, Pi International
Rick is a veteran of the gaming industry and currently serves as executive director at Glu Mobile, a games producer in San Francisco. Rick has worked in the industry since 1990, and has worked at Disney, Electronic Arts, Microsoft, Konami, AMD, Playdom and others. Having served in roles ranging from executive producer (Disney) to director of business development (EA), Rick has a broad understanding of video gaming markets, opportunities and trends. You can find Rick on LinkedIn. www.glu.com

CARTER LIPSCOMB
Strategic Business Development, Sony Computer Entertainment America
Called the “boss of the special sauce” by his friends at Sony, Carter is best known for his marketing, sales and business development experience in the gaming industry, where he’s been a fixture since 1990. Carter directed AOL’s video games strategic direction and growth. As the former Director of Sales and Marketing for BAM Entertainment, Director of Sales and Marketing for Microprose/Hasbro and Vice President of Sales and Marketing for Xatrix Entertainment/Virgin, he has unique insights into the interactive business, including video game sales and marketing. Carter has been responsible for the release of more than 100 game titles, resulting in sales of more than $1 billion. At Sony Computer Entertainment America, Carter leads the Special Markets Group, focusing on alternative channels and business models for all first-party PlayStation hardware, software and peripherals. www.sony.com

ROBERT MERCURO
Artist, member of Galactic
Best known as the bass player and co-founder of the New Orleans funk band Galactic, Robert has played a key business role in the band’s success. He has co-produced Galactic’s eight albums and produced the album “Liberty” by the Greyhounds, a band from Austin, TX. He has co-produced the band’s soundtracks for the PlayStation 3 game “Inflamous 2,” which was Galactic’s first project fully composing and performing an original videogame score. The band’s music had appeared in several games, including “Rock Band” and “Grand Theft Auto.” Galactic also created original theme music for NPR’s “Weekend Edition.” Galactic’s work has served as theme and featured music in a variety of major films (“Rated X,” “The Mechanic,” “First Sunday,” “It’s the Rage”), TV programs (“True Blood,” “CSI,” “NCIS,” “Real World” and more) and advertisements for such brands as Verizon and ESPN. Galactic continues to tour internationally as a headline attraction, routinely selling out venues. www.galacticfunk.com
BRIAN WISE
Editor, Rhythms Magazine

Brian is the founding publisher and editor of Rhythms Magazine, which since 1992 has been Australia’s premier roots music periodical. It is also the official program of the Byron Bay Bluesfest – the nation’s largest roots music festival. Since 2007, Brian has been the Online Editor of the magazine, having already won two national awards for Best Online Music Magazine as Editor of the Australian version of the highly respected USA music site Addicted To Noise. Brian also presents Off The Record - a weekly 3-hour music/interview program on Triple R-FM in Melbourne, Australia. This will be Brian’s 17th Jazz Fest – and fifth year bringing a group of 30 Aussies to the event. www.rhythms.com.au

MICHAEL CHUGG
Executive Chairman, Chugg Entertainment

Since co-founding the Frontier Touring Company in the mid-1970s, and Michael Chugg Entertainment in 2000, Michael has become one of Australia’s most prominent rock promoters. From club shows to stadiums, festivals and special events, Michael has produced events with some of the world’s biggest acts, including Elton John, Keith Urban, Robbie Williams, Pearl Jam, AC/DC and Bette Midler. His awards include Pollstar’s International Promoter Of The Year (1999, 200, 2010), CMA International Talent Buyer/Promoter Award (2006), ILM Lifetime Achievement Award (2008) and many more. His company has also co-promoted some of the biggest charity events in Australia, including Wave Aid (2005), Live Earth (2007) and Sound Relief (2009). www.chuggentertainment.com

PETER NOBLE
Festival Director, Bluesfest at Byron Bay

Peter is the director of Australia’s Bluesfest, held every Easter in Byron Bay’s tranquil beach-side community. Founded in 1990, Bluesfest celebrated its 21st edition with 85,000 fans from 25 countries attending. When not booking tours and festivals, Peter runs AIM Records, the label he founded in 1981. In 2008, AIM became the first Australian independent label to win a Grammy Award, for a live recording by Terrance Simien & Zydeco Experience. Peter began his career as a musician, touring throughout Australia with blues and soul bands before relocating to the United States in 1974 and opening the first punk rock club in Portland, OR. He returned to Australia in 1980 and embarked on his career as a booking agent and tour promoter, becoming one of Australia’s top festival talent buyers. www.bluesfest.com.au

NATHAN FARRELL
Director, Nathan Farrell Entertainment

Nathan has worked on many of the biggest tours in Australia (Foo Fighters, Green Day, Red Hot Chili Peppers). His company combines artist management, international tour promotion and venue booking. In Australia he has long been seen as the New Orleans “go to guy,” and he has worked extensively with Jon Cleary for more than five years. This year, NFE is working on the inaugural Legends of New Orleans tour, which will become an annual event featuring New Orleans’ greatest stars and up-and-coming talents. nfenentertainment.com

MILLIE MILLGATE
Export Music Producer, Sounds Australia

Millie is the key person for promoting Australian music overseas, representing the country’s industry at such events as MIDEM, SXSW, CMJ Music Marathon and Canadian Music Week. She interacts daily with all facets of the Australian music industry and understands the issues facing artists looking to gain a foothold in new territories. www.apra-amcos.com.au/musiccreators/soundsaustralia.aspx

JONATHAN MCHUGH
Sr. VP Film & TV, Island/Def Jam Music Group

With more than 20 years in music, film and TV, Jonathan is uniquely connected. He produces (and writes) films and TV shows. He music-supervises films and creates soundtrack opportunities for artists. He produces soundtracks, including many that have sold at the gold and platinum level, and have been nominated for Grammys and Oscars. Prior to his work at Island/Def Jam, he headed visual media at Jive/Zomba and soundtracks at New Line Cinema. He is also very active in Grammys, having served as president of the Los Angeles chapter and as a national trustee. songstewent.com

CHAD GREER
VP of Creative, Downtown Music

Chad’s 15-year career has been fueled by passion for pop culture and creative collaboration. He’s worked for major and indie labels as well as film studios across every aspect of the entertainment industry, including music supervision, publishing, live television production and talent management. A Louisianan descended from three generations of musicians, he embraces the changing technological, legal and marketing landscapes facing the industry while respecting the legacy of all creative pioneers of the past. www.downtownmusic.com

BRENT MCCROSSEN
CEO, Audiosocket

Brent first made his mark as co-founder of Interface Booking and Management, a Seattle-based agency that booked three high-profile venues while also managing successful artists. He also cofounded Audiosocket, an online music licensing company that has secured placements with many of the most prominent brands in a range of media—crafting a unique niche by signing innovative artists to nonexclusive deals that benefit all concerned. He is especially adept at finding new media solutions that allow artists to gain exposure—and revenue—while ensuring that their music is properly licensed. audiosocket.com

CHRISTOPHER SCHWARTZ
Repertoire Manager, Obverse Creations Music

Chris has worked in the music and film industry for 25 years. He has been the CEO of various labels that have been distributed through Warner Bros., Sony/BMG and Universal, amassing more than 200 gold and platinum records, selling more than 100 million albums worldwide and breaking some of the biggest artists in hip-hop. Chris’s labels Ruffhouse, Ruffnation and Rufflife have posters that have included The Fugees, Cypress Hill, Kriss Kross, Wyclef Jean and Ms. Lauryn Hill, among others. Chris has also produced a number of independent feature films as well as supervising soundtracks for major Hollywood productions.
UPCOMING EVENTS:

JUNE 11-12, 2011
LOUISIANA CAJUN-ZYDECO FESTIVAL
Beausoleil, Terrance Simien, Chubby Carrier and many others. www.cajunzydecofest.com

AUGUST 27, 2011
JAZZ JOURNEY CONCERT
Dr. Lonnie Smith, the legend of the Hammond B-3 organ, performs in concert with drummer Herlin Riley at the Contemporary Arts Center.

SEPTEMBER 24-25
CONGO SQUARE NEW WORLD RHYTHMS FESTIVAL
Two stages of the world music representing Africa, the Caribbean and Latin America.
www.congosquerhythms.com

OCTOBER 14-16, 2011
THE CRESCENT CITY BLUES & BBQ FESTIVAL
Kenny Wayne Shepherd, Bettye LaVette, Marcia Ball, Mel Waiters, the Campbell Brothers and many more.
www.crescentcitybluesfest.com

MARCH 24, 2012
TREME CREOLE GUMBO FESTIVAL
www.tremegumbofest.com

APRIL 27-29 & MAY 3-6, 2012
THE NEW ORLEANS JAZZ & HERITAGE FESTIVAL
PRESENTED BY SHELL

APRIL 27-28 & MAY 4-5, 2012
THE FIFTH ANNUAL SYNC UP CONFERENCE