SEE YOU NEXT YEAR AT...

LVC MIC 2007

If interested in speaking/sponsoring, please contact Jeff Snyder
snyder@lvc.edu
(717) 867-6277

AND BENEFIT CONCERT

Presented by:
Students of
MISA and AES
Schedule

8-9 AM – Registration (Blair Music Center)

9-9:20 – Opening Remarks (Lutz Hall)

9:30 – 10:50 – Getting a Gig (Lutz Hall)

11:00 – 12:20 – choose:

1. Copyright and Publishing (Lutz Hall)

2. Korg/ Marshall Product Demo (Organ/Choral Room)

12:30 – 1:20 – Lunch (West Dining Hall)

1:30 – 2:50 – choose

1. Running a Music Business (Lutz Hall)

2. Gene Perla Bass Clinic (Organ/Choral Room)

3:00 – 4:20 – Josh Heiner and newly signed band Nevertheless:
The Excitement, Trials and Tribulations of Getting Signed

4:20 – 4:30 – Closing Remarks (Lutz Hall)

4:30 - ? – Meet and Greet (Lynch Memorial Hall)

7:00 – Nevertheless Concert (Lutz Hall)
Welcome!

I would like to welcome everyone to the Lebanon Valley College Music Industry Conference. I would especially like to welcome our panelists, prospective high school students and their families, and SONY/BMG band Nevertheless who will be speaking and holding a benefit concert later tonight.

This conference was planned entirely by the students of MISA (Music Industry Students Association) and AES (Audio Engineering Society). I would like to thank all the members of MISA and AES for the long hours of hard work that made this conference possible.

I hope you all enjoy your day at LVC and take with you a greater insight into the music industry.

Best wishes,

Melissa Miller ‘07
President MISA
Greetings!

As the President of Lebanon Valley College, I am very pleased to welcome you to the Lebanon Valley College Music Industry Conference.

Music Business and Music Recording Technology are relatively new programs at this College, but are attracting an increasing number of majors and reflect a growing interest among students and the population at large. We are happy to be holding this conference at Lebanon Valley, and I hope that meetings like this will become a regular feature of the work of our Music Department.

I trust you'll enjoy your day at the college.
Sincerely Yours,

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**CONCERT AT 6:30 tonight**

A benefit concert with proceeds going to domestic violence intervention

SONY/FLICKER RECORDS ARTISTS

NEVERTHELESS

With a charismatic live show and a touring base that continues to build, NEVERTHELESS is poised to continue onward towards building increasing bridges with new audiences. They recently completed a tour with labelmates Kids in the Way. The band has also shared the stage with Skillet, Hawk Nelson, Falling Up, Decyfer Down, Number One Gun, and many more. Obviously, touring a major part of any marketing picture today, and this band plans to hit the road heavily in the near future, including tour dates with new Maverick Record's band The Finalist. But touring just for increased sales? NEVERTHELESS has something else in mind...

Nevertheless

Band Members
Josh Pearson - Lead vocal/guitar
AJ Cheek - Lead guitar/bgv
Brad Jones - Guitar/bgv
Adam Wann - Bass
Adam Rowe - Drums
November 11, 2006

Dear Music Conference Attendees:

I am pleased to welcome you to the campus of Lebanon Valley College on the occasion of the second LVC Music Industry Conference. LVC students in our Music Industry Students Association (MISA) and Audio Engineering Society (AES) have worked hard and well to bring together an astounding day-long schedule of events that include a range of music business and recording professionals and performing artists. Lebanon Valley College is proud of the balance and synergism that we have developed between the traditional liberal arts and selected professional studies areas that are now part of our overall curricular offerings. This conference, its overall topic, intensity and broad-based scope, is truly reflective of superlative cross-disciplinary achievement.

Embrace and enjoy this day and the many opportunities that it presents to all of us to renew existing relationships, develop new collegial interactions, and engage in the showing of knowledge and best practices. All of us at the College are pleased that you are here with us for this special day.

Sincerely,

[Signature]
Dr. Ronald B. Toll
Vice President for Academic Affairs and Dean of the Faculty
Dear Music Industry Conference participants:

Welcome to the second Music Industry Conference sponsored by the Music Industry Students Association (MISA) of Lebanon Valley College with assistance from the LVC student chapter of the Audio Engineering Society (AES). This will be a day of exploration, of networking, of hearing from industry professionals and practitioners, and of listening and responding to music. We thank all of our guests and presenters today for making their expertise so readily available to the next generation of music industry leaders, and extend our special thanks to Nevertheless from Nashville, Tennessee, who join us not only for a panel discussion this afternoon, but for a special benefit concert at 7 p.m. this evening. I would like to acknowledge the leadership of MISA president, Melissa Miller, Professor Snyder, director of LVC’s music business program; SONY A&R rep, Mr. Josh Heiner, and dozens of students, faculty, and friends who have collectively made this conference possible. Enjoy the day!

Mark Mecham, Chair
Department of Music
Speakers

Josh Heiner
A&R representative for Sony/Provident/Essential Records
With three GMA awards under his belt, Jazz Musician Magazine's "Best Soloist of 1998" drummer Josh Heiner moved to Nashville to pursue five record label offers with band "For All The Drifters." Waiting through negotiations, this self-starter developed a home-based production studio while playing one-offs including music videos in Los Angeles. His continued endorsement from Orange Country Drums shows no one is quite ready to let the acclaimed drummer be of just one skill as he is currently honing his musical talent as an A&R representative for SONY BMG's Provident Label Group.

Hunter Williams
Hunter Williams is Vice President of Royalty Distribution and Research Services at SESAC. In this role, he oversees all domestic and foreign royalty distribution operations, as well as SESAC's research and analysis operations which supports and helps set the strategic direction of the company. Prior to his 13 year career at SESAC, he worked as a drummer and performer in Nashville and received his degree in Mass Communications and Music Business Administration at Middle Tennessee State University.

Gene Perla
Gene Perla is an extra-ordinary bassist who has played with Elvin Jones, Nina Simone, Woody Herman, Sonny Rollins, Miles Davis, Sarah Vaughan, Jan Hammer, Jeff Beck, and many more famous artists. He has been a successful sound designer for Broadway shows and theme parks. He has successfully delved into music publishing, Internet design and hosting, and created a record label.

He currently teaches at Lehigh University and operates a countryside A/V studio known as the System. www.perla.org
Paula Savastano

Ms. Savastano has worked in the Music Industry for over 15 years. She began her career in the Opera Administration field, working for such companies as Wolf Trap Opera, Central City Opera and The Greater Miami Opera. She moved into the field of Copyright, Licensing and Royalties in 1994 when she was hired at Broadcast Music, Inc. (BMI) in the Writer and Publisher Relations Department. Since then she has held numerous positions at several publishers and record companies including Cherry Lane Music, Spirit Music Group, Turn up the Music and as the Director of Licensing and Royalties at Musical Heritage Society. She is currently the Copyright and Licensing Manager of Rykomusic, Inc. a division of Ryko Music Group with offices in the Philadelphia, New York City and Los Angeles areas.

She is currently an active musician in the Philadelphia and Greater New York City areas, where she performs flute and piccolo both solo and with numerous ensembles, as well as teaching private lessons.

Having completed her Bachelor Degree in Flute Performance at Boston Conservatory and Master Degree in Music Media and Industry at the University of Miami, FL, academia is close to her heart. She is currently enjoying an Adjunct Faculty Position at William Patterson University where she is teaching at the graduate level in the Music Business Department.

Doug Nestler

Doug Nestler is currently a District Sales Manager for Korg USA, exclusive distributors of KORG, MARSHALL and VOX. His career spans 26 years in the Musical Products Industry, primarily on the sales side of the business. Doug was a DSM for Ensoniq, as well as Global Director of Sales for Sonic Foundry. An avid musician as well, he still plays keyboards and guitar in a Philadelphia-based band, does live sound, and maintains a home project studio.

WHAT IS LVC MIC?
LVC MIC is a conference put on entirely by students. Many hours of hard work have gone into this conference and the students involved are proud of their success.

WHAT IS MISA?
The Music Industry Students Association is a student organization comprised of students interested in the music industry.
For more info, goto: http://stuorgs.lvc.edu/meisalvc/

WHAT IS AES?
The Audio Engineering Society is a student chapter of the national AES society.
It is comprised of students interested in music technologies such as recording, live sound, etc.

LVC-MIC, AES, and MISA are all associated with the Music Industry and Music Recording majors at LVC. For more information about these majors and the music department, go to: http://www.lvc.edu/music/index.aspx

OFFICERS:

MISA
President: Melissa Miller Music Rec ’07
Vice President: Mike Kudrak Music Rec ‘09
Secretary: Jeff Cambell Music Rec ‘09
Treasurer: Greg Harris Music Business ‘09
Marketing: Vincent Laspina Music Business ‘09

AES
President: Matt Dale Music Rec ’08
Vice President: James Bellizi Music Business ’08
Secretary: Erika Maury Music Recording ‘09
Treasurer: Dave Nazario Music Recording ‘09

Thank you for supporting our students!
Freddy DeMarco

Freddy DeMarco is an in-demand session player and live guitarist hailing from the Midwest. His formal music training includes string bass studies at Ohio University and Jazz studies at Cleveland State. While attending school, Freddy competed in numerous guitar competitions throughout the Midwest (emerging as a winner or finalist each time).

He then went on to spend several years touring with various casino and hotel acts, where he gained experience playing various styles of music such as Pop, Rock, Blues, Country and Jazz. After developing a style that blended various musical styles together, he went on to form a guitar act, The DeMarco Brothers Band, which highlighted his guitar virtuosity.

Throughout his career as a live guitarist, Freddy has played with an impressive array of artists, including Warrant, Steve Vai and Mike Keneally, as well as opening tour slots for Zakk Wylde, Michael Schenker, and Nuno Bettencourt, among others. He's also well versed in studio engineering and session playing, and has been a featured player and arranger on many CD projects.

Additionally, Freddy has experience as a guitar and bass instructor, a music retail sales person and a veteran product demonstrator at NAMM trade conventions. His versatility as a player enables him to be entertaining as well as informative during his in-store product training clinics.

Janna Glasser

Janna Glasser is as an entertainment lawyer representing artists, independent record companies and managers. I now co-own and manage a print music company (www.MonaLisaSound.com) specializing in rock string sheet music, in addition to representing clients.

Scott Landis

Scott Landis is an attorney and a partner in the law firm of Barley Snyder, LCC. in Lancaster, Pennsylvania. He is a member of Barley Snyder's intellectual property practice group and represents and advises clients with respect to copyright, trademark, licensing, computer, technology, and Internet law. He has represented artists, musicians, composers, and other clients in the music and entertainment industries. He has also written and spoken on various intellectual property topics throughout Pennsylvania and elsewhere. He is an adjunct professor in the Digital Communications Department at Lebanon Valley College.

Joe Trojcak

Joe Trojcak is the founder and president of Progressive Enterprises Sound Studios located in scenic Elizabethtown PA. Now in its 21st year, Progressive Enterprises is a full service audio production and recording facility that specializes in composing for radio, television, and stage. Joe has earned a national reputation as a producer and dialogue editor, counting among his regular clients The Real Estate Cyber Space Society in Boston and The National Association of Realtors Technology and Information Quarterly Reports in Chicago. Joe is an accomplished musician, having worked as an organist at various local churches for nearly 25 years. After playing with Central PA's blues mainstay Rosey and the Naturals for five years, he now plays keyboards for the jazz trio Fresh. In support of his community, he serves on various local political committees, is a long time adviser for Dauphin County Vo-Tec School and Harrisburg Area Community College, and is working on his third gallon of donated blood. Joe is also an adjunct professor for Lebanon Valley College and has provided internships at Progressive Studios to 17 LVC students. Joe's latest passion is mentoring high school and college students, using as an example the journey of Progressive Enterprises from an idea to a fully functioning company. As a presentation aimed at higher education students, "FOCUS ON THE LIGHT" details what it takes to start and grow a small business, using as an example the journey of Progressive Enterprises. Joe is married to Lynne Capper Trojcak, director of Speech Therapy at Health South Mechanicsburg.
Mark Salamone

Mark Salamone received his formal musical training from the Berklee School of Music in Boston, MA, where he studied jazz performance, and at William Patterson College in New Jersey, where he studied classical composition. During this time, Mark’s passion for playing live shows grew, and he toured heavily with his bands The Underdogs and Wide Awake. While signed to Atlantic Records, Mark opened for notable bands including Styx, Debbie Gibson, and The Allman Brothers. At the same time, Mark was producing and engineering at Turtle Recording Studios, a small analogue recording studio he founded and working as an assistant engineer for Mirror Image Studios in New York City. While gaining valuable experience in both studios, Mark’s dream of owning and operating a world-class recording studio was born.

One night, Mark was playing to a packed house at CBGB in New York City when his life’s path was unexpectedly altered. While he was performing, a sudden cycle of feedback rippled violently through his stage monitors, bursting his eardrums and causing him to black out. Fifteen years of constant touring came to an abrupt stop. Diagnosed with Tinnitus, Mark could no longer perform live shows and started working as a sales representative for Toy Specialists, a music equipment rental company. He later joined BASF, a worldwide distribution company for professional and consumer media. After serving as Eastern Sales Manager, he was promoted to Director of Sales. After dedicating seven years to BASF, Mark began discussing the idea of opening a world-class recording studio with his lifelong friend Scott Barber. They realized the natural synergy in merging Mark’s music industry experience and contacts with Scott’s business management skills and experience.

Mr. Salamone serves as President of Dream Makers Music LLC and of The Barber Shop Studios. Due to his extensive contacts in the music industry, Mark has been instrumental in assembling a team of consultants and advisors that bring an amazing wealth of expertise to Dream Makers Music LLC and its various entities.

John Reed

John Reed is a member of the Grammy-nominated, Juilliard-trained Hampton (Rock) String Quartet (“HSQ”). He is the principal arranger for HSQ and handles the creative and business side of our sheet music business. He is also an accomplished sound engineer, having produced HSQ’s last four CDs (http://www.monalisasound.com/basic/eds/cd.html).

Lamont Caldwell

Lamont Caldwell (born in Camden, NJ) is a skilled multi-instrumentalist/vocalist/songwriter/composer who studied Jazz at the University of the Arts in Philadelphia and eventually transferring to the Manhattan School of Music in New York. Being in New York allowed him to study and learn from living jazz legends like Ron Carter and Frank Foster along with newer legends such as Greg Osby. His time was also spent as an intern at Atlantic Records/WEA in the Urban Music Department before leaving to go pursue music on the road.

He toured with the likes of Erykah Badu, Common, Ozomatli, and others as a member of the touring band for Interscope Recording Artist Bilal for several years performing saxophone and backing vocals. As a composer for PSA and film projects, he is also lead vocalist in his rock band project MACH22 that has been received well with fans in Philadelphia, New York and throughout Europe. His return to Philadelphia gained the attention of Kevon Glickman at Respect Management where his knowledge and experience will be an asset to the company.

Derick Euston

Derick Euston, a 2003 graduate from Lebanon Valley College, is the owner of the Green Room Studio in Harrisburg, PA. He produces and engineers a wide range of styles including rock, pop, R&B, hip-hop, folk, and gospel. Aside from studio work, he has toured as the guitarist for Adam Kowalczyk.