

*Note: All showcasing acts and artists receive performers credentials at registration. Credentials are required for conference events at Congress Hall 11am - 5pm.*

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## FRIDAY, MARCH 29, 2019

- 11:00am to 5:30pm Registration Desk Open - Buchanan Room  
12:00pm to 5:00pm Mentoring - Sign-up at Registration Grand Ballroom A  
1:00pm to 5:00pm Business Sessions - Grand Ballroom B Harrison Center  
5:15pm to 6:00pm **Keynote - JESSE TERRY** Grand Ballroom B  
7:00pm to 1:00am Showcases At Venues All Free and open to the public.  
8:00 pm to 10:30pm **Headliner - JESSE TERRY** *plus* Originaire & Michael Flanigan
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### 1:00pm to 2:00pm - Grand Ballroom B **The Music Industry in the Eyes of Millennials** Jeff Snyder, Lebanon Valley College (Moderator)

While the industry rapidly changes, most musicians still adhere to the music industry models of the '90s and early 2000's. This panel represents a look ahead to the future of the industry as seen through the eyes of college students, specifically those majoring in recording and music business degrees. Instead of panelists describing what they have done in the, the members of this panel describes what they plan to do, what they consider to be commercial, what they predict. This will provide a valuable opportunity for audience members to determine if they are ready for future trends, and how to change with the times.

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### 1:00pm to 2:00pm - Harrison Conference Center **8 Keys to Success in the Music Business**

#### Bill Pere, CT Songwriting Academy & CT Songwriters Association

The music industry is first and foremost a people-driven business. Success is based on networking and personal relationships. In taking a song from creation to realization, there are many roles that must be filled, and skills which must be brought to bear. Understanding how a person prefers to take in information, make decisions, and communicate with others gives you an immeasurable advantage in negotiation, selling, collaborating, and working as part of a group. Why do some songs become timeless classics while others never break through? Why do bands breakup? What is really happening when there are "creative differences?" Why are some collaborations successful while others fail? What makes any relationship flourish? What are the key words you need to get someone to say "yes" to your proposal? What marketing tactics will work best for your target audience? What kind of agent can best represent you? How you find the right producer? Why is a person drawn to a particular style of music? Why do some metaphors resonate with you, while others leave you cold? Can successful couples be successful business and artistic partners? What are your greatest strengths and gaps as a Writer/Artist.

2:30pm to 3:30pm - Grand Ballroom B

### **Press, Publicity & Promotion**

You have some great new songs that you want as many people as possible to hear, but where do you start? Whether you want to hire professionals or go the DIY route, marketing your music can be a daunting task. This panel of industry professionals will give you the skinny on marketing your music via press and publicity, radio and streaming services, social media, and how to keep it all organized and effective without losing your mind. Jason Spiewak - JLS Management (Moderator); Michael Kornfeld - Northeast Regional Folk Alliance & AcousticMusicScene.com; Doug Green, New Rivals Entertainment; David Avery - Powderfinger Promotions; Keith Profeta - Indie Band Guru

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2:30pm to 3:30pm - Harrison Conference Center

### **ReverbNation Workshop**

Lou Plaia, ReverbNation Co-Founder/EVP Music Industry Relations

ReverbNation provides more than 2 million artists/bands, managers, labels, venues, festival/event/tour promoters and other music industry professionals with powerful, easy-to-use technology to promote and prosper online. Join Co-founder Lou Plaia and see how ReverbNation provides these folks with powerful marketing & business tools to compete in the social media age as well as offering them high quality opportunities in the form of licensing deals, lucrative brand sponsorship programs, and high-profile concert bookings. ReverbNation operates worldwide with customers on every continent and more than 30 million visitors come to ReverbNation.com every month.

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4:00pm to 5:00pm - Grand Ballroom B

### **DIY is not enough! Team Building**

You can do A LOT yourself in the music industry. You're already making new music, getting gigs, winning contests, selling cd's & merch and turning casual fans into rabid followers. Now you're ready for some help to take you to the next level. This panel of musicians and industry professionals will share success strategies. Whether its a lawyer, manager, agent, publisher, producer or new best friend. They need to have the time, the connections, the outside perspective and willingness to share some of the responsibility of making your music career grow. Brian Cronin - Mirror Image Media & THAT MAG (Moderator); Lou Plaia - ReverbNation.com; Ash Kernen, Kernen Law; Jason Spiewak - JLS Management; Doug Green, New Rivals Entertainment; Jim Logrando - Craft Services

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4:00pm to 5:00pm - Harrison Conference Center

### **The Performing Songwriters' Paintbox**

Kay Pere, Heart&Spiral Studios Vocal Workshop

Unlock all the colors of your voice. Learn new ways to release the unique expressive palate of each song. You'll be given tools to create a vivid experience for your audience no matter what your style. Learn specific vocal and songwriting techniques that will bring you attention as a Performing Artist. Producers and

vocal coaches working to encourage vocal artistry on stage and in the studio will also find value in the distinctive approach offered by this workshop. Learn to control the nuances of enunciation and vocal coloration that will make your songs carry your message most effectively. This workshop, presented across the U.S., has been attended by and praised by many top industry professionals.

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5:15pm to 6:00pm **Keynote - JESSE TERRY** Grand Ballroom B

7:00pm to 1:00am Showcases at Venues

8:00pm to 10:30pm **Featured Performer - JESSE TERRY** *plus* Originaire & Michael Flanigan

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## SATURDAY, MARCH 30, 2019

11am to 5:30pm **Registration Desk Open** - Buchanan Room

Noon to 5:00pm **Mentoring - Sign-up at Registration** Grand Ballroom A

11:30am to 5pm **Business Sessions** - Grand Ballroom B & Harrison Conference Center

5:15pm to 6pm **Keynote - ERIN MCKEOWN** Grand Ballroom B

7pm to 1am **Showcases At Venues**

8pm to 10:30pm **Featured Performer - ERIN MCKEOWN** *plus... Les DeRose and Avi Wisnia*

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11:30am to 12:30pm Grand Ballroom B

### **Careers In The Music Industry**

Jason Spiewak - JLS Management (Moderator); Suzanne Paulinski, The Rock/Star Advocate; Frank Scohfield - Harrisburg University; Bill Caterini, Cat House Sounds LLC ; Keith Profeta - Indie Band Guru; Jim Logrando - Craft Services. Outside of being in a singer songwriter or being in a band, there are thousands of people in the music industry doing all kinds of jobs that let them spend their entire day around music, musicians, concerts, radio and the music industry they love. Just consider promoters, talent agencies, production, sound, lighting, staging, publicity and management companies. Think about all the stage hands, road crews, catering and support service staffs. Then there are exciting gigs like scouting artists as A&R for a record label. How about a publishing company, or handling label relations for a tech startup. Try being a music supervisor for a TV show or working in publicity and being a music journalist. There are plenty of ways to have a job in music at all levels of the industry without being a musician - jobs you may have never even known existed! A panel of respected industry professionals will open your minds to the seemingly limitless options that exist.

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11:30am to 12:30am Harrison Conference Room

### **Protecting Your Copyright And Maximizing Your Royalties. Sherri Mullen - Music Fortress/RDSD Publishing**

Join Sherri Mullen for a workshop that will empower you with knowledge to successfully manage your songs, avoid legal

pitfalls, and position yourself to tap into the royalty and licensing streams that exist in today's music landscape. This faced paced music biz "boot camp" will touch upon copyright, performance rights management and royalty streams.

1:00pm to 2:00pm Grand Ballroom B

### Getting Gigs for the Indie Musician(s)

Our panel of industry pros will examine the various ways you can get on the radar of local venues, get on the stage, and book gigs as an independent musician. From designing your epk, establishing relationships to dealing with venues, talent buyers, agents, and festivals. Thinking "outside the box", house concerts, gig swapping and creating your own events. **John Harris, John Harris Group (Moderator); Eva Alexiou-Reo - Fata Booking; Rick Eberle - Rick Eberle Agency; Scott Vattima - Emerge-Artists; Jeff Morgan, Zippy Productions**

1:00pm to 2:00pm Harrison Conference Center

### Top 5 Songwriting Tips to Triple Your Audience

**Bill Pere - CT Songwriters Academy**

Are you reaching only 30% of your potential audience? The other untapped 70% is only a few key words away. The only way you can grow your fan base is by resonating with people who are not already your fans. You do not have to sacrifice artistic integrity to reach a wider fan base. You just need to know some of the central factors ineffective musical and lyrical communication, and then decide how you want to apply them. The difference between songs that are liked and remembered by broad and diverse audiences as opposed to those that have a narrow following lies in a few easily applied techniques and an understanding of how people prefer to give and receive information. This workshop, based on Bill Pere's internationally used "Songcrafters' Coloring Book", provides practical, actionable tools for you to use in your own writing.

2:30pm to 3:30pm Grand Ballroom B

### Branding, Marketing & Social Media For Independent Artists

Branding your act is about telling your story. This panel industry experts will examine the tools that help bands tell that story. They'll examine how to build your brand, develop a fan base, go on tour, collaborate, distribute music and raise money for your next project. Learn how to keep up with all the platforms and which will work best for your project. It's time to get started on creating a digital strategy. We all know that traditional methods of publicity and marketing have undergone major changes. Independent artists can survive, thrive and profit in the new music industry paradigm. **Brian Cronin - Mirror Image Media & THAT MAG (Moderator); Tracey Miller - TMA Publicity; Michael Kornfeld -Northeast Regional Folk Alliance & AcousticMusicScene.com; Lou Plaia - Co-Founder / EVP Music Industry & Artist Relations of ReverbNation; David Avery - Powderfinger Promotions**

2:30pm to 3:30pm Harrison Conference Center

### Songwriting, Recording and Making Money with Your Music

**Louis Anthony deLise, Bocage Music Publishing, LLC**

Studio Producer and composer Louis deLise now brings to you his unique methods for writing and marketing songs. Based on his highly regarded textbook, *The Contemporary Minstrel*, deLise will demonstrate and discuss the art, craft and business of songwriting. Appropriate for songwriters of all levels, these seminars deliver the essentials you must know to establish yourself as a professional songwriter.

4:00pm to 5:00pm Grand Ballroom B

### Producers Panel

You'll get the inside story on recording sessions, working with the musicians, production budgets and supervision. Discussions about mixing and mastering recordings as well as hiring the right producer for the right project will be covered as well. Learn about the roles of the producer in the past and the current roles that they hold today. Also covered will be the advances of recording technologies, home recordings and consulting productions. There is a lot more than just a name. Learn the real role of a real producer in the music business. **David Ivory - Ivory Productions, NARAS Philadelphia, Flexi Tone Records (Moderator); Craig White, Sound Doctor Productions; Dr. Lou Anthony delise - Bocage Music Publishing; Joe Deluca - Producer/Engineer; Richard Waller - Smack House Studios; Keath Lowry - Groove Control Productions; Ron DiSilvestro, RDS Music and Media**

4:00pm to 5:00pm Harrison Conference Center

### Fan-funded music

**Jim Logrando - Craft Services**

Crowdfunding your next tour or project. Artists that both used and raised funds for their projects on fundraising platforms will be delivering a round table style panel on the who, what, where, why, when and how of fundraising for projects. These artists will share and explain how they did it from setting up the page and making the video, to the reward offers to how money is received. Kickstarter, PledgeMusic, ArtistShare, Feed the Muse and other sites have become a key part of crowd funding and these artists will walk you through how they did it with the best steps to follow and the best things to avoid.

5:15pm to 6pm **Keynote - ERIN MCKEOWN**

Grand Ballroom B

7pm to 1am **Showcases At Venues**

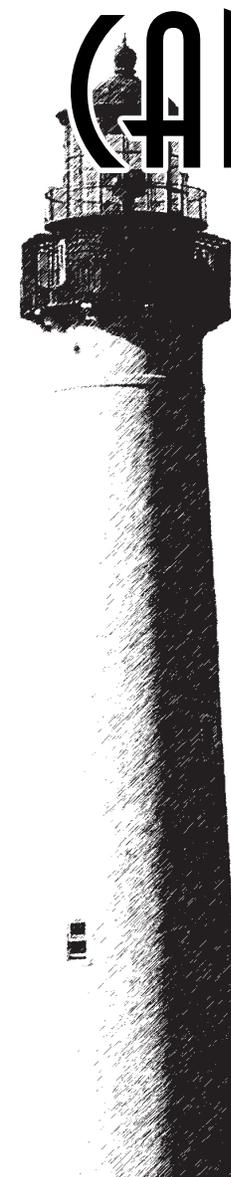
8pm to 10:30pm **Headliner - ERIN MCKEOWN**

plus... *Les DeRose and Avi Wisnia*

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# SINGER-SONGWRITER CAPE MAY



## Conference Agenda

## March 29 & 30, 2019



CONGRESS  
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CONFERENCE CENTER

200 Congress Place  
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