WEST COAST SONGWRITERS
43rd ANNUAL CONFERENCE

Kickoff
Friday 09.08.23

Conference
Saturday 09.09.23
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<tr>
<th>Time</th>
<th>Workshops &amp; Panels</th>
<th>Song Evaluations</th>
<th>Song Screenings</th>
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<tr>
<td>9:45am</td>
<td>Welcome from Executive Director Poppy Peach-Nichols</td>
<td>Main Theater</td>
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<tr>
<td>10:00-11:30 am</td>
<td>OPENING PANEL: on A.i.</td>
<td>Moderated by D’Mar</td>
<td>Main Theater</td>
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<td>11:30am</td>
<td>Mixer</td>
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<td>12:00-1:00pm</td>
<td>LUNCH - Lower Lobby - Room 102</td>
<td>(See page 6 for lunch details)</td>
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<td>1:00-2:00pm</td>
<td>Income Streams for Songwriters with Dan Hodges</td>
<td>Room 142</td>
<td>One on Ones Room 156</td>
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<td>Reto Peter Productions Room 148</td>
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<td>Performance Workshop Melissa Harding Room 129</td>
<td>Room 104</td>
<td>Larry Batiste</td>
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<td>Room 117</td>
<td>Andre Pessis</td>
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<td>2:10-3:10pm</td>
<td>Socially Savvy with Theo from Rise LA Room 142</td>
<td>Room 129</td>
<td>One on Ones Room 156</td>
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<td>Songwriting 101 JEN Adan, Karl McHugh, Doug Green Room 148</td>
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<td>3:20-4:20pm</td>
<td>Sync Panel Room 142 Michael Eames &amp; Tiffany Wilson</td>
<td>Room 104</td>
<td>One on Ones Room 156</td>
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<td>D’MAR Music Business Destiny Room 148</td>
<td>Room 129</td>
<td>Jim Bruno</td>
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<td>Room 117</td>
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<td>D’Mar</td>
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<td>4:30-5:45pm</td>
<td>Guest Interview</td>
<td>Ron Fair - Interviewed by Jen Adan</td>
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<td>Room 129</td>
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<td>5:45-6:30pm</td>
<td>DINNER - Lower Lobby - Room 102</td>
<td>(See page 6 for dinner details)</td>
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<td>6:30-7:30pm</td>
<td>Sunset Concert Room 129</td>
<td>Karl McHugh, Michael Silversher, Melissa Harding, Wanda Gonzalez, Isabel Folkers, Chance McCauley, Nicole Quiroz, Jeff Pollock with Co-writer Peter Sammel and singer Hazel Gerson</td>
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OPENING PANEL 10:00-11:30am
Balancing Act: Unveiling the Pros and Cons of Artificial Intelligence

Join us for an engaging opening panel session titled “Balancing Act: Unveiling the Pros and Cons of Artificial Intelligence.” As the world witnesses the rapid advancements and pervasive influence of artificial intelligence (AI), it becomes imperative to explore both the potential benefits and the ethical challenges associated with this transformative technology. Delving into the realm of possibilities and complexities, the discussion will navigate through the pros and cons, striking a delicate balance between excitement and caution.

WORKSHOP 1:00-2:00pm
Income Streams for Songwriters — Dan Hodges

“Make sure you’re collecting streaming money from all sources (Income streams for songwriters)!”

Covering interactive and non-interactive streaming, live performances, radio performances, and digital radio performances.

The digital aggregators like CD baby and Tunecore, which most independent writers and artists use to release music do not register music with the MLC, therefore many writers do not earn their interactive streaming royalties from Spotify or Apple Music. They believe they are, because they see Spotify and Apple Music on their PRO (ASCAP, BMI, or SESAC) statement, but that is actually the non-interactive type from the free versions of those services. Learn how things work post Music Modernization Act and how to make sure you are collecting everything that is due.

WORKSHOP 1:00-2:00pm
Live Performance Workshop — Melissa Harding

Join Melissa Harding for a live performance workshop, in which each participant will have the opportunity to get up and perform an original song and receive one-on-one coaching and feedback in front of a supportive peer group. Melissa will work with each individual performer to answer their specific questions related to song structure, style interpretation, live performance techniques, and general vocal health and wellness.

WORKSHOP - 2:10-3:10:00
Socially Savvy — Theo Fightmaster

In this Social Savvy workshop, Theo Fightmaster will share tips and philosophies that even the most novice Instagrammer can put into immediate use.

WORKSHOP 2:10-3:10pm
Songwriting 101 — Jen Adan

Do you want to know the in’s and out’s of being an independent songwriter?
Do you want to know how to take the music industry by the horns and own your future?
Do you want to know what the F to do next?
Do you have 1000 questions but don’t know who to ask?
Do you even have talent?

Look no further than this course at the WCS conference. Along with special guests Karl McHugh (indie artist/songwriter) and Doug Green (owner of New Rivals Ent. and head A/R at Blue Collar Records) and surprise others, we will get to the nitty-gritty of what it takes and what it means to be indie in this new music industry.

WORKSHOP 2:10-3:10pm
New Developments and Update on Music Industry Economics and Creativity — Ned Hearn, Al Evers, Marc Greenberg

Topics to be Covered: the effect of generative AI like ChatGRP on the songwriting business; the impact the walk-back on the transformative doctrine and copyright infringement represented by the USSC decision in Warhol Foundation v. Goldsmith will have on creative works generally, and on songwriting in particular; streaming mechanical license fees on the interactive digital streaming of music and the role of the MLC; increased payments to publishers/songwriters approved by the CRB for mechanical royalty rates and how those changes were processed; increases in streaming music service subscription fees and how that money is allocated; fees for master and music performance on YouTube; opportunities for music placement and licensing for television and independent films; neighboring rights and sources of income for use of masters; and SoundExchange and its role in collecting and making payments for non-interactive master performances and issues with it.
WORKSHOP 3:20-4:20pm

**Empowering Artists in Producing, Distributing, and Marketing Their Music — Derrick D'MAR Martin**

Calling all aspiring musicians, songwriters, and music enthusiasts! Are you eager to bring your musical vision to life and navigate the dynamic landscape of the music industry? Join our interactive workshop, "From Creation to Promotion," where we will equip you with practical knowledge and strategies to produce, distribute, and effectively market your new music project.

Led by Derrick D'MAR Martin, who brings over 20 years of music business experience, this workshop will provide you with invaluable insights and step-by-step guidance to maximize the impact of your musical endeavors.

By attending this workshop, you will gain practical tools, insider knowledge, and real-world advice to kickstart your music project with confidence.

Whether you’re a singer-songwriter, band member, or music producer, this workshop is designed to empower you with the skills and insights needed to produce, distribute, and market your music project effectively. Join us and embark on a transformative journey to unleash your musical potential and navigate the exciting realm of the music industry. Note: Please bring your enthusiasm, questions, and any work-in-progress projects you’d like to discuss.

WORKSHOP 3:20-4:20pm

**Production Workshop — Reto Peter**

You wrote a song and want to get it recorded. How do you go about it? This workshop will give you an overview of the music production process and will cover ways that a songwriter can go about getting their songs recorded and produced. The goal is to give you a better understanding of what is involved in producing a song, what part of the production you can do yourself, and what steps are better left to another professional.

We'll discuss the different stages of production, from demos to the final master. Will you self-produce or find a team to help you? We'll talk about finding the right team, the importance of having a sonic vision, budgets, and being a good project manager.
FRIDAY KICKOFF!

Join us Friday, September 8th at the Cardinal Club Lounge at the Sheraton Palo Alto! Meet fellow attendees and guests, pick up your conference badge and enjoy some live music to get our conference going!

Cardinal Club Lounge
625 El Camino Real (at University Ave)
Palo Alto, CA

Benefits of West Coast Songwriters Membership:

• One-on-one consultations with industry leaders
• Networking opportunities
• Songwriting seminars & workshops
• Legal panels & Information
• Learn about the latest industry standards
• Voice coaching & stage presence
• Review lyrics with professional songwriters
• Perform at showcases
• Youth scholarships
LOCATION: CAÑADA COLLEGE
4200 FARMHILL, REDWOOD CITY, CA

DIRECTIONS

From Highway 280: Take the Farm Hill Blvd. exit, and turn left at the stoplight into the campus.

From Highway 101 (traveling North or South): Take the Woodside exit (northbound travelers turn left; southbound travelers turn right). Drive west about three miles to Hwy. 280 and head north toward San Francisco on Highway 280. Take the Farm Hill Blvd. Exit right and turn left at the stoplight into the campus.

From El Camino Real (traveling North or South): Turn onto Jefferson Ave. (northbound travelers turn left; southbound travelers turn right). Jefferson becomes Farm Hill Blvd., and at the stoplight into campus, turn right.

THEATER BUILDING 3, USE LOT 6

COMPLIMENTARY MEALS

Breakfast Saturday
Bagels & Cream Cheese Muffins, Fruit, Peets Coffee

Lunch Saturday Assorted Sandwiches Chips

Dinner Saturday
Buca di Beppo
Mixed Green Salad or Caesar Salad
Choice of Pastas: San Remo, Marinara, Meat Sauce, Alfredo, and House Bread.

Choice of Desserts:
Cookies, Brownies or Chocolate Chip Cannoli

PLEASE NOTE:
Special dietary needs cannot be accommodated. You are welcome to bring your own food to the conference.
CONFERENCE DETAILS

SONG SCREENING (ROOM MAX 12)
Song Screenings are less in depth reviews of finished recorded songs or demos with more of an emphasis on the viability of the song in the marketplace [i.e. film & tv, artist career, pitching to artists looking for songs, etc].

In these 60/90-minute sessions, you will play your mp3 from your phone using our bluetooth connections so everyone can hear each song and the screeners comments. Please see tech section for these important details.

FREE - One per Person - Max 12 per room -
These sessions fill quickly.
Sign up by purchasing your conference ticket through our new website!
Sign in at the conference for your session!

SONG / LYRIC EVALUATION (ROOM MAX 6)
Song Evaluation / “Works in Progress” / constructively criticized, pertaining to lyric & music, with the goal of making the song the best it can be. These are 90 minute and 60 minute sessions with experienced songwriters giving feedback.

You will play your mp3 from your phone using our bluetooth connections so everyone can hear each song and the screeners comments.

FREE - One per Person - Max 6 per room.
These sessions fill up quickly.
Sign up by purchasing your conference ticket through our new website!
Sign in at the conference for your session!

ONE ON ONE CONSULTATIONS
These are 15-minute personal meetings with publishers, producers, TV & Film Placement or other industry professional.

Cost is $30 each - One per Person - Max 1 person per room -
Pre-Registered Attendees ONLY.

Please check Schedule for availability. These sessions fill quickly.

Please bring mp3's of your songs on your phone for these sessions.
Sign up by purchasing your conference ticket through our new website!

SUNSET CONCERT - Saturday Evening
Our Grand Finals Winners perform alongside our distinguished guests in this not to be missed concert. This event starts at 6pm.

TECH DETAILS
Time to modernize! All screening, evaluation and one on one sessions as well as any additional pitching will require you to have an mp3 on your phone. Don’t know how to make one? Watch this video here!

Each screening and evaluation room will be equipped with a Bluetooth speaker. For One On One sessions you are welcome to bring your own speaker but the rooms are small enough to just play from your phone. See pictures below to see the equipment we will be using this year.

HOW TO USE BLUETOOTH FOR YOUR SESSIONS
Karl McHugh’s Bluetooth video: https://youtu.be/VSaLrPAn1YU
**CONFERENCE DETAILS**

**REGISTRATION OPEN TIMES**
Volunteers check with your manager

**DOORS OPEN**
9:00am

**PARKING**
Campus parking restrictions are enforced. *Weekends are free*

**MAIN HOTEL**
Creekside Inn in Palo Alto
3400 El Camino Real in Palo Alto
Mention WCS for our discount

**INSTRUMENT CHECK**
Secure storage of your instrument in the Lobby near the entry. Instrument Check opens at 9:00am and closes at 5 so that you may choose to check your instrument before heading to Check-In.

**PRE-REGISTERED ATTENDEES**
Pick up your registration package on Friday at the Kick Off, or Go to the Pre-registration Table Saturday in the lobby to pick up your conference badge and information packages.

**REGISTERING ONSITE**
Go to the Registration area. Complete a registration form and pay the volunteer. We accept cash, checks, money orders, and VISA®/MasterCard®/American Express®. You will receive your badge and package of conference information at this time. To save time at registration, go to our website at www.westcoastsongwriters.org and register through our calendar of events. If you arrive after 9:30am, registration is at the WCS center in the Lobby.

**SONG CHECK-IN (9:00 am)**
Song Check-In, after the initial online sign-ups, will be held at SONG CHECK tables in the Lobby. You are entitled to two listens in screening/evaluation sessions. There is Song Check-In from 9:00 am to 9:30 am only. Screening choices are on a first-come, first-served basis. You can sign up in advance online. Please be sure to check our calendar for details.

Arrive early to increase the chances of getting your choice of guest screener. Bring your mp3 on your phone for all screening/evaluation and one on one sessions. Have your song queued on your phone and ready to go for the screener. All screening and evaluation sessions will be equipped with a Bluetooth speaker.

Please check the tech section for more details. Don’t know how to make an mp3 for your phone? Board Member Karl McHugh has your back! Check out his video here: Karl McHugh’s Bluetooth video: [https://youtu.be/VsaLrPAn1YU](https://youtu.be/VsaLrPAn1YU)

Songs must be submitted in mp3 format on your phone. No CD’s or other recordings will be accepted. Each submission is for one song. Please bring a legible lyric sheet (preferably typed).

Once you’re checked in, you’ll bring your mp3 queued on your phone to the session room and hand it to the DJ when your name is called.

*Song Check-In will close for the day at 9:30am.*
A Message from Poppy Peach-Nichols — WCS Executive Director

I can’t believe a year has passed, here we are again! This past year has been filled with shifts and changes. Expanding and contracting to create a fresh and vibrant community. A new logo and new opportunities for both members and non-members to excite and broaden our reach! The talent showing up for WCS showcases and evaluations has been so incredible. Open mic's run by WCS volunteer managers have continued to hold a space for local songwriters giving them a strong sense of community and introducing new songwriters to our organization. Our quarterly showcase at Almost Famous Lounge in Livermore has been compared to an evening at The Blue Bird Café in Nashville, not bad! If you’ve yet to attend one, what are you waiting for? Thank you to all the managers who have ridden out the storm and created such solid events!

Now for what you’ve come for: an opening panel focusing on A.i, Ai: THE GOOD, THE BAD, THE IN-BETWEEN. Our panel of guests will delve into this complicated and controversial topic. Moderated by D’Mar, the former drummer for the legendary Little Richard, this is going to be a dynamic conversation not to be missed! Ready to meet and mingle with your fellow attendees? Ok, let’s mix!

Directly after the opening panel, all attendees will go to each room they will be attending throughout the day in order of the day. Once there, introduce yourself to the group! Exchange social media and contact info. Take group pics and tag each other as well as WCS @westcoastsongwriters and watch your socials blow up! Enjoy your lunch together outside with the beautiful view before launching into the meat of the day.

Dan Hodges will get you dialed in on Income Streams for Songwriters, Reto Peter has got you covered with production, Melissa Harding is hosting an intimate performance workshop (just 5 per session!), Rise LA is back to keep you engaged and up to date on social media, Jen Adan has put together a fantastic songwriting workshop, sync gets demystified by our panel of seasoned experts, D’Mar will put you in the driver's seat of your own careers and our legal panel will ensure that you leave with a stronger understanding of the business side of your careers! Then we all gather together for our special guest interview before enjoying dinner and a fabulous sunset concert.

A very special thank you to our WCS Board; Bruce Ede, Andre Pessis, Larry Batiste, Ned Hearn, Jodell Seagrave, D’Mar and Tina Abbaszadeh for your continued support. I couldn’t ask for a better group of humans! Thank you to our dedicated management team, a small but mighty group of generous people who have helped to transform the organization into a more welcoming and inclusive community. This next year will be an exciting one full of new creative opportunities and I look forward to seeing the organization blossom with such a great team.

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Ron Fair

Ron Fair's career spans five decades as a major-label veteran, acclaimed producer, arranger, recording engineer, musical director and A&R Executive. Fair was previously Chairman, Geffen Records; President, A&M Records; and Chief Creative Officer/Executive Vice President, Virgin Records - all divisions of the Universal Music Group.

Ron Fair was born and raised in Los Angeles. He met his mentor in 1976, (Oscar-winning composer Bill Conti) while engineering a pop-up indie movie score in Los Angeles. As Bill Conti's assistant, Fair was awarded his first gold record - the original soundtrack to the classic film “ROCKY.” In addition to helming Virgin Records, Fair was Chairman of Geffen Records (5 years,) President of A&M Records (5 years,) and held senior A & R positions at RCA Records, Chrysalis Records, EMI Records, and Island Records-London.

Fair's recordings have won TEN Grammy awards and have been nominated 17 times. Fair discovered and shepherded Christina Aguilera - selling over 50 million copies, winning numerous Grammy awards. Fair A&R’d Christina Aguilera’s first five albums. He championed the Black Eyed Peas to 27 million albums, 4 number-ones and multiple Grammy wins, as well as co-producing and arranging the strings on their global breakthrough # 1 hit “Where is The Love?” He produced and A&R’d the Pussycat Dolls six-million-selling Grammy-nominated debut album, yielding several international number-one singles. As an A&R Executive at RCA Records, Fair discovered and signed Stacy “Fergie” Ferguson in the girl-trio Wild Orchid. He later re-signed Fergie, installed her in the Black Eyed Peas, leading to her 5-million-selling Grammy-nominated solo album “The Duchess,” with three number-1 singles including “Big Girls Don’t Cry.” Fair was co-producer of Mary J. Blige’s #1 hit “Be Without You”— charting 18 weeks at number-one R & B, 5 weeks at number one Hot 100, winning three Grammys, and achieving over 7 million album sales. He co-produced “Lady Marmalade” (Christina Aguilera, Pink, Mya, Lil’ Kim) the international number-one from “Moulin Rouge” selling over 3 million copies. He brought Snow Patrol to the USA, selling a million-plus albums on the number-1 hit “Chasing Cars.” He developed and produced Grammy nominee and triple-platinum vocalist Keyshia Cole- yielding six-number-one R&B tracks and produced two seasons of Keyshia’s BET reality show “The Way It Is.” He guided Vanessa Carlton to a double-platinum Grammy-nominated debut album- producing and arranging her number-1 hit “A Thousand Miles.” He was executive producer of the 11-million-selling soundtrack “Pretty Woman” and the 5-million-selling soundtrack “Reality Bites.” He produced two jazz albums by Queen Latifah, selling a million copies combined. He produced Fantasia’s chart-topping grammy-nominated album “The Definition Of.” Fair spearheaded the US breakthrough of UK band Bastille, their hit “Pompeii” selling over three million.

Fair is the recipient of the British Music Manager’s Forum Music Roll of Honour, in recognition of A&R contributions to the UK music industry. He has served as musical director and performed on the Grammys; The Latin Grammys; The BET Awards, Saturday Night Live, American Idol; The Voice; Home for the Holidays, Christmas at Rockefeller Center, & Christmas in Washington. He was on the board of Governors of the Grammys and was a national trustee. Fair was an adjunct professor at Lipscomb University in Nashville- college of Commercial Music – where he conducted a class in the anatomy of pop music.


Fair produced Idina Menzel’s “Christmas, A Season of Love” for Scooter Braun Projects/Universal Classics. He was executive producer; as well as arranger, musician and recording engineer. He toured with Idina conducting her many live appearances, including Carnegie Hall. He conducted and performed with Idina on the Today Show, Colbert, Ellen, and the NBC Rockefeller Center Xmas Tree lighting special.

Fair produced all of the on-camera vocals for the Oscar-nominated feature film “A Beautiful Day in the Neighborhood” starring Tom Hanks.

Fair was executive music supervisor and producer on the Netflix animated smash “My Little Pony” logging several weeks at #1 on the platform.

Faircraft artists-in-development include country act Dave’s Highway ...a sister-brother harmony act from Jackson, Mississippi. He produced Jake Owen’s– the Cannabis Cowboys. He produced best-new-female country artist Laaney Wilson’s Christmas hit – “Christmas Cookies.”

Fair reunited with platinum-multi-number-one R&B star Keyshia Cole whose first single for BMG “I Don’t Wanna Be In Love” went to #5 on the R&B chart. Fair was executive producer for the Lifetime smash hit bio-pic “I AM KEYSHIA COLE” released in June 2023.

Fair produced, arranged and recorded the first full-length album by multi-talent Emmy and Golden Globe winner DARREN CRISS – “A Very Darren Crissmas” currently in wide international release on Universal/Decca.


Also currently in production is new country artist Tony Evans, Jr. who has amassed a half million followers between Tik-Tok; Instagram and the Shade Room. His first EP “Starless” is currently streaming from all DSPs.

The Fair family relocated from Brentwood in Los Angeles, to Brentwood, Tennessee 7 years ago. He is married to talented songwriter-montrepreneur Stefanie Fair– (featured on Bravo’s reality series “There Goes The Motherhood.” They have three boys and a girl aged eleven to sixteen years old, and a small fluffy white dog named “Mr. Big.”
Jen Adan

Jennifer’s journey began in San Mateo, California, when she was 10 years old. During a fifth-grade history class, Jennifer secretly wrote her first song unaware that it could lead to a career. At age 15, she revealed her talent by playing her parents a song she’d written for their 25th wedding anniversary. In addition, she let them know she had 100 more songs.

After doing some research, Jennifer joined the Nashville Songwriters Association International (NSAI) and West Coast Songwriters Association (WCS). Both organizations provided contacts and educated her on the art of songwriting as well as the music business. She submitted to VH1 Song of the Year songwriting contests and won first place in multiple genres for multiple years. Through a family friend, she found a songwriting contest by hit songwriter Jeffrey Steele (What Hurts the Most, My Wish, Raise Em Up, When the Lights Go Down), and won. She went to Nashville to work with him and meet other talented songwriters where Steele convinced Jennifer to make the cross-country move to Nashville away from her family in order to follow her dreams. Now, she has celebrated the success of a two week number one hit song She Wouldn’t Be Gone for Blake Shelton which has recently gone PLATINUM. [https://youtu.be/ki-n6DsDG40](https://youtu.be/ki-n6DsDG40)

Jennifer’s song Don’t Come Home is featured on MTV’s The Real World: San Diego Finale episode.

Jennifer collaborated with the illustrious Asian singer/songwriter/advocate MILCK (Can’t Keep Quiet), as well as Dan Wilson (Someone Like You, Adele) and Ben Antelis (writer/producer/performer) to create the song Metamorphosis. The full 3 minute song was featured on Grey’s Anatomy on March 23, 2023. [https://youtu.be/UKwCBkiz7ol](https://youtu.be/UKwCBkiz7ol)

Jennifer’s rock song Race You to the Bottom is the single and title track from rock band New Medicine and charted at #2 on Billboard heat-seekers rock chart. [https://youtu.be/VjxE2RTevMQ](https://youtu.be/VjxE2RTevMQ)

Jennifer launched an independent music publishing company in 2008 and offers services such as song evaluations, mentoring, consultations, and possible song writing opportunities. For more information, visit [www.tommyjopublishing.com](http://www.tommyjopublishing.com)

In early 2020 she signed with New Rivals Entertainment and works closely with manager, Doug Green. [www.newrivalsent.com](http://www.newrivalsent.com) and as of 2023, she signed with Teri Nelson Carpenter at Reel Muzik Werks.

Kenya Autie

Kenya Autie is a producer, songwriter, studio owner, the head of record label El Cerrito Records, a leader in the music community, and an advocate for women rights and diversity. She is a multi-GRAMMY® Award Winning Producer. Kenya Autie is an active member of the music community in the San Francisco Bay Area working with local artists and with many artists across the United States and globally. Kenya has been a producer in more than 45 albums across different genres, including: Traditional Cuban Music, Tango, Flamenco, Rock, Latin Rock, Classical, Children's, Jazz, Spoken Word, New Age, and Instrumental.

Kenya Autie served for four consecutive years at the Recording Academy’s San Francisco Chapter Board as a Governor, where she volunteered in the areas of membership, advocacy, and mentorship. She hosted several San Francisco Chapter Latin Music mixers, was a panelist in a Women 101 San Francisco Chapter mixer, hosted a studio tour of her studio in the Producers & Engineering Win, and has been the district Captain for Advocacy Day in district 11 in California for six consecutive years. Additionally, Kenya Autie has been a GRAMMY-U mentor for several semesters, and she has been a mentor for incoming San Francisco Chapter board members.

When the Pandemic started, Kenya Autie together with other two co-writers and producers, created and produced a song “All in This Together” and a video to accompany the song. All income received for this video/song was donated to the Recording Academy MusiCares COVID-19 Relief Fund, a benefit for musicians. This song served to raise awareness for the organization and the MusiCares program, which has donated millions of dollars to musicians in need.

Every year, Kenya Autie helps produce the graduation songs for the Latina Center in Richmond, where young Latina women get trained to become strong leaders in our community. Kenya Autie is a member of the Women in Music, Women in Entertainment, and the Asociación Iberoamericana de Productoras e Ingenieras de Audio.

Kenya Autie is known for her enthusiasm, hard work, and passion for helping others.

**GRAMMY Awards:**

1) Best New Age, Ambient or Chant Album (2023) - Mystic Mirror by White Sun
2) Best Children’s Music Album (2022) - A Colorful World by Falu

**Latin GRAMMY Awards:**

1) Best Folk Album (2022) - Ancestros Sinfónicos by X Alfonso, Síntesis y Erne Alfonso
2) Best Tango Album (2022) - Horario Salgán Piano Transcriptions by Pablo Estigarribia
3) Best Tropical Traditional Album (2021) - CHA CHA CHA: Homenaje a lo tradicional by Alain Perez, Issac Delgado, and Orchesta Aragón

(Continued on page 12)
Kenya Autie

(Continued from page 11)

4) Best Children's Album (2020) - Canta y Juega by Tina Kids
5) Best Flamenco Album (2020) - Flamenco sin fronteras by Antonio Rey
6) Best Tango Album (2018) Vigor Tanguero by Pedro Giraudo

Additionally, Kenya Autie participated in the following GRAMMY-winning Albums:
3) “Stars And Stripes Forever” by John Daversa – GRAMMY winner for Best Arrangement, Instrumental or A Cappella (2018)
4) “Don’t Fence Me In” by John Daversa – GRAMMY winner for Best Improvised Solo (2018)
6) “Spoken At Midnight” by Ted Nash Big Band - Grammy winner for Best Instrumental Composition (2016)

Additionally, Kenya Autie participated in the following GRAMMY Nominated projects:
1) “Sin Salsa No Hay Paraiso” by Aymee Nuviola –nominated for a GRAMMY in the Best Tropical Latin Album (2022)
3) “Paseo Lunar” by The Lucky Band - nominated for a Latin GRAMMY in the Best Children’s Album category (2020)

Kenya Autie has one Nomination in the HMMA Awards as a songwriter:
1) Song You Can’t Stop the Music, Brooks Maguire, Joe Beck, and Cindy Paulos, and Kenya Autie (2020)

To connect with Kenya Autie, visit her website: www.elcerritorecords.com

Larry Batiste

RECORDING ACADEMY REPRESENTATIVE, SONG EVALUATION, OPENING PANEL

Larry Batiste's career in the entertainment industry spans over 40 years. He has worked with some of the most successful new, and legendary artists of all time. Batiste, best known for musical directing the GRAMMY Awards Pre-Telecast (now known as the Premiere Ceremony) and the TEC Awards at NAMM. He has a natural talent for understanding and working in all genres of music. His recording career started with the group Bill Summers & Summers Heat in 1979. He co-wrote and produced four albums along with Claytowne Richardson and Bill Summers, including the group's top ten hit singles, “Call It What You Want”, “Jam The Box”, and “At The Concert”. After a few years of recording and touring with Summer's Heat, he went on to record with various multi-genre artists including Whitney Houston, Michael Bolton, Carlos Santana, Young Jeezy, Keyshia Cole, The Dazz Band, Natalie Cole, Al Jarreau, Patti Austin, The Stylistics, Lenney Williams, Huey Lewis & The News; and share the stage with Ledisi, Mickey Thomas, Pete Townshend, Stevie Wonder, Lalah Hathaway, Yolanda Adams, Trombone Shorty, Hugh Masakela, and Slash. As a vocalist, he's lent his voice to The Magical World of Disney (theme song), NBA Warriors' Basketball theme, California Raisins (“I Heard It Through The Grapevine”), Wendy's Restaurants, Sims (Playstation), Leap Frog Education; and the films, The Hunchback of Notre Dame, Stuart Little, Snow Dogs, Rent (contractor), and over 500 recordings and commercials.

Batiste was commissioned by the Oakland Symphony to compose and orchestrate two compositions for full orchestra and 120 voices, which premiered at Oakland's Paramount Theater in 2013. He co-produced and arranged horns and strings on Charlie Wilson's number one Billboard single, "You Are", which was nominated for a Grammy Award for "R&B Song of The Year" in 2012; and is a performer and vocal arranger on Roberto Fonseca's Grammy nominated project, "Yo" in 2013. Batiste has been the musical director for the theater productions of "Pajama Game", "Moms" starring Whoopi Goldberg, and "Jukebox" starring Danny Glover. In addition, he was the vocal arranger for the NFL Commissioner's Super Bowl 50 Gala. He produced 2x Grammy nominated recording artist, John Lee Hooker Jr's CD, "Testify" (2020), co-wrote and produced Wee Willie Walker & The Anthony Paule Soul Orchestra album, "Not In My Lifetime" (2021), which was nominated for 4 Blues Music Awards including, “Album of The Year” by The Blues Foundation in 2022.

Most recently Batiste performed on Kygo’s remix of Whitney Houston’s 2x Platinum "Higher Love" single, which was included in the biopic film “I Wanna Dance With Somebody” in December of 2022. In 2023, he was nominated for Best Song Written for Television by the Guild of Music Supervisors for his song “Seduce & Scheme”, which is featured in Issa Rae’s comedy series, “Rap Sh!t” on HBO Max. Batiste just completed writing a book entitled “The Art & Business of Songwriting” for Oxford University Press due late 2023. Batiste is an advocate for the rights of music professionals, and the archiving and preservation of traditional art forms. He is dedicated to mentoring and professional development for youth and independent artists, and champions for a better life for music creators. He is a Trustee, former San Francisco Chapter President, and a Lifetime Member of The Recording Academy (producers of the Grammy Awards). He is also on the boards of The Arhoolie Foundation and the West Coast Songwriters Association.
Nona Brown
**RECORDING ACADEMY REPRESENTATIVE, ONE ON ONE**

The smooth and unconventional sound of San Francisco Bay Area native Nona Brown is “a breath of fresh air” according to her fans. From the sweet and silky sound of her voice to her piano playing, songwriting and producing, the Nona Brown impression is sure to be lasting.

Nona recorded her first CD in 1997 entitled, I’ll Sing My Song. In 2019, after writing music for years, she emerged with her sophomore release, Songs from my Journal Volume 1, ranking #14 and #21 on Billboard Gospel chart in weeks one and two!

Nona’s gospel music roots led to many wonderful collaborations, such as working with Josh Groban as choir coordinator for his Northern California tour; guest vocalist and composer on three national recordings of the Gospel Music Workshop of America; guest vocalist at Oprah Winfrey’s Legends Ball and group member of gospel music legend, the late Edwin Hawkins and the New Edwin Hawkins Singers.

With the success of Songs from my Journal Volume 1, Nona is excited to share Songs from my Journal Volume 2. The project features some of the Bay Area’s finest vocalists and musicians performing songs all written by Nona.

Nona’s music career includes some additional amazing accomplishments – international performances at Umbria Jazz Festival, Porretta Soul Festival, Maspalomas Costa Canaria Soul Festival; arranger and background vocalist on the 2022 GRAMMY Award winning Best Children’s Album by Falu A Colorful World and 2022 Telly Award Winner for her “Black Lives Matter” music video co-written with Tony Saunders.

As an active member of the music community, Nona previously served as Recording Academy San Francisco Chapter Board Governor; Vice President, and Black Music Collective (BMC) Ambassador before becoming the first black woman to be elected President of the San Francisco Chapter of the Recording Academy.

Nona Brown is a name to remember and a life to be inspired by.

Jim Bruno
**SONG EVALUATION, ONE ON ONE**

Jim Bruno is a Northern California based published songwriter and currently teaches Songwriting at Foothill College in Los Altos, California and at the Freight and Salvage in Berkeley.

Songs he’s written have been recorded and released by Shawn Colvin, Mary Lou Lord, Cliff Eberhardt and Laurie MacAlister. Songs he’s co-written have been recorded and released by Chuck Prophet and Thad Cockrell.

As a performing songwriter he has performed with or opened shows for the following artists: Shawn Colvin, Timothy B Schmidt, Graham Parker, John Gorka, Charlie Musselwhite, Joe Ely, Greg Brown, Mary Lou Lord, Steve Forbert, Bill Morrissey, Big Twist, and Cliff Eberhardt. He’s performed at the Greenwich Village Folk Festival, the Udine Folk Festival in Udine, Italy and has toured five times in Europe. He also played bass, guitar and sang in the Shawn Colvin Band for a number of years and often performed with Shawn as a duet. He recently released his own album of all original songs called ‘Alright Alright’.

He earned a Bachelor of Science degree from Southern Illinois University. He’s negotiated and signed numerous song publishing agreements. Among others these publishers include Bug Music and the Welk Music Group in Los Angeles, and Largo Music in New York. In addition to his having his own publishing company, Jimmy Bruno Music, as a songwriter he currently has a music publishing agreement with Universal Music Group. He is an affiliated Publisher and Songwriter with BMI and the Harry Fox Agency. He’s also a voting member of the Recording Academy.

Derrick “D’MAR” Martin
**WORKSHOP, OPENING PANEL, ONE ON ONE**

Derrick “D’MAR” Martin’s is simply a force of nature. D’MAR is a musician, producer, songwriter, singer, educator, entertainer and motivational speaker. He traveled the world for 17 years as the lead drummer for the legendary Little Richard. D’MAR has also worked with a number of other artists such as: Dorothy Moore, Bobby Rush, Vasti Jackson, Ali Woodson of (The Temptations), Big Jack Johnson, Carla Thomas, Billy Preston, Roy Gaines, Mitch Woods, Jackie Payne, Syl Johnson, Bob Margolin and Tutu Jones just to name a few. As a producer, D’MAR has produced and played on quite a few records over the last 20 years and has released over 80 songs as a solo recording artist. He is also passionate about music education and music business education. D’MAR uses the lessons he continues to learn on stages, in recording studios and at the administrative table to help further the careers of aspiring creatives.
Michael Eames is a trained composer, songwriter, and pianist who majored in music at Cornell University and completed the Certificate Program in Film Scoring at UCLA Extension; he also secured a minor in Business Management from Cornell.

As president of PEN, Michael oversees all aspects of the operation as well as focuses on pitching the catalogue to all media and business development. He was chosen to serve (along with 4 other independent music publishers and 5 songwriters) on the Unclaimed Royalties Oversight Committee (UROC) of The Mechanical Licensing Collective (MLC) that commenced blanket mechanical licensing of the digital services in the U.S. on January 1, 2021 and currently serves as the UROC Chair. He also proudly serves on the Independent Publishers Advisory Council (IPAC) of the National Music Publishers Association (NMPA) and on the Advisory Board of Songwriters Of North America (SONA). He also previously served as the National President of the Association Of Independent Music Publishers (AIMP) from 2015-2018 and served as its National Vice President from 2013-2014.

Immediately prior to starting PEN, Michael oversaw the international and film & TV departments of Don Williams Music Group where he was responsible for song catalogues such as Jimi Hendrix, Chicago, and Roy Orbison among numerous others. He also worked previously for Brian Wilson of the Beach Boys and the management and music supervision firms The Derek Power Co and Seth Kaplan Entertainment.

Michael wrote the music publishing section of the Hal Leonard/Rowman & Littlefield-published book entitled Five Star Music Makeover: The Independent Artist’s Guide for Singers, Songwriters, Bands, Producers and Self Publishers (2016) and is co-author (with Bobby Borg) of the book Introduction To Music Publishing For Musicians which was published by Rowman & Littlefield in 2021 and is already used in many curriculums. He is a frequent guest speaker in both real and virtual classrooms, festivals and panel discussions worldwide and co-teaches (also with Bobby Borg) the online UCLA Extension class Music Publishing: A Creative And Business Perspective.

Al Evers is the founder and owner of A Train Entertainment, started in 1985 as an option for independent artists to receive professional assistance in developing and managing their musical careers. Over the years A Train has expanded its services to include publishing administration, artist management, worldwide physical and digital distribution, neighboring rights administration and more. A Train administers over 230,000 song titles, all while keeping ownership in the hands of the artists who created them. Our catalog of digitally distributed titles continues to grow year with an average of 20 new albums released every month.

Doug Green began working with Grammy-nominated engineer and producer David Ivory (The Roots, Halestorm, Patti LaBelle) handling day-to-day business for his record label, Flexitone Records. He has worked closely with a number of regional and international artists on everything from booking and promoting shows to artist management, album marketing and promotions, artist procurement and development, PR and radio campaigns.

Doug is currently the director of A&R for Blue Collar Records, an independent record label based in New Jersey, and president of his management company New Rivals Entertainment.
Marc Greenberg

Marc Greenberg is a Professor of Law and the founding Director of the Intellectual Property Law Center and Program at Golden Gate University School of Law. A member of the faculty since 2000, he teaches IP Survey, Internet and Software Law, IP and New Technology, and Entertainment Law in the IP curriculum. He also teaches Contracts, Civil Procedure, Business Associations, Property, Wills and Trusts, and related courses in the general curriculum. He was the 2010-2011 Chair and is presently on the Executive Board of the Art Law Section of the American Association of Law Schools, and is a past co-chair of the Copyright Section of the San Francisco IP Law Association. He is a member of the Books Editorial Board of the IP Law Section of the ABA.  

Professor Greenberg received his A.B. degree in English Literature from the University of California, Berkeley; and his J.D. from the University of California, Hastings College of the Law. While in law school he served as an Articles Editor of the Hastings Constitutional Law Quarterly and published the first of his scholarly works analyzing the First Amendment cases of the Supreme Court’s 1978 term.  


Professor Greenberg is still an active practitioner providing legal services to select clients via his firm, Law Office of Marc H. Greenberg. He can be reached at mhg@marcgreenberglaw.com or mgreenberg@ggu.edu.

Theo Fightmaster

Theo Fightmaster is a co-founder of the digital marketing platform, Rise, and oversees customer success, support, reporting and analytics. In his Social Savvy workshop, Theo Fightmaster will share tips and philosophies that even the most novice Instagrammer can put into immediate use.

Melissa Harding

Melissa Harding is a Los Angeles based singer, songwriter and vocal coach with a certification in vocal health and first aid. Trained classically with a background in musical theatre, Melissa has spent the last 20+ years exploring vocal styles all across the board. She toured the world as a backing vocalist with rock band Sixx:A.M., providing vocals for the bands debut album, “The Heroin Diaries,” as well their sister albums “Prayers for the Damned” and “Prayers for the Blessed.” In 2022, Melissa released her self produced single “Paper Suit,” and later that year, an original holiday tune called “He Was Here.”  

She is currently writing/producing/scoring a documentary podcast and album.  

www.melissahardingmusic.com Instagram @melissakharding
Edward (Ned) R. Hearn

**LEGAL PANEL**

With his principal office in San Jose, California, Ned Hearn’s practice concentrates on intellectual property and business matters related to creative artists and media-based companies, with a focus on the entertainment, internet, and technology businesses and their convergence, intersecting content, media, and technology in the digital internet environment, including: recording, production, and publishing; multi-media and internet web-based productions; digital distribution and repurposing of content; licensing, distribution, and marketing; copyright and trademark matters; merchandising; sponsorships; film, television, video productions; options, scoring, and soundtracks; content syndications; literary publishing, including fiction and technical and professional non-fiction; clearances for use of intellectual property in all forms of media; talent services negotiating and contracting; strategic alliances; content catalog sales and purchases; business start-ups and development; private financing; and private mergers and acquisitions of content and media-based companies. His clients include record labels, music publishers, book publishers, traditional and Internet-based media, production, technology, and content distribution companies; webcasting companies; recording artists, writers, producers, managers, authors, software designers, and multimedia product and website developers. Ned Co-Aauthored THE MUSICIAN’S BUSINESS AND LEGAL GUIDE (Revised, 5th Edition, 2017, Prentice Hall); has published numerous articles on his practice area, and has presented at dozens of conferences, including for the ABA, PLI, ASCAP Expo, California Lawyers for the Arts, West Coast Songwriters Association, and various media and trade association conferences. He is a member of the State Bar of California (Intellectual Property Law Section), American Bar Association (Entertainment and Sports Forum), and has served on the Board of Directors of the California Lawyers for the Arts since 1978; Member and Board of Directors: West Coast Songwriters Association, 1979-2007 – President; President Emeritus and Advisory Board, 2007-2015, and Board member 2015-; NARAS-The Recording Academy, San Francisco Chapter, Board of Governors and Education Committee Co-Chair, 2009-2012; and Vice-Chair, Board of Directors, Natural Bridges Media (KSQD 90.7 FM), 2017-. www.internetmedia-law.com

Dan Hodges

**WORKSHOP**

In his almost thirty-year career in the music business, Dr. Dan Hodges has worked for BMG Music Publishing, Rick Hall’s FAME Music, and Murrah Music. As a song plugger, Hodges successfully placed songs on albums generating over 10 million units in sales in his career, including the hits “Where Would You Be” by Martina McBride and “I’m A Survivor” by Reba McEntire (TV theme for Reba), Billy Currington’s ASCAP 2008 Country Song of the Year “Good Directions,” and songs recorded by many other major label acts. In addition to being a publisher, Hodges co-produced the XM radio top 5 hit “Mandolin Rain” for Josh Kelley and discovered and signed many successful Nashville writers and Grammy winners in his career.

From 2008 to 2022, Hodges operated his own Music Row-based publishing company, Dan Hodges Music, LLC. The company enjoyed two #1’s and had songs recorded by many Nashville country artists including Rascal Flatts, Martina McBride, Keith Urban, Brad Paisley, Chris Young, Reba McEntire, Lee Brice, and Kelsea Ballerini (her #1 “dibs”), to name a few. DHM also opened a virtual branch of the company in Australia in 2015, where it has enjoyed six #1 country songs and over thirty major label cuts in the Aussie country music scene. Hodges has been a regular attendee of the international music publisher conference, MIDEM, which has led to subpublishing relationships all over the world and DHM songs being placed on major label acts in multiple countries including Italy, France, Sweden, Ireland, South Africa, United Kingdom, and Germany.

Dan Hodges earned his Doctor of Business Administration/International Business degree from Liberty University in 2021. After teaching at Belmont University as an Adjunct and lecturer from 2016-2022, he assumed the role of Associate Professor at the University of Colorado Denver in the Fall of 2022. Hodges is currently an elected board member of the Music and Entertainment Industry Educators Association (MEIEA) and a faculty ambassador for the Mechanical Licensing Collective (MLC) for his university. He has had his research published in the College Music Symposium Journal and MEIEA Journal and presented his research at the annual MEIEA Summit.
Karl McHugh

Karl McHugh’s folk/rock songwriting is a fusion of his upbringing in Donegal, Ireland and his current home in the San Francisco Bay Area. The retro-style folk music falls somewhere between the purview of Paul Simon and CCR, evoking a house party singalong vibe: fun, warm, inclusive, and good for a laugh!

Growing up, Karl had the advantage of having the family business, a video rental store, attached to his childhood home. Movies were easily accessible and from a young age, Karl eagerly helped out around the store. With a natural appreciation for stories and films, Karl frequently discussed new releases with customers and suggested titles tailored to their individual preferences. This passion for movies has inspired the first single from his upcoming EP, “In The Movies”. The song explores the gap between what films portray and real life.

Karl’s previous Easy Life EP contains deeply personal songs inspired by his struggle with US immigration. In particular, the track “No One Told Me About You”, which documents his journey from Ireland to America, was recently featured on USA Network’s hit series “Temptation Island.” His single “Keep Dreamin’” – written as part of his Patreon Song Series – was awarded the prestigious Outstanding Achievement in Songwriting award at The Great American Songwriting Contest.

His music continues to be widely recognized, appearing on several national TV shows and ad campaigns across both the United States and Ireland. Most recently, he composed the music for ‘The Pennsylvanian,’ a play by Jennifer Roberts.

Before embarking on his solo project, Karl was a founding member of the Irish-American rock group, McHugh & Devine. The band toured and released The Movie Blues EP in 2015 and the Emerald Hills album in 2016. The group garnered recognition for their songwriting from both Bay Area and international organizations, including Adult Contemporary Song of the Year in the West Coast Songwriters International Song Contest for their 2015 song, “Flame.”

André Pessis

I have 17 hit songs and been on 7 number one albums including the Bonnie Raitt “Luck Of The Draw” multi platinum CD that won 3 Grammys, Walking On A Thin Line with Huey Lewis and the news was a hit in over 30 countries, and a song on the HBO Movie “Grey Gardens” won 6 Emmies and 2 Golden Globes. I have over 44 songs recorded by Mr Big and Eric Martin most of which have gone platinum and gold in multiple countries. I have 13 Platinum records and one Diamond album (ten platinum) and won 5 ASCAP awards.

I have been recorded by: Huey Lewis and The News, MR Big, Tim McGraw, Waylon Jennings, Journey, The Dead, Ratdog, Southern Pacific, Glenn Medeiros, Ann Wilson of Heart, Gregg Rolie, Paul Carrack, Ben E King, The Stylistics, Laura Branigan, Big Bird, Erica Jayne, Tak Matsumoto Band, Ronnie Montrose and had 10 songs recorded by Mickey Hart co written by Robert Hunter.

I had songs on major Motion pictures including the theme song and also the Final song from “Pink Cadillac” (Clint Eastwood), a song on “I Love you Phillip Morris (Jim Carrey) as well as numerous TV shows including: Sesame Street”, the theme song for the CBS Prime time reality show “There Goes the Neighborhood” as well as the Theme song for “Pride Fighting”

I had 2 songs on Sega Genesis Daytona USA.

Eric Martin and I wrote “The World Is On The Way,” recorded by MR Big. All the royalties donated to the Tsunami victims in Japan. The song raised over 300 thousand dollars in a few months and was voted “Song Of The Year” in 2011.

I was President of the San Francisco chapter of “The Recording Academy” for two years and a Governor for more than eleven years.

I taught the business and craft of songwriting at WCS, Sonoma State and UCSF .

My hit song “Anyway The Wind Blows” from the Clint Eastwood movie – “Pink Cadillac” won a BMI award for over one million plays.

I have the opening song in the new play “The Heart Of Rock N Roll which broke box office records in San Diego and will open on Broadway and London in the near future.

My song “We Keep Falling In Love” is on the number one streaming movie in the world “White Lines” for 5 weeks.
Reto Peter

**RECORDING ACADEMY REPRESENTATIVE, OPENING PANEL, WORKSHOP, ONE ON ONE**

Grammy® and Tec Award-winning producer/mixer Reto Peter has been making records for over 25 years in Europe, NYC and the San Francisco Bay Area, and is credited on Gold and Platinum albums by Green Day, Modest Mouse, The Counting Crows, Flipsyde and many chart-topping artists from his native Switzerland. He also writes and produces music for television and his work can be heard on UFC, MTV, BRAVO, and national ad campaigns. He operates The Teahouse Studio, his own professional production studio in Oakland, CA, and is an active member of the local audio community as a community builder and SF chapter board member of the Recording Academy. For more information, please visit [https://linktr.ee/retopeter](https://linktr.ee/retopeter)

Silversher & Silversher

**ONE ON ONE**

Michael Silversher and Patty Silversher, won a Grammy for Elmo in Grouchland and has three Emmy nominations. They co-wrote the theme songs for Disney’s television series, Tale Spin and Gummi Bears, and the theme song to Jim Henson’s Pajanimals. Michael has scored five seasons of Dinosaur Train on PBS and four seasons of Word Party on Netflix.

Patty and Michael have additionally written hundreds of songs for the Disney and Jim Henson catalogs; television with MGM, Sony, Warner Bros.

Michael on his own, was founding composer and musical director for the Bay Area’s own Tony-winning company, TheatreWorks. He served as Sundance Institute's Children's Theater musical director, and as resident composer for Sundance's Playwright’s Lab.

Michael has written theatre music—both full musicals and background scores—for the Tony-winning Kennedy Center, Los Angeles Opera, South Coast Repertory Theatre, Mark Taper Forum, and many others.

Michael resides in Ashland, Oregon, home of the Oregon Shakespeare Festival, the pre-eminent repertory theatre company in America.

Patty resides in the Los Angeles area and is currently active on the Society of Composers and Lyricists SongArts committee.

Tiffany Wilson

**OPENING PANEL, WORKSHOP**

Tiffany Wilson is a Bay Area native who has spent the last 6 years launching and growing an indie record label and publishing company in San Francisco. Known collectively as Text Me Records out of Different Fur Studios, the company organizes individual and collaborative releases, live events, songwriting camps, and other initiatives that prioritize songwriters and promote teamwork and partnership. Tiffany was one of two speakers at The Recording Academy’s Music Publishing Summit in San Francisco in 2019 and has participated multiple times as a mentor through their mentorship program. She’s also provide contract work in music publishing education, something she has grown passionate about, to the artists of LA-based artist incubation company HiFi Labs. At Text Me Records, Tiffany is a key person in the music business education to their artists as well as the advancement of their careers. Her experience spans developing campaign strategy, securing press coverage, sync licensing, and fostering relationships with partners like Twitch, Youtube, Tracklib and more.

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