

Our 26th Annual Songwriters Conference



"Kick Off" - Friday September 8th at Fanny & Alexanders in Palo Alto

Sat. & Sun., Sept. 9th & 10th Foothill College, 12345 El Monte Rd., Los Altos Hills, CA

WCS Conference Program • SATURDAY • Hosted by ASCAP

DAN KIMPEL- (10AM Library Quad) **NETWORKING** :Networking and Getting The Most Out Of this Conference

HIT IT OFF - HIT SONGWRITERS PANEL Collaboration, struggling with a song, the right demo, and more. Andre Pessis, Tim Hosman, Steve Seskin, Jude Johnstone. Interviewed by Dan Kimpel.

THE CHANGING FACE OF PUBLISHING- Steven Melrose, Jason Morris. Moderated by BMI 's Joe Maggini

JUSTIN KING INTERVIEW - EPIC Artist Justin King is interviewed by his manager, Elliot Cahn

MAKING MONEY FROM FILM & TV - Todd and Jeff Brabec explain the deals for songs and scores in feature films and Television series, and the money that can be made.

MELODY WRITING: Steve looks at specific parts of songs in terms of choosing an appropriate melody to match the mood of the song - Steve Seskin.

MAKE A PRODUCTION OUT OF IT: Getting the best performance from an artist. What works and what doesn't. Frank Rogers, Cookie Marenco, and Charles Duncan dispel the myths.

WRITING WITH A SOCIAL CONSCIENCE: Back by popular demand! Steve Seskin, Michael Silversher.

THE PERFORMANCE PATH - Whether your goal is simply to share your music or to have a career as a performer, it all starts somewhere. No need to reinvent the wheel. Learn from those who know it. Minimize mistakes, maximize results - Jocelyn Kane and TBA

FRANK ROGERS INTERVIEW - Frank Rogers, currently one of Nashville's hottest producers, gives us a window into his world. How does writing and producing work? Interviewed by John Braheny

Conference Registrants - feel free to attend as many seminars as you wish!

10AM		10:30AM	1:00	2:00	3:00	4:00
DAN KIMPEL NETWORKING	Library Quad 3404	HIT IT OFF	JUSTIN KING INTERVIEW	MELODY SESKIN	WRITING WITH A SOCIAL CONSCIENCE	FRANK ROGERS INTERVIEW
	3403	THE CHANGING FACE OF PUBLISHING /A&R	MAKING MONEY FROM FILM & TV	MAKE A PRODUCTION OUT OF IT	THE PERFORMANCE PATH	
	3402	MasterWriter Demonstration Room: 10:30am, 11:30am, 1pm, 2pm and 3pm				
	6404	Xytar Demonstration Room: all day!				

• Every registrant gets 2 guaranteed listens per day - Must arrive at Song Check-In by 9:15a.m.

		10:30AM	1:00	2PM	3PM
DAN KIMPEL NETWORKING	3301	LARRY BATISTE Song/Lyric Evaluation	JUDE JOHNSTONE Song/Lyric Evaluation	ANDRE PESSIS Song/Lyric Evaluation	LARRY BATISTE Song/Lyric Evaluation
	3201	JOHN BRAHENY Song/Lyric Evaluation	STEVE SESKIN Song/Lyric Evaluation	PATTY SILVERSHER Song/Lyric Evaluation	JUDE JOHNSTONE Song/Lyric Evaluation
	3202	TED LOWE TV & FILM	SCOTT URQUHART TV & FILM	SCOTT URQUHART TV & FILM	TED LOWE TV & FILM
	3203	BRIAN RAWLINGS Pop	BRIAN RAWLINGS Pop	RUSSELL BOND Artists/Songs	STEVEN MELROSE Pop/Rock/Alt Artists
	3204	CARIANNE BROWN Artists/Songs	COOKIE MARENCO Production Review	TIM HOSMAN Music Review	FRANK ROGERS Country
	3206	JASON DUKE Country	SARA JOHNSON Country	ANTOINETTE OLESON Country	JASON MORRIS Country

SATURDAY ONE-ON-ONES

Rooms 3303, 3304, 3305, 3307, 3308, 3015

10:30am: Joann Braheny, Duman & Fiero, Sara Johnson, Cookie Marenco, Antoinette Oleson, Michael Silversher, Patty Silversher, Scott Urquhart, Ned Hearn (Legal)

1pm: Lisa Aschmann, Larry Batiste, John Braheny, Carianne Brown, Jim Dean, Jason Duke, Duman & Fiero, Ted Lowe, Jason Morris, Antoinette Oleson, Ned Hearn (Legal)

3pm: Lisa Aschmann, Carianne Brown, Eric Chun, Jim Dean, Jason Duke, Sara Johnson, Brian Rawlings, Debra Russell.

PERFORMANCE SHOWCASES

Room 1401

10:30am: Elliot Cahn, Jim Dean, Justin King

1pm: Dan Kimpel, Steven Melrose

2pm: Jocelyn Kane, Merl Saunders

3pm: Elliot Cahn, Dan Kimpel

SUNSET CONCERT

Saturday 6:30-8:30pm

Room 1501

Featuring

Hit songwriters and WCS winners performing their original songs

WCS Conference Program • SUNDAY • Hosted by SESAC

YOUR NEXT STEP IN PERFORMANCE: From coffee house to main stage at a premiere venue-how do you get there? Explore the business of performance with Bruce Labadie, director of performing arts at Villa Montalvo. From hiring opening acts to managing all aspects of performing arts presentations, in this seminar you will learn how the system works- (see bio for seminar objectives) Interview by Tami Mulcahy.

SIDE BY SIDE: Finding a collaborator is like find a partner in life...not that easy! Breaking the ice. What works and what doesn't. Michael & Patty Silversher - interviewed by Dan Kimpel

DYNAMIC PERFORMANCE - Steve Memel is able to focus in on how you can grab your audience and keep them under your spell.

WRITING AND REWRITING- In this seminar we will examine all types of rewriting. Are you rewriting because the content is not serving the moment in the song, or is the problem the tone of how

you put forth your idea? We'll also look at how to know when a song is done - Steve Seskin

PRO HOME RECORDING- How to make home recordings sound professional - Lou Dorren in the Xytar Room - 6404

BUILDING YOUR BELIEF MUSCLE - In this class, you'll learn tools to create and maintain beliefs that will give you any results you choose to believe in! Debra Russell

LYRICALLY SPEAKING- John Braheny will discuss: coming up with fresh titles/topics, first lines, rhyme schemes, choice of person, lyric meter and phrasing. Learn lyric-writing and re-writing techniques including "clustering," "stream of consciousness" brainstorming and exercises you can do anytime.

SONGWRITERS IN THE ROUND: Our guest songwriters round-off the weekend with some of the fantastic songs they've written. Hosted by Steve Seskin

Conference Registrants - feel free to attend as many seminars as you wish!

	10:30		1:00	2:00	3 - 4:30pm
3404	YOUR NEXT STEP IN PERFORMANCE		DYNAMIC PERFORMANCE	BUILDING YOUR BELIEF MUSCLE	
3403	SIDE BY SIDE		WRITING & REWRITING	LYRICALLY SPEAKING	SONGWRITERS IN-THE-ROUND
3402	MasterWriter Demonstration Room		Pro Home Recording w/ Lou Dorren (room 6404)	MasterWriter Demonstration Room	
6404	Xytar Demonstration			Xytar Demonstration	

• Every registrant gets 2 guaranteed listens per day - Must arrive at Song Check-In by 9:15a.m.

	10:30		1:00	2:00	
3301	JOHNSTONE/ DUNCAN Song Evaluation		JOHN BRAHENY Song/Lyric Evaluation	PATTY SILVERSHER Song Evaluation	Songwriters In-The-Round (see above)
3201	ANDRE PESSIS Song/Lyric Evaluation		ANTOINETTE OLSEN Song/Lyric Evaluation	MICHAEL SILVERSHER Song Evaluation	
3202	SCOTT URQUHART TV & FILM		TED LOWE TV & FILM	TED LOWE TV & FILM	
3203	JASON MORRIS Country		SARA JOHNSON Country	ANTOINETTE OLESON Country	
3204	CARIANNE BROWN Artists/Songs		SILVERSHERS Childrens' Music/ Theater	STEVEN MELROSE Pop/Rock/Alt Artists	
3206	BRIAN RAWLINGS Pop		TIM HOSMAN Music Review	BRIAN RAWLINGS Pop	

SUNDAY ONE-ON-ONES

Rooms Rooms 3303, 3304. 3305, 3307, 3308, 3015

10:30am: Lisa Aschmann, John Braheny, Jason Duke, Tim Hosman, Sara Johnson, Ted Lowe, Steven Melrose, Antoinette Oleson, Debra Russell, Steve Seskin

1pm Lisa Aschmann, Carianne Brown, Eric Chun, Jason Duke, Duman & Fiero, Jason Morris,

2pm Steven Memel, Dan Kimpel

PERFORMANCE SHOWCASES

Room 1401

10:30am: Duman & Fiero

1pm: Joann Braheny, Elliot Cahn, Justin King

2pm: Duman & Fiero.

XYTAR DEMOS

ROOM 6404 - BOTH DAYS

MASTERWRITER DEMOS

ROOM 3402-BOTH DAYS

NOON-TIME RAFFLES!

Complete the FREE TICKETS you receive at registration & deposit them at the WCS Center to be in the drawing!

Buy more - only 50 cents each!
Books, tee shirts and much more!

Conference Details

- **"KICK OFF" Event** — Fanny & Alexanders, 412 Emerson St., Palo Alto CA 94301 6pm-10pm. Free entry for Conference Registrants, \$10 for friends. No-host dinner and drinks with our guests. Guest Performers! You can pick up your Conference Registration package.

CONFERENCE DATE/TIME —

Saturday & Sunday September 9th & 10th, 2006

10:30am-6pm Saturday & 10:30am-5pm on Sunday (SUNSET CONCERT Saturday, 6:30pm)

REGISTRATION OPEN TIMES —

8:00am – Volunteers

8:30am – Preregistered Attendees

9:00am – All Other Attendees

WEEKEND EVENTS —

Getting The Most Out Of The Conference/Welcome - Dan Kimpel- 10am in the Library Quad

Seminars and Panels on the craft and business of songwriting will take place from 10:30am to 5:30pm on Saturday and 10:30am to 4:30pm on Sunday (lunch break Noon to 1pm).

Song Screening Sessions: 10:30am-4pm on Saturday and 10:30am-3pm on Sunday

Performance Showcases: 10:30am-4pm on Saturday and 10:30am-3pm on Sunday

Ongoing Open Mic In-The-Round: 10:30am-4pm on Saturday and 10:30am-3pm on Sunday

Noontime Acoustic Concerts: Noon-1pm daily

Sunset Concert: 6:30-8:30pm., Saturday only

PARKING —

There is ample parking at Foothill. Please park in **PARKING LOT 6**. Parking is \$2 per day (in quarters or dollars) for the Conference weekend. Follow the signs directing you to the parking area and then to the Registration/Check-In areas and Instrument Check.

FOOD —

Breakfast – Coffee and breakfast treats will be available each morning from 7:30am to 10am.

Lunch – Included in Conference fee. Provided in Library Quad Noon-1pm each day.

Saturday Evening Dinner– Provided in the Library Quad 4:45-6pm.

LOCAL HOTELS — Prices Range from \$60-\$140

Creekside Inn (650) 493-2411 - SPECIAL \$95 RATE - Main Hotel

The Hotel California (650) 322-7666

The Palo Alto Oaks (650) 493-6644

Country Inn Motel (650) 948-9154

The Glass Slipper Inn (650) 493-6611

Dinah's Garden Hotel (650) 493-2844

INSTRUMENT CHECK —

Secure storage of your instrument in Room 6403 Instrument Check **opens at 7:30am and closes at 5pm each day** so that you may choose to check your instrument before heading to Song Check-In.

THE PROGRAM —

Seminars – 3403, and 3404 (both days)

Song Screening Sessions – Rooms 3015, 3201, 3203, 3204, 3206, 3301 (both days). In these 60/90-minute sessions, songs will be played over a sound system so that everyone can hear each song and the publishers' comments. NEW THIS YEAR - Hand your CD to the DJ when your name is called.

One-on-One Consultations – One-on-Ones are held in 3300-3308. These are 15-minute personal meetings with publishers, producers, A&R representatives, or other industry professionals. Format (discussion, live or CD performance) is left to attendee to architect. Cost is \$20 each (in addition to basic conference fee), payable only on the day of sign-up. Maximum of one per weekend unless more unexpectedly become available. The first pre-registered WCS members who requested One-on-One appointments on their pre-registration forms received notification **before** the Conference. Sign-up for Saturday's appointments is on Saturday; sign-up for Sunday's appointments is on Sunday. Sign-up takes place at the One-on-One table, across from Tape Check-In in the library quad. Appointments are made on a first come, first served basis; Because of their popularity, and the fact that there are a limited number, there is no guarantee that you will get your choice.

Performance Showcases – Scheduled for **Room 1401**. Please bring your instrument and be punctual! Sessions last exactly 20 minutes. ALL Performance Showcase sign-ups are done on Saturday morning, adjacent to the One-on-One table. The first pre-registered WCS members who requested Performance Showcase appointments on their pre-registration forms received notification and sign-up numbers **before** the conference. Cost is \$20 each (in addition to basic conference fee); maximum of one appointment per act per weekend. No guarantees of getting your choice of guest.

PRE-REGISTERED ATTENDEES —

New THIS YEAR - pick up your registration package on Friday at the Kick Off, or Go to the Pre-registration area on Saturday (directly as you enter from Lot 6 - see Handbook map) to pick up your conference badge and information packages.

IF YOU ARE REGISTERING ONSITE —

Go to the Registration area just off lot 6. Fill out a registration form and pay the volunteer. We accept cash, checks, money orders, and VISA®/MasterCard®/American Express®/Discover Card®. You will receive your badge and package of conference information at this time. To save time at registration you could go to our website at <www.westcoastsongwriters.org> and print out the Conference registration form (see home page), fill it out and bring it with you. If you arrive after 9am, registration will be in the library quad at the WCS center.

SONG CHECK-IN (8:30- 9:30am) —

Song Check-In after the initial emailed sign-ups, will be held in the Library Quad. You are guaranteed two listens per day in Song Screening Sessions. Submit songs for screening sessions during Song Check-In Time, from **8:30am to 10am only** each day. Songs are taken on a first-come, first-served basis, so it's best to arrive early to increase the chances of getting your choice of publishers, A & R Reps or Producers.

- Songs must be submitted on CD (one song per submission) with a legible lyric sheet (preferably typed). If there's more than one song on the CD make sure to mark the track number you want played.

- Get in the appropriate line for the first session you wish to

Conference Details, continued

register for (see program). Remove your badge from its plastic holder and present it to the volunteer. The Volunteer will note on your badge the order in which the song will be played. **NEW THIS YEAR** - Once you're checked in, you'll bring your CD to the session and hand it to the DJ. **When your first CD has been registered, get into line for your second choice submission.**



- Approximately 9:30am, it will be announced if there are openings for any additional song submissions. — **Song Check-In will close for the day at 9:50am.**
- CD's not taken by screeners will be available **after** song screening sessions outside of the Room. CD's may **not** be retrieved during sessions, so make sure you have brought plenty of demos. At the end of each day, they will be brought to the WCS Center.
- **Song/Lyric Evaluation Check-In —**
Song/Lyric Evaluation Check-In is held in the Song Check-In area, in the Library Quad. There is a separate line in the Song Check-In area for all Song/Lyric Evaluation sessions. Song/Lyric Evaluations count as Guaranteed Listens. Space is limited and they will be accepted on a first come, first served basis. Please bring your CD and 12 copies of the lyric to the room, so that others in the room can follow the plot.
- **One-on-One Consultation Sign Ups —**
One-on-One sign-ups are done by email. Payment is in the Library Quad (see info in previous column).
- **Ongoing IN-THE-ROUND**
Sign-ups will be done by email in advance of the event. Any open slots can be signed up for at 8:30am, across from the Song Check-In area. Bring your instrument and store it in Instrument Check-In (Room 6403 — **open 7:30am/closed 5pm each day**). Performances are scheduled from 10:30 each day. Each performer shares a 50 minute performance slot.
- **The Industry Exhibitors —** Located in the Library Quad.
- **The WCS Center —**
In the Library Quad, the WCS Center offers a wide array of services and products:
 - Latest Conference event updates • Raffle tickets/info and the drawings winner names
 - WCS membership information & Late Registration
 - Our new tee shirts, plus previous-editions of WCS t-shirts, WCS Compilation CD, Conference attendees' CDs/Cassettes, industry guests' books/CDs, and Conference Seminar & SUNSET CONCERT CD order forms (available at a discount if ordered onsite!)
 - Listening stations for CDs on sale, and maps of the Conference event locations.
 - Lost and Found

A message from Ian Crombie, WCS Executive Director



I guess we all start somewhere. This photo was taken in my mom's back room when I was 14 year's old. What's with the hair? I gave up staring into space and took up running the West Coast Songwriters Association 18 years ago.

Music is in my blood as I'm sure it is for most of you. We don't sit down and write because we want to, we do it because we have to. We are driven to write by everything we are exposed to, and by events in our, or other people's lives. Thank goodness for all the broken hearts we get to write about.

OK, so your song is written, or pretty much written. Now you can get feedback from some of the successful songwriters at this year's Conference. If it is ready, you can pitch to the guests looking for songs. Sit in the the amazing array of seminars we have this year. We're offering many craft and business seminars to help you get to the next level, or at least be able to map out your route.

The Conference will inspire you to be the best you can be. Be open to the critiques and you will learn a great deal. Maybe you're already at the level to have your songs recorded by others or by yourself, or maybe you're like that newbie in the photo above. No matter what level you're at - embrace this weekend.

A critique of the kid pictured above could be: Change the hair, get rid of the quilted vest, change the wallpaper, stop licking your lips, write a song we can all sing, save up fo a real guitar, don't be a statue when you perform...and you've got it! Latest update: the hair's gone, so's the quilted vest, so's the guitar, so's the wallpaper, I still lick my lips, still love music...andI still write songs.

Enjoy the Conference,

ian

p.s. Thanks Lou for XYTAR's 10 years of support!

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Conference Guests



LARRY BATISTE - producer, vocalist, songwriter, publisher, instrumentalist, arranger, and educator. Larry is also the co-owner of Pure Delite Music and has written and published over 300 songs for artists such as Al Jarreau, Patti Austin, Shanice, Lisa Fischer, the Spinners, the Yellowjackets, and the Dazz Band. He has recorded on projects which include: Michael Bolton, The Tubes, and Whitney Houston, as well as The Hunchback of Notre Dame soundtrack, the Stuart Little soundtrack, Snow Dogs, and Rent. His participation on jingles include: NBA Warriors Basketball team theme "It's a Great Time Out", Wendy's, Jelly Belly Bean, as well as Disney's Magical World of Disney theme song. He is the Chapter President Emeritus, and a current Trustee of the San Francisco Chapter of the Recording Academy, which produces the Grammy Awards. Larry teaches "The Art and Business of Songwriting at San Francisco State University.

RUSSELL BOND - CEO of Digital Audio Productions and owner of the Annex Recording Studios in Menlo Park, CA. Over the past 30 years, Russell has produced and engineered hundreds of albums for both instrumentalists and vocalist alike. Genres include rock, pop, jazz, fusion, folk, new age and classical. Currently, he is producing vocalist newcomer Arielle, and is credited with production and engineering for many independent artists; Valerie Joi, Millicent Wood, Chris Spheeris, Susan Berthiaume, Stevan Pasero, Bill Cutler, Big Woo, George Winston, Michael Hedges, Scott Cosu, Jim Chappell, Anna Maria Mendieta, Canoneo, Michael Spiro, Geoff Stradling, and many others.

Russell is a staunch advocate for artists rights and is launching a new label focusing on helping artists create, market and distribute their material.

JEFF BRABEC - an entertainment law attorney and former recording artist, is Vice President of Business Affairs for the Chrysalis Music Group. He has negotiated over 1,000 movie, television, video and commercial agreements and hundreds of pub-



lishing agreements for chart writers and writer/recording artists.

Brabec is the co-author with his brother Todd of the book "MUSIC, MONEY, AND SUCCESS: The Insider's Guide To Making Money In The Music Industry" (Schirmer Trade Books/Music Sales) and has been awarded the ASCAP Deems Taylor Award for excellence in music journalism.

Brabec is an adjunct professor at USC Thornton School of Music/Business Division and contributing editor to the Entertainment Law & Finance Magazine. He has written numerous articles on the music industry which have appeared in the NARAS Journal, New York Law Journal, Advertising Age, Hollywood Reporter, Entertainment, Publishing And The Arts Handbook, Entertainment Law & Finance Magazine, the Entertainment Law Reporter and the International Association of Entertainment Lawyers Music Handbook.

TODD BRABEC - Executive Vice President and Director of Membership for the American Society of Composers, Authors and Publishers (ASCAP), is in charge of all of the Society's membership operations throughout the world (180,000 writer and publisher members and 8 offices). A former entertainment law attorney, recording artist and graduate of the New York University School of Law, he is a winner of the Deems Taylor Award for excellence in music journalism with over 100 published articles, is co-author of the best selling book MUSIC, MONEY AND SUCCESS: THE INSIDER'S GUIDE TO MAKING MONEY IN THE MUSIC BUSINESS (Schirmer Trade Books/Music Sales) and is an adjunct professor at the USC Thornton School of Music/Music Industry Department where he teaches the business of music publishing.

JOHN BRAHENY - Songwriting and music biz consultant/coach, teacher, wrote the best-selling (more than 70,000) The Craft and Business of Songwriting, the "songwriter's bible" (new 3rd edition released Sept 06) John co-founded the legendary Los Angeles Songwriters Showcase which provided exposure and encouragement to an impressive list of later-to-be-



successful writers/artists including Stevie Nicks, Lindsay Buckingham, Janis Ian, Warren Zevon, Karla Bonoff, Stephen Bishop, and Diane Warren. John has taught songwriting/ music business seminars all over North America and classes at UCLA, Musicians Institute and LA Recording School (Hollywood).

He's interviewed over 600 successful songwriters and music industry pros including 55 hit songwriters for United Airlines In-flight Entertainment (audio). For more info: www.johnbraheny.com
<http://www.johnbraheny.com>



JOANN BRAHENY - A Career Consultant for Artists, honed her skills by working in radio, music publishing, publicity and career management. The brainstorming and collaboration techniques she learned while working in Talent Development at the famed Walt Disney Imagineering think-tank can be applied to any aspect of your creative career. She has worked with artists in all stages of career development from beginners to international music superstars. Currently, JoAnn Braheny conducts her "Goosing Your Muse" seminars nationwide for songwriter/music organizations and colleges and offers private consultations.

Further details — <http://www.johnbraheny.com/john/joann.html>

CARIANNE BROWN - started her career in the music business working in artist management at Vox Productions. As the company's focus changed, she worked in a live music production/promotions capacity before heading to Elektra Records. At Elektra she worked in college radio promotion and lifestyle marketing, working such bands as They Might Be

Giants, Jason Falkner, Ween, and the Old 97s. After a brief stint at Universal Music Publishing, she was hired at DreamWorks Music Publishing. There she excelled and was quickly promoted to a Film/TV Executive position, where she worked their catalog, as well as newer bands such as Papa Roach, Lifehouse, Rufus Wainwright, and Jimmy Eat World. In 2003 she came back to Universal Music Publishing as Director of Film & Television music, where she worked the massive back catalog as well as more current songs, including those by The Killers, Franz Ferdinand, and the Foo Fighters. Carianne left UMPG in June 2006 to be the Creative Licensing executive at Songs Publishing

ELLIOT CAHN - Elliot Cahn is a personal manager and attorney based in Emeryville, California. He has worked with the likes of Green Day, Papa Roach, The Offspring and Primus, and currently manages Goapele and Justin King. Elliot was the CEO of a joint venture label with MCA Records and has music supervised two major studio films: Kevin Smiths' *Mall Rats & Angus*. Elliot started his career in the music business as guitarist, singer and musical director of Sha Na Na, and played at the 1969 Woodstock Festival.

ERIC CHUN - Teacher/Songwriter/Producer. Eric Chun owns Creative Music Services (CMS) a multifaceted consulting company in artist relations, music publishing for TV & Film, performances, studio work, record production, career consultation, voice-over and film acting. Music currently on Fame LA, Maggie Winters, Nash Bridges, When Fools Fall In Love, etc., actor on Joy Luck Club, books Auburn Drumline and Wild Duck, writer with MasterSource and others, artist relations with Bag End Speakers, endorser with Shure, Drum Workshop, Remo, Sabian, Vic Firth, Hafler, and Quick Lok., head of Commercial Music Program, American River College, Second VP with San Francisco NARAS, member SAG, AFTRA, ASCAP, AES.

JIM DEAN - has been producing and engineering music for 25 years. He has worked on many Gold and Platinum selling records as well as engineering 12 records which were nominated for Grammy awards including one in 2004, a winner in 1987, an American Music Award nomination in 1999 and a Billboard Music award nomination in 2002. His first WCS Conference was in 1985 and he has been involved over the years in several of our yearly conferences

as well as Open Mic Nights and Demo Song Screenings.

MICHAEL DeVORZON - Will be demonstrating MasterWriter in room 3402 both days of the Conference (see program pages)



JON L DUMAN - Jon Duman is a San Francisco Bay Area based attorney whose media and entertainment law practice emphasizes music business transactions and intellectual property development & protection. In over ten years of practice within the music industry, Jon Duman has negotiated favorable deals for his clients, with such major players as Sony Entertainment, EMI-Virgin Records, Universal Music Group, Def Jam Records, Mattel Toy Corp., Interscope Records, Rush Associated Labels, Rhino Records, and Artisan Entertainment, among numerous other media brands. In 2005, Jon Duman embarked upon a collaborative joint venture with music business entrepreneur Gian Fiero and started the entertainment consulting firm of Duman & Fiero, which specializes in project management services for the music and entertainment industries.

JASON DUKE - Jason Duke is the Creative Director for Best Built Songs. Experienced in artist management, publicity, and promotion, Jason has now shifted gears to be on the more creative side of the business. Best Built Songs has had cuts by John Berry, The Kinley's, Tonic Sol Fa, and many others. His role at Best Built Songs is to develop writers and coordinate successful co-writing relationships in effort to develop Best Built Songs' catalog, and pitch songs to relevant artists. Jason works closely with NSAI, Country Music Hall of Fame "Words and Music" program, and is a member of SOLID.

What am I looking for?

I almost exclusively pitch to music row. So I am mainly looking for country, but will not deny a great song. Lyrically, I am looking for conversational, plain language songs, (nothing cliché, not too

cute, or not too clever). I am looking for hooks that are something we hear ourselves say everyday. Musically, the LAST thing I need is a ballad. There are 5 million ballads in this town, and they are, for the most part, phenomenal. Only 2 maybe 3 ballads make a record with 10-12 songs on it. I don't like my chances there. I need at least mid-tempo or better. And it needs to be current, if not a couple of years ahead of its time!

I say all this, but keep in mind that I really am wide open. I will listen to a great ballad, but keep in mind that I have a couple of phenomenal ones in my back pocket that are making noise in town. So your chances are much greater with tempo.

CHARLES DUNCAN - Charles Duncan is a long-time singer/songwriter, Producer and guitarist, and also a screenwriter and 15-year member of the Writer's Guild of America. He has written for both television and film, scored for film, and co-produced, along with his wife, singer-songwriter Jude Johnstone, her first two CDs on Bojak Records (as well as two lovely children, both also writers themselves). He comes to us with a wide knowledge of how music is used in various settings and a great sense of humor to boot



GIAN FIERO - Gian is a recognized authority on commercial music who is best known for his comprehensive and insightful music reviews on The Muse's Muse (the Internet's leading songwriting music community and resource) where he founded and created The Muse's Muse Awards which honor excellence in songwriting, performance, and vocal talent. He has been an influential factor in obtaining recording and licensing deals for music artists, and a guiding force in the careers of music producers during his 17 years of experience in the music industry. In 2005, Gian embarked upon a collaborative joint venture with attorney Jon Duman and started the entertainment consulting firm of Duman & Fiero, which specializes in project man-

agement services for the music and entertainment industries. Gian is also a frequent guest judge for WCS Open Mics,

NED HEARN - Attorney/Author/President of WCS. Edward (Ned) R. Hearn: Intellectual property business law practice concentrating on the entertainment, Internet, and computer software businesses. Clients include record labels, music publishers, recording artists, writers, authors, producers, production companies, managers, software designers, multimedia product and website developers, and music and content digital delivery companies. A partial listing of past and present clients include Windham Hill Records/BMG, Concord Jazz, Music For Little People, Monarch Records/Sugo Music and Design, Gourd Music, Maggie's Music, Ubiquity Recordings, Starbucks/Hear Music, Kanematsu/Xringer, Hudson Entertainment, Wells Fargo Creative Services, Ray Lynch, Will Ackerman, Tim Weisberg, Joe Satriani, Green Day, Jawbreaker, RBL Posse, SF Weekly, GPI Publications, Klutz Press, and San Jose State University/Student Union Event Center.

Member, Board of Directors, California Lawyers for the Arts and the West Coast Songwriters (Board President).

Co-author of Musician's Guide To Copyright and The Musician's Business and Legal Guide.

TIM HOSMAN - Emmy nominated composer, songwriter, producer and arranger.

Tim Hosman has been working as a professional in the music industry for over 20 years. After receiving a degree in composition and orchestration at LA's renowned Grove's School of Music, Tim began a diverse music career beginning by composing and producing hundreds of television and radio commercials across the country. His fresh musical approach was soon heard on a wide range of film and television projects for clients such as DISNEY, ABC, CBS, THE NATURE COMPANY, BMG RECORDS, PHILLIPS, THE DISNEY CHANNEL and many more. Tim has also composed and produced soundtracks for many exciting THEA award winning LIVE SHOWS around the world including TOKYO DISNEYSEA; LIGHTS OF LIBERTY in Historic Philadelphia; MGM GRAND; AMERICAN GLADIATORS; THE SAN DIEGO ZOO and many more. Tim also produced new music for the long awaited DVD releases of Disney's Classic "Snow White and the Seven Dwarfs" and "Sleeping Beauty".

As a songwriter Tim has earned a gold record for his song TOUCH AND GO recorded by Swedish Pop Star Pernilla. He also was happy to have his popular Christmas song A KING IS BORN included in TIME LIFE'S SONGS 4 WORSHIP series (7.5 million sold).

Tim also received an Emmy nomination last year for his work on CBS' GUIDING LIGHT.

SARA JOHNSON - Sara Johnson, a graduate of Belmont University's Music Business Program, began her career with Harlan Howard Songs as their receptionist in May of 2003. Since then, she has worn many hats, including office manager, licensing administrator and executive assistant to owner Melanie Howard.

Sara is currently the creative director for the company, overseeing the life works of songwriter Harlan Howard, as well as current singer/songwriters Mary Gauthier (Lost Highway Records), Lori McKenna (Warner Bros. Nashville) and Kristen Hall (formally of Sugarland (Mercury)).
LOOKING FOR GREAT WRITERS.



JUDE JOHNSTONE - Jude Johnstone is an award-winning songwriter with covers by Bonnie Raitt, Johnny Cash, Stevie Nicks, Bette Midler, Jennifer Warnes and 5 songs by Trisha Yearwood, including the #1 song, "The Woman Before Me," for which she received a BMI award.

She also co-produced her own two CDs, "Coming of Age," and "On a Good Day," released in 2002 and 2005 on independent label BoJak Records.

She is currently producing her next CD, a jazz flavored project scheduled for release in spring of 2007. She lives with her husband and two daughters on California's central coast where the majority of her music production is recorded in their home studio.

JOCELYN KANE - Deputy Director of San Francisco's Entertainment Commission, which is charged with ensuring the health and vitality of all indoor and outdoor entertainment venues in the City. www.sfgov.org/entertainment. Current

projects include revising San Francisco's outdated sound ordinance to stay current with technologies of the 21st century.

Jocelyn is also the founder of Motogirl Productions, (www.motogirlproductions.com), an SF-based artist development company. Motogirl Productions works with large and small artists in various genres, to help them understand the "business" of music and how to reach individual goals effectively in one of the toughest industries around.

The Performance Path:

Whether your goal is simply to share your music or to have a career as a performer, it all starts somewhere. No need to reinvent the wheel. Learn from those who know it. Minimize mistakes, maximize results. y

Seminar Objectives:

Learn how to approach small venues and house concert presenters, present yourself in a professional manner, the ins and outs of publicity, the best use of new Internet-based resources such as SonicBids and MySpace. Understand the economics of small venues. Leverage connections with other artists to build a fan base.



DAN KIMPEL - Author "Networking Strategies For The New Music Business"

Acknowledged as one of the American media's foremost authorities on popular music and songwriters, Dan Kimpel contributes to a dizzying variety of print and electronic mediums: books, interactive CD's, magazines, web sites, videos and new media. His recent interview subjects include Green Day, Usher, Alicia Keys, OutKast, Jason Mraz and Black Eyed Peas. Over the past six years, passengers on United Airlines have heard Kimpel's interviews with hit songwriters and recording artists worldwide on The United Entertainment Network. In addition, he has written, produced and/or voiced segments for TED, Regal Cinemas, and the presidential and vice presidential planes, Air Force One and Two.

In print, Dan contributes cover features to the West coast trade publication

Music Connection magazine, plus a biweekly column, "Song Biz," that includes a profile of a writer or composer in each issue. To date, Dan has conducted over 200 interviews for the magazine covering such diverse talents as Avril Lavigne, Alanis Morissette, Randy Newman, Glen Ballard, John Mayer, Jill Scott and Rufus Wainwright. Other publications that feature his writing include *BMI World*, *ASCAP Playback*, *Grammy*, *SESAC Magazine* and *American Songwriter*.

Dan's book, *Networking Strategies For The New Music Business* (ArtistPro/Thomson) is the follow up to his best-selling title, *Networking in the Music Business*. Over five years, he conducted a weeklong master class on networking at Sir Paul McCartney's Liverpool Institute for Performing Arts (LIPA) in the UK. Stateside, he lectures at colleges, universities and conferences across the U.S. and Canada, and he is currently on the faculty of Musician's Institute in Hollywood. His newest book, *How They Made It: True Stories of How Music's Biggest Stars Went From Start to Stardom*, signing stories of today's most successful recording artists, has just been released by Hal Leonard.

Who you know, what you know, who knows you: meet Dan Kimpel and learn how to develop and nurture the people skills necessary to achieve success in a billion dollar global industry.



JUSTIN KING - Hailing mainly from Eugene, Oregon, Justin King and his band (consisting of old Eugene friends Drew Dresman and Ehren Ebbage, as well as recent LA transplant Nadir Jeevanjee) have just completed their debut album for Epic and are gearing up for a national tour this spring. Their album, produced and engineered by Rob Schnapf and Doug Boehm (Elliot Smith, Beck, The Vines, Guided By Voices), ranges from solo acoustic guitar to densely layered melodic rock. Recorded partly at Justin's very own Blackberry Hill Studios in Eugene, as well as in Los Angeles and Oakland, the album is the culmination of two years of work,

individual and collective, in studios and on tour across the country. A release date is forthcoming, and the band is currently on tour so check the "tour" page on his website <http://www.justinking.com> for details.

In addition to writing, playing, and singing in the band, Justin is also an accomplished solo acoustic guitarist. Known for his innovative techniques and virtuosic style (always tempered with an overarching musicality), Justin has played all over the world, touring with Diana Krall and James Taylor as well as sharing bills with Nickel Creek, Keller Williams, Mason Jennings and others. He has also released a CD of original songs and instrumental compositions entitled 'Le Bleu', recorded at Peter Gabriel's Real World Studios. And if all this wasn't enough, Justin is also a talented multi-instrumentalist; he plays guitar and electric piano live, and has played drums and bass on many of the band's demos, as well as on a couple of tracks on the album!

Beyond this site there are several places to read, hear, and see more. The mspace page is www.myspace.com/justinkingband and merchandise is sold at www.justinkingmusic.com. There are also videos popping up all the time of Justin's guitar playing, posted by fans in various parts of the world. The discussion forum has many links to such sites.



BRUCE LABADIE - Bruce has long and distinguished history of bringing diverse, world-class performers to the Bay Area. Bruce is responsible for hiring featured artists, opening acts and managing all aspects of performing arts presentations at Montalvo's seven venues. This includes 140 concerts and presentations per year, including the Garden Theatre, Carriage House and Front Lawn at Montalvo; Flint Center in Cupertino, California Theatre in San Jose, Oak Meadow Park in Los Gatos and Fox Theatre in Redwood City.

Bruce developed and directed all aspects of concert production at the Mountain Winery for 18 years. He is the founder and producer of the annual San Jose Jazz Festival.

He is a former executive board member of the Arts Council Silicon Valley, California Festivals Association and the Western Arts Alliance.

Your Next Step in Performance:

From coffee house to main stage at a premiere venue-how do you get there? Explore the business of performance with Bruce Labadie, director of performing arts at Villa Montalvo. From hiring opening acts to managing all aspects of performing arts presentations, in this seminar you will learn how the system works.

Seminar objectives:

An overview of today's performance environment. Tools of the trade. The numbers game/filling those seats. Label acts versus independents. The criteria in which all acts are chosen, establishing your track record, how to impress a booker, what belongs in your press kit or EPK, what compensation and rider demand should you expect as an opener, middle act or headliner. Besides your actual performance, what does a booker expect of you.

TED LOWE - President of Choicetracks, Inc., based out of Los Angeles. Ted has worked in A&R for Warner Bros and Sony Music, with extensive experience in film soundtrack music. As a music publisher, Choicetracks' credits include the Coors commercial "Guy's Night Out", movie trailers for "Kill Bill 2", "Rebound", "Take The Lead", "XXX2" and "16 Blocks" just to name a few, as well as extensive placements in television including "Numb3rs", "Bones", "One Tree Hill", "Without A Trace", "America's Next Top Model", "America's Funniest Home Videos", "Kojak", "Windfall", "Barbershop", "The Shield", "Pimp My Ride", "Punk'd", "Next", "Date My Mom", "Making The Band 3" and several Lifetime and Disney Channel original movies. Choicetracks and partner Position Music will be the primary music provider for the video game for MTV's hit show "Pimp My Ride." Their songs have been licensed to the upcoming motion pictures "Save The Last Dance 2", "Van Wilder 2", "Bring It On 3", "Vegas Baby" and "Swedish Auto", and their music has previously been used in the Gwyneth Paltrow/Anthony Hopkins motion picture "Proof" as well as the Farrelly Brothers film "The Ringer" starring Johnny Knoxville.

I'd like to hear broadcast quality only music in the following styles:

Pop/Rock - a la Avril Lavigne, Michelle Branch, Sheryl Crow, Hillary Duff, Fall Out Boy; Singer/Songwriter a la KT Tunstall, John Mayer, Teddy Geiger

R&B/Hip-Hop a la Outkast, Beyonce, John Legend, Alicia Keys; Alternative & Rock - a la U2, Coldplay, Blink 182, White Stripes, etc...

What I don't want to hear (Cuz I can't use it:) Country, Blues, Folk, Overly Adult-Oriented Pop, traditional pop (ala Tony Bennett).

As a general rule, I prefer mid to uptempos. Ballads are very hard to place with any sort of consistency. The higher the tempo, the more likely the track will get used again and again.

JOE MAGGINI - As Associate Director, Writer/Publisher Relations for BMI Los Angeles, Joe Maggini is responsible for bringing in new talent, developing and maintaining relationships with songwriters and music publishers and assisting them with all administrative and creative functions. In addition, he assists with the coordination of songwriter events, showcases and seminars, both locally and nationally. Some of the artists Maggini has brought to BMI and works with are Nico Vega, William Tell (formerly of Something Corporate), Jenny Owen Youngs, James Bunton (of hip-hop team Tha Movement), The Militia Group, You'N'Series (Equal Vision), and Porcelain (Universal)

Prior to joining BMI, Maggini worked at BMG Music Publishing where he was A&R Coordinator. He worked with such artists as Yellowcard, Thrice, The All-American Rejects, Keane, The Matrix, Rachael Yamagata, Lovedrug, Joe Firstman, Maxeen, Stacy Jones (of American Hi-Fi), Aaron Kamin (of The Calling) and others. Prior to that, he was an assistant at management and promotions company Measurement Arts and an intern at EMI-Capitol in the Special Markets division.

An accomplished musician, Maggini holds a Bachelor of Music degree from DePaul University in Chicago, where he studied jazz, classical music and was a DJ for student-run radio station WRDP.

COOKIE MARENCO - With more than 20 years in the music industry, Ms Marenco's creative and technical skills have touched almost every aspect of the business. She is most known for the high quality of her audio engineering skills, as well as drawing out passionate performances with the artists she produces. She has engineered or produced 5 records nominated for grammys and has several gold records under her belt. Some of the artists Marenco has worked with include Tony Furtado, Charlie Haden, Buckethead, Mary Chapin Carpenter, Pat DiNizio, Ladysmith Black

Mambazo, Kristin Hersch, Max Roach, Mark Isham, and more.

Marenco was an early pioneer in internet audio being the part of the team who first delivered music for promo/sale/copy-righted worldwide (within 20 minutes) in 1997 with Liquid Audio. She was a producer and A&R rep at Windham Hill Records working on over 100 projects during her tenure there. Her artist development approach lead to interact with many managers, concert promoters, radio personalities, distribution sources that gave her a well rounded sense of the industry. Prior to entering the audio industry, Marenco had a musical background playing piano, oboe and sitar studying and teaching traditional classical, jazz, composition and various ethnic musics. She performed and toured with many great jazz legends, played in orchestra settings and lead her own electronic music ensembles.

STEVEN MELROSE - A&R Virgin, plus Head of A & R Retone Records. Our whole thing is to have two fingers up to the major labels," explains Steven Melrose, "and the other hand in their back pocket taking their wallet." That two-fingered salute - the U.K. equivalent of flipping the bird - reflects the Scottish-born, Los Angeles-based music entrepreneur's considerable experience in the major-label system.

Melrose earned his stripes in independent marketing, club promotion and various DJ booths in the U.K. before relocating to Los Angeles in 1994. He achieved success as a major-label A&R exec, working with electronic acts like The Crystal Method. "After my last venture, I was an A&R executive without a label - which is essentially a manager," Melrose recalls. "And management is where the future of developing artists is."

He now brings his industry realpolitik to Retone Records, the independent label he's launched with partner and business-affairs head Tony Blanco. The company is intended as a platform for, in his words, "modern-rock indie bands that can cross to the mainstream."

The Fontana-distributed label's initial releases, including Eastern Conference Champions' The Southampton Collection and Fascination by Monsters Are Waiting, reveal its founders' fondness for melodic hooks amid the guitar squall. "We're a lot more pop than we think we are," Melrose confesses.

Retone will allow those baby bands to expand their audiences as a part of their overall career growth. Indeed, while music conglomerates tend to divide their

releases into home runs and strikeouts, Retone is a way for up-and-coming artists to get on base.

"The majors all say they believe in development," asserts Melrose. "Bullshit! They can't afford to do it. Everything we've done we've built from the ground up." Says Blanco: "The major labels are facing a new reality. There's more outsourcing in marketing and promotion, and indie record companies are increasingly serving as A&R. There's a big opportunity for labels like Retone to fill that gap."

Melrose acknowledges his admiration for Retone precursors like Creation, 4AD and Heavenly, reminiscing about "all the great independent U.K. bands I grew up in love with," and remarks: "We are part of that tradition because we have the luxury of selecting bands based on our sensibilities. I love the fact that I can walk into a bar, see an incredible band, say, 'I'm gonna sign you' and make it happen."

With scouts in London, New York and Nashville, Retone is ideally equipped to identify promising acts, plant them in the appropriate developmental environment and call upon numerous resources to help them grow. "You really can compete as an indie," Melrose insists. "We have access to top-level promotion, press and everything bands need for exposure. I can get better deals on a lot of these things than a major label can."

STEVEN MEMEL - Internationally recognized vocal technique and performance coach Steven Memel has aided in building the careers of some of the most talented and successful people in the world of entertainment. The "Memel Method: Voice Without Boundaries" is a unique and impactful, comprehensive training system that enables him to achieve rapid and dramatic results. He has also had his own multifaceted career as a singer/songwriter, recording artist and award-winning actor and director. His clients include artists recorded on Sony, Jive, J Records, DreamWorks and BMG, including Maroon 5 (current #1 single on the charts "Harder to Breathe" and chart topper "This Love"), Taryn Manning of Boomkat, legendary blues singer and two time Tony Award winner Linda Hopkins, Tony Award winner Lauren Bacall, actors Mariel Hemingway, Isabella Rossellini and many other up and coming bands and solo artists. He has taught at Musicians Institute, UCLA Extension and lectured at seminars, music conferences and universities around the world.

JASON MORRIS- Currently A&R for Big Picture Entertainment in Nashville, where he works for Producer/Hit Songwriter Keith Stegall.

In 1985, Jason moved from his native Ohio to Nashville, where his father was an editor for *Billboard* and his older sister a publicist for RCA Records.

Morris became friends with such legendary songwriters as Harlan Howard, Joe South, Red Lane, Roger Cook and Dean Dillon, all of whom are now members of the Nashville Songwriters Hall of Fame. Having such congenial mentors enabled him to observe the music business from the inside out and to merge into that network of personal relationships by which Nashville has always functioned.

He worked in Tree's tape room for six months before the company finally hired him to oversee all its tape operations.

At that time, Tree was transferring all its demos from analog to the DAT format, a time-consuming chore that resulted in Morris listening to virtually every song in Tree's enormous catalog. "It taught me the importance of paying close attention to songs," he says. "There's no technology that brings just the right song to mind when you're pitching to an artist. You've got to rely on instant memory." Morris also picked up the basics of song screening and songplugging during his three years with Tree.

In 2005, Morris became director of publishing for KMG Entertainment, a Nashville-based music publishing and production company.

As a professional manager, Morris has worked with such award-winning songwriters as Frank Myers, Harley Allen, Walt Aldridge, Mike Geiger and Donny Kees. In his songpitching capacity, he has secured cuts by George Strait, Reba McEntire, the Dixie Chicks, Patty Loveless, Trace Adkins, Montgomery Gentry, Travis Tritt and John Michael Montgomery, among many others.

Currently Jason is working with Keith Stegall, finding artists and songs. Stegall's recent hits include "It's Five O'Clock Somewhere" (producer) Alan Jackson & Jimmy Buffett, "Remember When" (producer) Alan Jackson, "I Hate Everything" (writer) George Strait, "It Must Be Love" (producer) Alan Jackson, "There Is No Arizona" (producer) Jamie O'Neal, "When I Think About Angels" (producer) Jamie O'Neal, "Where I Come From" (producer) Alan Jackson, "Where Were You" (When The World Stopped Turning) (Producer) Alan Jackson, "Drive" (For Daddy Gene) (producer) Alan Jackson,

Looking for songs and artists.

SHANNAN NEESE- Director Writer/Publisher Relations for SESAC, Nashville.



ANTOINETTE OLESEN - Antoinette represents the catalogs of several Nashville writers responsible for numerous #1 and top ten country and pop songs. Danny Wells, Trent Summar, Rand Bishop, Jude Johnstone, Greg Crowe, Irene Kelley, Monty Holmes and the late Walter Hyatt are a few of them. These Days, Never Again Again, Check Yes Or No, Lonely And Gone, Unchained and Couldn't Last A Moment are just a few of the tunes these writers are known for.

Antoinette is an award winning songwriter and Studio owner. She has toured throughout the world as a singer and has shared stages with the likes of Bonnie Raitt and The Doobie Brothers.

Antoinette says "I am not looking for great songs. I am looking for that "I've got to have that song" song. Up-tempos are always a plus, male or female. Also specifically looking for songs for a young female pop/country artist in development. Serious big songs, no ditties. Full demos are unnecessary. Always on the lookout for great artists".



ANDRE PESSIS - has written 15 hit songs on over 20 million records sold. His songs have been recorded by - Tim McGraw, Waylon Jennings, Bonnie Raitt, Mr. Big, Southern Pacific, Huey Lewis and the News, Bob Weir and RatDog, Journey, Ben E King, Laura Branigan, Tower of Power, Europe, The Stylistics, Pieces of a Dream, Glenn Medeiros, Ann Wilson of Heart, Gregg Rolie, The Storm and many others.

His songs have been in major movies like Clint Eastwood's *Pink Cadillac* and *The Wild Life* and TV shows like *The Heat of the*

Night and Melrose Place and *Miami Vice* and on Video games like Sega's *Daytona USA*. Recently he had 5 songs on the number one Japanese CD by the TakMatsumoto Group.

He has taught songwriting at the university level as well as for West Coast Songwriters.

He is a producer and a publisher and engineer as well as a Governor of NARAS.

All in all you could safely buy a bridge from this man or have him deliver your child or Pizza.

BRIAN RAWLINGS - Brian Rawlings is vice president, Disney Music Publishing. In this

capacity, Rawlings is responsible for overseeing the pop songs, songwriters and catalog acquisitions for the music publishing arm of the Buena Vista Music Group. He also works extensively with the film, TV and record areas of the company to provide music for all of The Walt Disney Company's productions including Hollywood Records, Walt Disney Records, the Disney Channel, Touchstone Pictures, and ABC.

Brian joined Disney Music Publishing in 1991. Has enjoyed multi-format success in his tenure at Disney Music Publishing with 21 number one singles and multiple gold and platinum records with such diverse artists as Jesse McCartney, Uncle Kracker, Hilary Duff, Aly and AJ, Travis Tritt, John Michael Montgomery, Deep Purple, All 4 One and Tyrese. Most recently Brian was responsible for the songs for Disney's *High School Musical*, *Cheetah Girls*, *Hannah Montana* and *Jump*.

Disney Music Publishing is part of the Buena Vista Music Group, the recorded music and music publishing arm of The Walt Disney Company.

Looking for great songs in the Pop genre.

FRANK ROGERS - Songwriter and Co-Owner of Sea Gayle Music; Producer-Brad Paisley (Arista Records), Darryl Worley (903 Records), Josh Turner (MCA Records), Trent Willmon (Columbia Nashville), Phil Vassar (Arista Records), Trace Adkins (Capitol Records).

Frank moved to Nashville, TN, in 1990, to attend Belmont University. In 1992, while finishing college, he started working part-time for EMI Music Publishing. In addition to EMI and school, Frank worked as a free-lance engineer in various studios, all the while honing his producing and songwriting skills. He graduated from Belmont in December 1994 and a few months later



was hired full time at EMI Nashville Productions. He signed co-publishing and production deals with EMI in 1996. Frank became Vice President of EMI Nashville Productions and in 1999 opened Sea Gayle Music (a joint venture publishing company with EMI) with Brad Paisley and Chris DuBois, where he is a writer as well. As a writer, Frank has had songs recorded by Brad Paisley, Darryl Worley, Kenny Rogers, Trace Adkins, Julie Roberts to name a few. Among those are several of Paisley's hits including the #1 smash "I'm Gonna Miss Her (The Fishin' Song)". In its first seven years of existence, Sea Gayle music has had over 250 cuts and 10 #1 songs including "It's Five O'Clock Somewhere" (2004 Grammy winner for Best Country Song; 2003 ACM Single Of The Year & Vocal Event Of The Year; 2003 CMA Vocal Event Of The Year, 2004 ASCAP Awards Country Song Of The Year). As a producer, Frank has had 12 #1 singles, including 4 #1's in 2006. He has produced multiple gold, platinum, and double platinum albums by artists like Brad Paisley (Arista Nashville), Josh Turner (MCA Nashville), Phil Vassar (Arista Nashville), Darryl Worley (Dreamworks Nashville), Trent Willmon (Sony Nashville), and Trace Adkins (Capitol Nashville). Frank has been nominated for over 20 Country Music Association, Academy of Country Music, and Grammy awards, winning the 2005 ACM award for Vocal Event Of The Year for the song "Whiskey Lullabye" by Brad Paisley and Allison Krauss. Frank was also awarded Music Row Magazine's 2005 Producer of the Year award. He is revered by his peers as a "hands on" producer, playing guitar, keyboards, and other instruments on many of his productions. Frank is the recipient of the 2005 ACM award for Vocal Event Of The Year for the song "Whiskey Lullabye" by Brad Paisley and Allison Krauss, the 2006 ACM award for Album of the Year for Time Well Wasted by Brad Paisley and the 2006 ACM award for Vocal Event Of

The Year for "When I Get Where I'm Goin'".

Frank is on the board of trustees for NARAS and a graduate of Leadership Music. He is married and has two children.

DEBRARUSSELL - Debra Russell of Artist's *EDGE* combines her two passions— the world of entertainment with facilitating growth and change in people's lives. As an Artist's Success Coach, workshop leader and keynote speaker, Debra works with creative individuals to help shape their success in their chosen field. Debra specializes in the performing arts working with performing musicians and actors, and on the business and production side with writers, directors, producers, engineers, venue operators and executives.

In 2001, Debra trained to become a Certified Life Coach with the Australian based Results Coaching Systems. She extended her training to also be certified as a Lead Trainer and has trained over 40 coaches for RCS. This positioned Debra to also become a motivational leader and presenter offering innovative workshops and seminars at professional development conferences.

In addition to working one-to-one with her private clients, Debra, as a founding partner of Artist's *EDGE*, has produced over a dozen tele-conferences training artists to make a prosperous living doing what they love and on their terms.

As a keynote speaker and seminar leader, Debra has developed several innovative programs that have been presented at entertainment industry trade conferences including the North American Folk Alliance, the Folk Alliance's Booking Agent Training School®, the TAXI Road Rally and San Francisco's ARTSFest.

Debra's own creativity began in her teens when she began acting in high school and later appeared in off-Broadway productions in NYC. It was during this time in her career that she began producing and leading personal development programs setting the stage for her eventual development of her company, Artist's *EDGE*. While earning her BFA in theater from Syracuse University's conservatory program, she also studied directing as her minor. She moved to Los Angeles to work in the production side of the film and television industry, commercials and music videos.

During her early days in Los Angeles, she had production opportunities with Touchstone/Disney, and the Black/Marlins produced TV series introducing Ellen Degeneres. Debra also served as script

supervisor for many projects, including the Power Rangers TV series, a Clint Black music video, as well as national commercials, industrials and independent films. In 2003 Debra began her work with Artist's *EDGE*, unifying these two themes.

MERL SAUNDERS Jr - Music was a birth-right for this San Francisco native. The namesake of legendary keyboardist Merl Saunders, he grew up at the heart of the vital Bay Area music scene with other well known "music families" like the Grateful Dead and Creedence Clearwater Revival. Performing with the San Francisco Youth Symphony in his teens was just the start of his lifetime career in the industry. From his first tour with the Paul Butterfield Blues Band to subsequent gigs with Michael Jackson, Robert Cray, David Crosby and Frank Zappa, Merl's experiences only heightened his spirit to excel in the business. As Director of Marketing and Artist Relations at Gibson Guitars, and as Senior Marketing Coordinator and Artist Relations with Dean Markley Strings, he led creative teams to produce successful campaigns and endorsements for many top GRAMMY winners.

In 1994, the calling for charitable work led him to produce Gibson's 100th Anniversary Celebration at the historic Fillmore Auditorium as a benefit for San Francisco's Glide Memorial Church. Pulling together talent that had created the soundtrack of his childhood, he brought to the stage emcee Wavy Gravy and a host of musical heavy hitters: Country Joe and the Fish, Little Feat, Greg Kihn, Gregg Allman, Narada Michael Walden, Elvin Bishop, Hot Tuna, Moby Grape, and Bob Weir, as well as Merl Sr.

Merl's community service resume doesn't end there. With the assistance of local musicians, he founded Glide Memorial's "Music for the People" program, which teaches and encourages at-risk youth to explore music as an outlet, utilizing the Bay Area's talent pool as instructors. He also sits on the board of directors for Music In Schools Today (MUST), Bread and Roses and the Taylor Family Foundation, which supports Northern California's children with AIDS and other life-threatening diseases.

In July 2000, Merl was named as Executive Director of the San Francisco Chapter of the Recording Academy. Under his leadership, the 30-year-old chapter has realized a 10 percent increase in membership, and continues to reach a broader audience of music business professionals every year of his tenure. He has strengthened ties with the classical music community, and

the participation of his high-profile friends in the industry help to increase awareness of his mission to promote public music and arts education.



STEVE SESKIN - a successful songwriter who has written seven number one songs, including Grammy-nominated "Grown Men Don't Cry," recorded by Tim McGraw, and "Don't Laugh at Me," winner of NSAI Song of the Year and Music Row Magazine Song of the Year in 1999 as recorded by Mark Wills. His other #1 hits are "No Doubt About It" and "For a Change," both recorded by Neal McCoy, "No Man's Land" and "If You've Got Love," both recorded by John Michael Montgomery, and "Daddy's Money," recorded by Ricochet. Other chart toppers include "I Think About You," recorded by Colin Raye, and "All I Need To Know" recorded by Kenny Chesney. The video for Raye's "I Think About You" single was named the Academy of Country Music's Video of the Year in 1997, and the song and video were also given an award by the Tennessee Task Force Against Domestic Violence. Recent recordings of his songs include "Pictures," by John Michael Montgomery, "We Shook Hands," by Tebey, and "I'll Always Be There For You," by Brian McComas.

While Steve is best known for writing hits, he is also a successful performer and recording artist. He is currently touring in support of his latest CD, *An Original*. This is his 16th recording, released on his own record label.

"Don't Laugh at Me" was recorded by Peter, Paul and Mary and became the impetus for the Operation Respect/Don't Laugh at Me project, a curriculum designed to teach tolerance in schools. This program has already been implemented in more than 20,000 schools across the country. Steve now enjoys performing at school assemblies in support of this program. The song is now available as a children's book, *Don't Laugh At Me*, which was featured on PBS's *Reading Rainbow* in September 2002.

SILVERSHER & SILVERSHER - Three-times nominated for the prime time Emmys, Grammy Award-winning songwriters Michael Silversher & Patty

Silversher are currently developing a television series and writing a series of children's books, both projects being either music-driven or have a definite musical bent-naturally!!

Michael and Patty are the co-founders of the West Coast Songwriters (WCS, formerly NCSA, formerly SBSA), today one of the largest non-profit organizations of its kind in the United States.

Emmy Nominations: Disney-A Valentine For You, Winnie-the-Pooh, ; Henson-Mr. Willowby's Christmas Tree.

Grammy Award: Henson/CTW/ Sony-Elmo In Grouchland.

Movie and Direct-To-DVD: Disney-Little Mermaid 2, A Very Merry Pooh Year, A Season of Giving, I Love Trouble, Return of Jafar, Belle's Magical World; Henson-Kermit's Swamp Years, Muppet Classic Theater, Elmo in Grouchland; Sony Wonder-Lion Of Oz;

TV Series: Animal Jam (Henson/TLC) as music supervisors, songwriters and composers; Disney -Tale Spin, Gummi Bears, Little Mermaid, Duck Tales, Rescue Rangers; Warner Bros.-Eye To Eye; MGM-All Dogs Go To Heaven.

They have written over a hundred songs for the Disney song catalog over the last nineteen years, including Donald Duck's 50th Birthday song, and Mickey Mouse's 60th Anniversary Song, as well as numerous Winnie-the-Pooh specials.

Michael has ongoing theatrical and opera commissions from the Tony-winning theatre companies South Coast Repertory and the Kennedy Center in Washington DC, as well as the Mark Taper Forum and LA Opera. Michael was founding and resident composer, musical director and resource artist for Robert Redford's SUNDANCE Playwrights' Lab and Children's Theatre from 1991 to 1996.

SCOTT URQUHART - Scott Urquhart is a songwriter, arranger, producer, publisher and musician. He has worn many hats in the music industry - and they all seem to fit well. While specializing in pop and R&B, Scott glides comfortably in and out of several styles including rock, dance, hip-hop and techno, and has enjoyed commercial success in each.

In 1996 Scott's path led him to three-time Grammy winning producer Narada Michael Walden who hired him on the spot. It was with Walden he had the opportunity to write for Lisa Fischer, Tevin Campbell, Tatiana Ali, Ray Charles and most notably, The Temptations. Notable because it was the Temps who recorded "Stay", the number one, Grammy nomi-

nated, platinum single - the first number one hit for the Temps in 25 years!

In 1999 having secured a solid reputation as a Grammy nominated songwriter and accomplished producer, Scott became one of the most sought after producers in the Bay Area and opened his own recording/production studio, "2K Productions". He spent the bulk of the next two years writing and producing a catalogue of songs that began to catch the ears of the film and television industries.

In addition to constantly creating tracks for some of the TV shows he works with, he took a consulting position for Urban Island Records, a Hawaii/California based record label. He's also worked on a production project with Shirley Hayes, program director for XM satellite radio, and "Unsung Heroes", a tribute to American soldiers to be broadcast live on network TV.

Access music, his publishing company that creates and provides music for film and television, has seen a great increase in demand for their catalog in recent months. They are one of only two catalogs used for the TV series "Knock First" where they've placed several songs written by WCS members. (They're currently looking for "Youthful Power Pop", R&B and Hip Hop.) They've also had recent placements for WCS members in "Jake 2.0", "The Shield", "Scary Movie 3" and "Raising Helen".

PROGRAM SUBJECT TO CHANGE

MasterWriter

Saturday & Sunday,
September 9th & 10th

MasterWriter Demonstration -
Everything the songwriter needs in
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Attend the MasterWriter demonstration
and you will receive a \$100 discount.
Regular Price: \$289. Conference
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XYTAR

Brings Ronny Cox to the Conference



Continuing his support of WCS, Xytar's Lou Dorren is bringing his spokesperson/artist Ronny Cox (Bayside Records), to perform on Friday night at Fanny & Alexanders and to be at the Xytar Room (6404) between 9am and 1pm. Here's Ronny's bio:

My big break was in the, now classic film: Deliverance...it was not only my first film, it was my first time in front of a camera! Needless to say, it opened doors for me that I didn't even know existed before that. I've been extremely lucky to have had a remarkable run in a wonderful variety of films. In addition to Deliverance...there have been the critically acclaimed productions of "Bound for Glory", "The Onion Field", "Taps"...The Peabody Award winning production of Thornton Wilder's, "Our Town" for The Bell Telephone Hour...and The

British equivalent of the Academy Award to the BBC production of "The Chicago Seven Trial"

I've also had my share of "blockbuster" commercial successes...."Beverly Hills Cop", "RoboCop", "Total Recall" in which I've gotten to play men of authority and out and out villains...for a complete listing of my films, you might want to check out The Internet Movie Database.

I've also done countless TV movies, Mini-series and TV series... there are a few that I think are quite good....I am very proud of "A Case of Rape", which I did with Lizzy Montgomery...it was not only the highest rated TV movie for over ten years, we were credited with getting landmark rape legislation passed. I'm also extremely proud of one of the most colossal flops in the history of television...."Cop Rock"...ten years ahead of it's time and still one of the most daring and artistically realized TV show I've ever been associated with. I'm also quite proud of "Perfect Murder, Perfect Town"...the Jon Benet Ramsey murder case.. My first TV series, "Apple's Way"... and the year I did on "St. Elsewhere"

In his latest album "At The Sebastiani", as well as "Ronny Cox Live", "Cowboy Savant" and "Acoustic Electricity", Ronny Cox showcases a wonderful acoustic mix of folk, western, jazzy-bluesy and just plain corn ball stuff.

With a small, dazzling array of multi-instrumentalists, the music is eclectic... funny.. touching and always compelling. They showcase an original, sophisticated lyric-driven folky sound... and the stories that accompany these songs are something else entirely.

Have you ever wondered how a story of "questionable veracity" gets started? Well... some small grain of truth gets twisted and turned and then told and retold. Eventually that small grain has grown into a boulder of "undeniable truth" that you would bet your house on! Well ok... maybe not your house, but someone's house.

He has appeared as a singer-songwriter on:

- The Tonight Show with Jay Leno
- The Bottom Line in New York with Leon Redbone
- National Public Radio, Mountain Stage, with Guy Clark
- National Public Radio E-town with the Roches
- The Berklee College of Music, Boston, with Richard Thompson
- Bluebird Cafe in Nashville with Jellyroll Johnson
- The Great American Music Hall in San Francisco with the Rankins
- Chautauqua in Boulder, Colo, with Karla Bonoff
- The Crook and Chase Show
- Nashville Now.....and many more!

XYTAR

10 YEARS
SUPPORTING
WCS!

Demonstration
Room

Room

6404

All day -
both days

Conference Menu

Sat & Sun Breakfast:
Coffee/Tea/Cocoa and Roll/
Bagel

Saturday & Sunday Lunch
Meat or Veggie Sandwich w/
salad & Pasta Salad
Cookie
Beverage

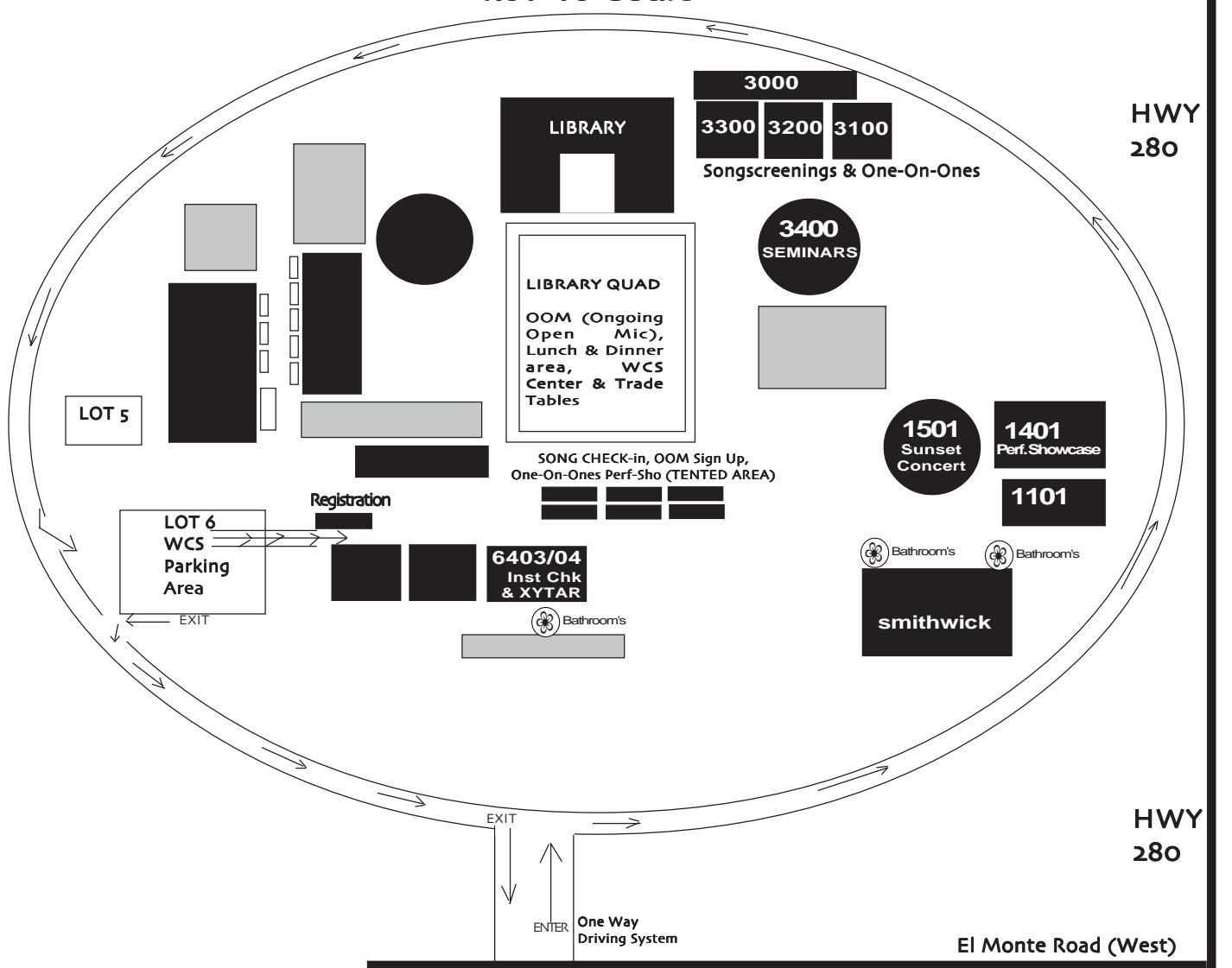
Saturday Early Evening
Chicken or Pasta with
Salad and Desert.
Dinner Roll
Beverage

Special dietary needs cannot be
accommodated. Feel free to bring
your own food on campus.

Conference Map

not to scale

North
to San
Francisco



HWY
280

HWY
280

El Monte Road (West)

South
to San Jose

Foothill College is located immediately west of Highway 280 in Los Altos Hills. Take the "El Monte Avenue–West" exit. Follow the signs to the parking area (lot 6). Parking is \$2 in quarters per day. After parking follow the signs to registration.

Foothill College, 12345 El Monte Rd., Los Altos Hills, CA 94022

Foothill College is 40 miles south of San Francisco and 15 miles north of San Jose.



ASCAP



WCS STAFF

Board of Directors: Ned Hearn (President), Tami Mulcahy, Howard Thomas, Dave Stroud

Executive Director: Ian Crombie

Management Board: Bev Barnett, Greg Biles, Joanie Crombie, Cathy Downey, Bruce Ede, Tami Mulcahy

Conference Producers: Phil Bearce, Greg Biles, Ian Crombie, Joanie Crombie, Cathy Downey, Bruce Ede, Jeannie Grabowski, Peter Lamson, Nina Puno, Julie Ann Randall, Jimi Shawndi, Antonia Venezia, Corinne Woolworth.

Regional Directors: Marla Bodi, North Bay Director

Managers: Len Bakker, Bev Barnett, Phil Bearce, Jason Brawner, Meryn Gruhn DiTullio, Judith Favero, Dan Lavorel, Mark McCool, Regina Mercado, Greg Newlon, Jeffrey Wynne Prince, Ken Risling, Dennis Roarick, Mike Rofe, Jeffrey Scharf, Kate Scholl, Jan White,

Advisory Board: Michael and Patty Silversher (Founders), Steve Seskin, Janis Stevenson

Special Thanks: Janis Stevenson, and Kay Thornton of Foothill College for their help and support with this Conference.

*West Coast Songwriters
26th Annual
Songwriters Conference*



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