

WCS Conference Program • SATURDAY, 9/10 • Hosted by ASCAP

GETTING THE MOST OUT OF THIS CONFERENCE - Dan Kimpel (QUAD)

RHYMING AND METAPHOR: Rhyming is our best friend but it's also our worst enemy since it constricts us and makes it harder to say what we want to say in a song. We'll look at inventive ways to use rhyme that sound natural, and also look at metaphor and figurative language to see how they can deepen the emotional experience of a song.

WHERE'S THE INDUSTRY HEADED? - Jeff Heiman, Larry Batiste, Kelli Richards. Panelists will look at the ever changing landscape of the music business and try to predict the future.

MAKING \$ IN MUSIC: WHAT STILL WORKS & WHAT'S NEW? - This panel reviews many of the areas that are still valid in the traditional world of making a living in music and discusses the many new areas that songwriters and artists need to know in order to survive in the "new" music business

MUSICALS - Pamela Phillips Oland. How do you break into the world of musicals? What is expected for your first presentation? Where do you start?

NETWORKING NOW - Who you know, what you know, and most importantly, who knows you; Dan Kimpel teaches essential presentation skills. Using these techniques, participants can create an invincible and enduring support network.

THE SCIENCE OF SWITCHING ON - Steven Memel. "The Science of Switching On" is all about learning to overcome the technical barriers that

prevent you from singing at your full potential.

TRANSFORMING THE TUNE - Jai Josefs. Secrets of Music Rewriting: Most songwriters know the importance of rewriting lyrics til they're in the best possible shape, but far fewer are aware of the wide range of possibilities for rewriting the music of a song so it becomes both more compelling to the listener and more marketable.

WORKING NASHVILLE: Whether this is your first time or you've been travelling to Nashville pitching songs, Jen Adan, Steve Bloch and Lisa Aschmann share successful strategies for making inroads in Nashville.

VOCAL MASTER CLASS: Dave Stroud puts you through your paces!

THE PATH OF THE ARTIST: What does it take to get out there on the road and earn a living. Is it best to stay local or go National? Panelists interviewed about their experiences: Glen Phillips, Katie Cole, Jeff Heiman, KC Turner.

A DAY IN THE LIFE OF A DEMO - Cliff Goldmacher. This workshop follows the progression of a song from rough recording in the writing room, to a polished demo to a Billboard-charting cut (with a few surprises along the way).

GLENN PHILLIPS INTERVIEW: Glen Phillips of Toad The Wet Sprocket interviewed by Dan Kimpel.

10AM

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

Library Quad N E T W O R K I N G T H I S C O N F E R E N C E		10:30AM		1:00 - 2.00	2:15 - 3:15	3:30 - 4:30	4:45 - 5:45
	3402	Rhyming & Metaphor Seskin		Musicals Oland	Transforming the Tune Josefs	The Path Of The Artist	Glenn Phillips Interview
	3403	Where's The Industry Headed?		Networking NOW Kimpel	Working Nashville	A Day In The Life Of A Demo	
	3525	Making \$ In Music		The Science of Switching On - Memel	Vocal Master Class Dave Stroud (2 hrs)		

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

T H I S C O N F E R E N C E		10:30AM		1:00 - 2.00	2:15 - 3:15	3:30-4:30
	3201	STEVE McCLINTOCK Artists/Songs/All Styles		SCOTT MATHEWS Artists/Songs/All Styles	STEVE McCLINTOCK Artists/Songs/All Styles	SCOTT MATHEWS- Artists/Songs/All Styles
	3202	MONICA BENSON Artists/Songs/All Styles		CHRIS AUSTRIA/IDC TV & Film	NICK PHILLIPS Jazz/Artists/Songs	WILL GRIGGS Artists/Songs/All Styles
	3203	ANTOINETTE OLESEN Country/Rock		WILL GRIGGS Artists/Songs/All Styles	PENNY DIONNE Country	STEVE BLOCH Country
	3204	MASON COOPER TV & FILM		SUZI CIVITA TV & Film	MASON COOPER TV & FILM	SUZI CIVITA TV & Film
	3206	SUE ENNIS Song/Lyric Evaluation		ANDRE PESSIS Song/Lyric Evaluation	LARRY BATISTE Song/Lyric Evaluation	JIM BRUNO Song/Lyric Evaluation
	3402	PAMELA OLAND Song/Lyric Evaluation		STEVE SESKIN Song/Lyric Evaluation	PAMELA OLAND Song/Lyric Evaluation	ANDRE PESSIS Song/Lyric Evaluation

SATURDAY ONE-ON-ONES

Rooms 3303, 3304, 3305, 3307, 3308, 3015
 10:30am: Scott Mathews, Will Griggs, Chris Austria, Penny Dionne, Jim Bruno, Steve Bloch, Ned Hearn (Legal)
 1pm: Monica Benson, Steve Bloch, Jeff Heiman, Antoinette Olesen, Jim Bruno, Jon Duman (Legal)
 3:30pm: Monica Benson, Steve Seskin, Chris Austria, Antoinette Olesen, Lisa Aschmann, Sue Ennis.

PERFORMANCE SHOWCASES - Room 1401

10:30am: Steven Memel and Lisa Aschmann
 1pm: Jocelyn Kane and Tony Lindsay
 2:15pm: Jeff Heiman and Sue Ennis
 3:30pm: Larry Batiste and Steven Memel

PERFORMANCE SHOWCASES 2

Room 1101
 10:30am:
 1pm:

SUNSET CONCERT Saturday 6:30-8:30pm

Room 1501

Featuring
Hit songwriters and WCS winners
performing their original songs

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SONG STRUCTURE: Hit songwriter Sue Ennis covers this critical aspect of everyone's songs.

GET YOUR SONGS INTO TV & FILM: How does it work? How can your songs be placed? Who are the players? Suzi Civita, Mason Cooper, Monica Benson, Joel Evans.

THE SCIENCE OF SWITCHING ON - "The Science of Switching On" is all about learning to overcome the technical barriers that prevent you from singing at your full potential.

GAME ON! MUSIC FOR GAMES. Online, on cell/smart phones, hardware etc. Games are a massive industry, lucrative for those that have their music used. Learn how this industry works and who the decision makers are.

PLAY FOR PAY - Monetizing your performances. House Concerts, Podcasting, basically doing all you can to make money from your shows. Evan Lowenstein, Ali Williams and TBA.

BETWEEN THE SONGS: Steven Memel gives you specific ideas of things to do between songs so that you keep your audience interested and seated.

SUE ENNIS INTERVIEW. Hit songwriter Sue Ennis spills the beans on her songwriting process. Interviewed by Dan Kimpel.

THE BIZ - Steve Seskin. A songwriter's point of view on publishing deals, pitching songs, demoing songs, etc.

SONGWRITERS IN THE ROUND: Our guests round out the weekend with performances of their songs.

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

	10:30 - Noon		1:00 - 2.00	2:15 - 3:15	3:30 - 4:30pm
3402	Songcraft: Structure Sue Ennis		Game On! Music For Games	Sue Ennis Interview	Songwriters In-The-Round Room 3525
3403	Get Your Songs into TV & Film		Play For Pay	The Biz Seskin	
3525	The Science of Switching On - Memel		Between The Songs Memel		

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	10:30 - Noon		1:00 - 2.00	2:15 - 3:15	
3201	CHRIS AUSTRIA Artists/Songs/All Styles		SUZI CIVITA Artists/Songs/All Styles	MASON COOPER TV & FILM	
3202	PENNY DIONNE Country		ANTOINETTE OLESEN Country/Rock	STEVE BLOCH Country	
3203	STEVE McCLINTOCK Artists/Songs/All Styles		CHRIS AUSTRIA/IDC TV & Film	STEVE McCLINTOCK Artists/Songs/All Styles	
3204	WILL GRIGGS Artists/Songs/All Styles		WILL GRIGGS Artists/Songs/All Styles	CHRIS AUSTRIA Artists/Songs/All Styles	
3206	LISA ASCHMANN Song/Lyric Evaluation		STEVE SESKIN Song/Lyric Evaluation	PAMELA OLAND Song/Lyric Evaluation	
3101	ANDRE PESSIS Song/Lyric Evaluation		JIM BRUNO Song/Lyric Evaluation	JAI JOSEFS Song/Lyric Evaluation	

SUNDAY ONE-ON-ONES

Rooms Rooms 3301, 3303, 3304, 3305, 3307, 3308, 3015

10:30am: Jim Bruno, Antoinette Olesen, Jai Josefs, Steve Bloch, Jeff Heiman, Steve Seskin.

1pm: Lisa Aschmann, Penny Dionne, Monica Benson, Jai Josefs.

PERFORMANCE SHOWCASES

Room 1401

10:30am: Dave Stroud and Jeff Heiman

1pm: Jeff Heiman and Miles Hurwitz

2:15pm: Miles Hurwitz and Elliot Cahn

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!