



MUSIC
CITIES
CONVENTION

BY SOUND DIPLOMACY

NOVEMBER 2-5, 2022

THE 11TH GLOBAL EDITION

TULSA MUSIC CITIES CONVENTION

WHAT IS MUSIC CITIES CONVENTION?

Music Cities Convention is the biggest global event exploring the use and importance of music in the development of cities all around the world.

The event provides a stage for the latest best practices to be presented and problems debated by thought leaders from the worlds of city planning, music, economic development, tourism, academia, events, built environment or real estate, non-profit and private/public bodies.

After 10 sold-out editions in the UK, Germany, USA, Australia, China, South Korea and Canada, Music Cities Events, alongside the Tulsa Office of Film, Music, Arts, and Culture, is proud to present the 11th global and biggest edition of Music Cities Convention, featuring four days of talks, presentations, live music, sightseeing and networking opportunities.



MUSIC CITIES EVENTS

Music enhances economic development, creates jobs and drives tourism. Music policy and strategy help build global, vibrant cities.

Music Cities Events organises world-leading international conferences on the topic of music cities, produces the leading international awards ceremony on music cities, and runs the Music Cities Community, the first-ever online platform for professionals in all industries using music to create more value in towns, cities and places.

Our next confirmed events are:

[Düsseldorf, Germany](#)
[Music Tourism Forum](#)
November 9-10, 2022

[Cleveland, Mississippi, USA](#)
[Music Tourism Convention](#)
April 11-14 2023

[Huntsville, Alabama, USA](#)
[Music Cities Convention](#)
October 18-20, 2023

Join us and use the code **TULSA20** for an **extra 20% off your ticket.**



SCHEDULE OVERVIEW

WEDNESDAY, NOVEMBER 2ND

OPENING RECEPTION

5:30pm - 7:30pm

with food, drinks and live music @ the [OKPOP Museum](#)

AFTERPARTY

9:00pm - 11:00pm

with live music and drinks @ [The Vanguard](#)

THURSDAY, NOVEMBER 3RD

MAIN CONVENTION DAY 1

TALKS @ [Hyatt Regency](#)

LUNCH @ [BOK Center](#)

presented by the American Cancer Society Cancer Action Network

EVENING RECEPTION & LIVE FROM

CAIN'S RECORDING @ [Cain's Ballroom](#)

AFTERPARTY @ [ahha Tulsa](#)

FRIDAY, NOVEMBER 4TH

MAIN CONVENTION DAY 2

TALKS & LUNCH @ [Cain's Ballroom](#)

DOCUMENTARY SCREENING

[Fire In Little Africa](#)

2022 MUSIC CITIES AWARDS

[Official Ceremony](#)

FIRST FRIDAY ART CRAWL

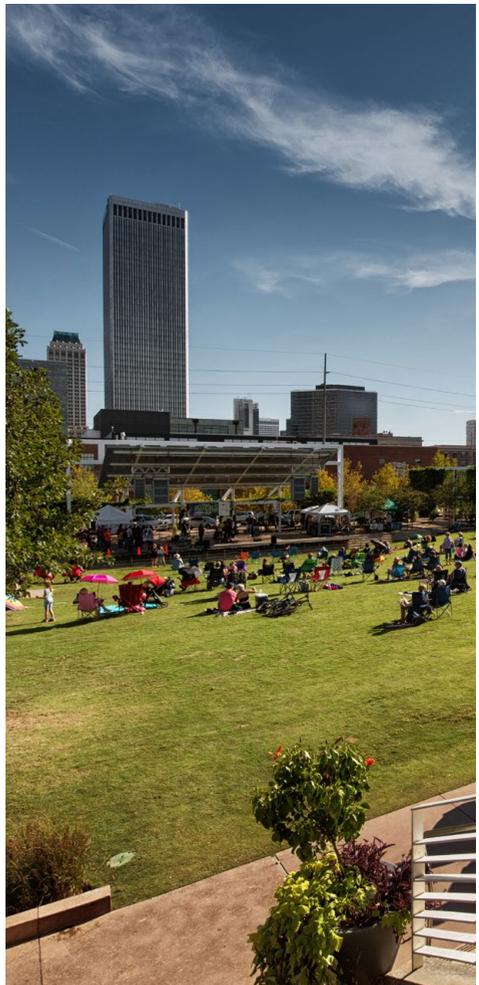
@ [Tulsa Arts District](#)

AFTERPARTY @ [the LowDown](#)

SATURDAY, NOVEMBER 5TH

CURATED ITINERARIES

of Tulsa must-see attractions



MUSIC
CITIES
CONVENTION

BY SOUND DIPLOMACY

THE 12TH
GLOBAL
EDITION

OCTOBER 18-20, 2023

HUNTSVILLE, ALABAMA, USA

DO NOT MISS THE NEXT
MUSIC CITIES CONVENTION
IN HUNTSVILLE, ALABAMA!

Use the code **TULSA20** to save an extra 20% off your ticket

For more info and tickets: www.musiccitiesshows.com/mcc-huntsville

SCHEDULE THURSDAY, NOVEMBER 3RD

HYATT REGENCY TULSA DOWNTOWN

8:00-8:45AM

REGISTRATION

@ HYATT REGENCY TULSA

After registration, delegates will have access to three rooms with sessions running in parallel. In addition, four exclusive one-hour, hands-on workshops will be hosted in additional rooms.



BALLROOM
TULSA SOUND



BREAKOUT ROOM 2
REBA MCENTIRE



BREAKOUT ROOM 3
JJ CALE



BREAKOUT ROOM 1
WOODY GUTHRIE



BREAKOUT ROOM 4
KRISTIN CHENOWETH

SCHEDULE OVERVIEW 8:45-10:00AM

BALLROOM TULSA SOUND	8:45-9:15AM OFFICIAL WELCOME	9:15-10:00AM PANEL Music's Role In a Thriving City
BREAKOUT ROOM 1 WOODY GUTHRIE		
BREAKOUT ROOM 2 REBA MCENTIRE		
BREAKOUT ROOM 3 JJ CALE		
BREAKOUT ROOM 4 KRISTIN CHENOWETH		

SCHEDULE OVERVIEW 10:15-11:00AM

BALLROOM TULSA SOUND	10:15-10:35AM PRESENTATION Experiential Marketing Using Data To Craft Immersive Musical Experiences	10:40-11:00AM PRESENTATION Why Should Governments Invest In Music Rights?
BREAKOUT ROOM 1 WOODY GUTHRIE	10:15-11:00AM PANEL Local Radio Waves	
BREAKOUT ROOM 2 REBA MCKENTRE	10:15-11:00AM PANEL Music For The Youth A Tool For Social Change	
BREAKOUT ROOM 3 JJ CALE		
BREAKOUT ROOM 4 KRISTIN CHENOMETH		

SCHEDULE OVERVIEW 11:15AM-12:00PM

* Please note that the workshops start at 11:00am

BALLROOM TULSA SOUND	11:15AM-12:00PM PANEL How To Showcase Your Music Legacy Through Archives
BREAKOUT ROOM 1 WOODY GUTHRIE	11:15-11:35AM PRESENTATION Tulsa Remote's Mission To Attract Talent To The City
BREAKOUT ROOM 2 REBA MCENTIRE	11:15AM-12:00PM PANEL Any Space Is a Venue Increasing Performance Opportunities For Your Artists
BREAKOUT ROOM 3 JJ CALE	11:00AM-12:00PM WORKSHOP Sustainability In Music Make Your Festival or Event Circular
BREAKOUT ROOM 4 KRISTIN CHENONETH	11:00AM-12:00PM WORKSHOP Turning Your City Into a 24-Hour City

SCHEDULE OVERVIEW 2:00-2:45PM

* Please note that the workshops end at 3:00pm

BALLROOM TULSA SOUND	2:00-2:20PM PRESENTATION Incentives For The Music Industry The Case of Ibagué, Colombia	2:25-2:45PM PRESENTATION Music As a Priority In City Planning Adelaide, Australia
BREAKOUT ROOM 1 WOODY GUTHRIE	2:00-2:45PM PANEL Hip Hop Incubator Groundwaves Community Co-Creation & Career Development	
BREAKOUT ROOM 2 REBA MCENTIRE	2:00-2:45PM PANEL Investing In The Future of Historic Properties	
BREAKOUT ROOM 3 JJ CALE	2:00-3:00PM WORKSHOP Creating Your Own Music Strategy	
BREAKOUT ROOM 4 KRISTIN CHENONETH	2:00-3:00PM WORKSHOP Representation and Inclusivity In Music Creating Resources For Mutual Success	

SCHEDULE OVERVIEW 3:00-4:45PM

BALLROOM TULSA SOUND	3:00-3:45PM PANEL Music & Film Let The Two Industries Collide	3:45-4:30PM PANEL Supporting Full Time Careers In The Local Music Ecosystem	4:30-4:35PM CLOSING REMARKS
BREAKOUT ROOM 1 WOODY GUTHRIE	3:00-3:45PM PANEL Preserving The Cherokee Language Through Music		
BREAKOUT ROOM 2 REBA MCENTIRE	3:00-3:45PM PANEL Music Technologies For The Greater Good		
BREAKOUT ROOM 3 J.J. CALE			
BREAKOUT ROOM 4 KRISTIN CHENOWETH			

FULL SCHEDULE

THURSDAY NOVEMBER 3RD

8:45–9:15AM BALLROOM

OFFICIAL WELCOME

Master of Ceremonies:

Mark Frie, Chair, Tulsa Office of Film, Music, Arts & Culture (OK, USA)

G.T. Bynum,

Mayor, City of Tulsa (OK, USA)

Shain Shapiro, Executive Director, Center for Music Ecosystems & Founder & Chairman, Sound Diplomacy (UK)

9:15–10:00AM BALLROOM

PANEL

Music's Role In a Thriving City

Michael Seman (Moderator), Assistant Professor of Arts Management, Colorado State University (CO, USA)

Emily Scott, Neighborhood Revitalization Planner, Tulsa Planning Office (OK, USA)

Sharon Yazowski, Executive Director, Levitt Foundation (LA, USA)

Brendon Anthony, Director, Texas Music Office (TX, USA)

A thriving music economy means a thriving city. During the past decade many places across the globe have recognized this and more and more cities are investing in music strategies, promoting music policies and including music in their city branding. To kick off the 11th edition of Music Cities Convention, we've gathered experts from the US and the United Kingdom to discuss how music is playing a key role in revitalising high streets, neighbourhoods, downtown areas and more.

10:00–10:15AM

Coffee Break

Presented by



10:15–10:35AM BALLROOM

PRESENTATION

Experiential Marketing

Using Data To Craft Immersive Musical Experiences For Citizens and Tourists

Presented by Fever

Mariano Otero, VP for the Americas, Fever (NY, USA)

A successful experience is one that is carefully crafted to match the interests of the people attending and that is authentic for the place where it's hosted. Over the past couple of years, Fever has been crafting and organising unique events all around the globe by leveraging cities' heritage to create successful immersive experiences and using data to identify formats and topics that can attract both tourists and residents.

In this presentation, Mariano Otero, VP of the Americas at Fever, will tell us more about Fever's journey, and discuss how cities can take advantage of data to curate meaningful music and cultural experiences.

FULL SCHEDULE

THURSDAY, NOVEMBER 3RD

10:15–11:00AM BREAKOUT ROOM 1

PANEL

Local Radio Waves

Julie Watson (Moderator), Co-Executive Director, Live From Cain's (OK, USA)

Ryan LaCroix, Director of Content and Audience Development, KOSU Radio (OK, USA)

Josh Venable, Program Director, KMYZ The Edge Tulsa (OK, USA)

Meg Charron, Deputy Director and Head of Productions and Outreach, OKPOP Museum (OK, USA)

Julianne Tran, Development Associate, Public Radio Tulsa (OK, USA)

In this panel, we've brought together some of the key voices in the Tulsa radio world to discuss the importance of radio in promoting artists and bringing audiences together. How can different stations collaborate and create synergy? What are some of the challenges the sector is currently facing, and what will the future of radio look like in Tulsa?

10:15–11:00AM BREAKOUT ROOM 2

PANEL

Music For The Youth

A Tool For Social Change

Liz Stookey Sunde (Moderator), Co-Founder, Music to Life (VT, USA)

Sarenina Childress, Choir Director, AngelStreet (TN, USA)

Daniel Pak, Executive Director / Co-Founder / Artist Mentor, Totem Star (WA, USA)

Bryce Kessler, Program Manager, Mindful Music Moments (OH, USA)

We are all aware of how music can impact our wellbeing being. From singing in a chorus to spending time with friends at a concert, music can lift our spirit and contribute to our sense of belonging. When it comes to younger, at-risk generations, music becomes a fundamental safe space, as well as a tool for social inclusion and self development. We are thrilled to have Music to Life Co-Founder, Liz Stookey Sunde, moderate this session featuring representatives from three non-profit organisations, and to learn more about their mission, as well as how music is actively contributing to social change within their communities.

10:40–11:00AM BALLROOM

PRESENTATION

Why Should Governments Invest In Music Rights?

Reid Wick, Membership & Industry Relations, Recording Academy (LA, USA)

Just like real estate, music can be an investment asset. Some private firms are now spending millions of dollars to buy music catalogues that, through streaming royalties and sync opportunities, are expected to provide significant ROI over the long run. How could local and state governments set the stage through public policy, regulations and incentives so that more of their local artists are supported thanks to private or non-profit entities investing in their music rights? What does this mean for the local music economy? And how can this benefit cities through e.g. tax revenue, job creation and talent attraction?

FULL SCHEDULE

THURSDAY, NOVEMBER 3RD

11:00-11:15AM

Coffee Break

Presented by  OKLAHOMA
Film + Music

11:00AM-12:00PM BREAKOUT ROOM 3

WORKSHOP

Sustainability In Music

Make Your Festival or
Event Circular

Teresa Moore, Director,
A Greener Festival (UK)

In this one-hour, hands-on workshop, delegates will have the chance to learn all about the circular economy and how this translates to festivals and events. Teresa Moore, Director of A Greener Festival, will present the recently-released Cultura Circular Toolkit and help participants apply its principles to make their events and festivals more sustainable, looking at areas such as catering, power, transportation, waste management and more.

Please note that this workshop has limited capacity. Access will be granted on a first-come, first-served basis.

11:00AM-12:00PM BREAKOUT ROOM 4

WORKSHOP

Turning Your City Into a 24-Hour City

Mark Adam Harold, Chair, Night Economy
Association of Lithuania (Lithuania)

A 24-hour city is one that capitalises on a large amount of economic and cultural activities during the day as much as during

the night. In this one-hour workshop, Mark Adam Harold, Chair of the Night Economy Association of Lithuania, will lead participants through the process of creating a plan for a 24-hour city. Where should night-time economy advocates get started? Who are the key stakeholders? What are the issues to be faced around safety, transportation etc., and how can cities promote themselves to attract new visitors and lead to busier streets, venues and businesses?

Please note that this workshop has limited capacity. Access will be granted on a first-come, first-served basis.

11:15-11:35AM BREAKOUT ROOM 1

PRESENTATION

Tulsa Remote's Mission To Attract Talent To The City

Dominique Clarke, Director of
Member and Alumni Experience,
Tulsa Remote (OK, USA)

Created in 2018 and supported by the George Kaiser Family Foundation, Tulsa Remote is a program aimed at attracting a diverse, bright and driven group of digital nomads to Tulsa for community building, collaboration and networking. In this session, Director of Member and Alumni Experience, Dominique Clarke, will tell us more about the project and how it contributed to attracting more musicians, music professionals and creative minds to the city. How did the programme help shape Tulsa? What is the plan moving forward? What can other cities learn from this?

FULL SCHEDULE

THURSDAY, NOVEMBER 3RD

11:15AM-12:00PM BALLROOM

PANEL

How To Showcase Your Music Legacy Through Archives

Sean Latham (Moderator), Director of Oklahoman Center for the Humanities, The University of Tulsa (OK, USA)

Jeff Moore, Director, OKPOP (OK, USA)

Mark Davidson, Director of Archive and Exhibits, Curator of the Bob Dylan Archive (OK, USA)

Michelle Jahra McKinney, Director and Head Archivist, Detroit Sound Conservancy (MI, USA)

Daniella Pimienta, Director, Mapa Sound System Brasil (Brazil)

Music preservation goes beyond strictly archival functions. It can challenge audiences' understanding of certain genres and shed light on the careers, contributions and influences of artists otherwise overlooked by written history. When looking at marginalised musical communities, these efforts also frequently tell a broader story of topics such as racism, the diaspora's effect on culture and more. All around the world, universities, museums and other initiatives have created archives that may vary in scope and techniques, but all share the goal of preserving and promoting a place's music heritage. This conversation brings together archivists and curators to discuss best practices to preserve and showcase music legacies in order to keep the memory alive and to inspire new generations of artists and music lovers.

11:15AM-12:00PM BREAKOUT ROOM 2

PANEL

Any Space Is a Venue

Increasing Performance Opportunities For Your Artists

Sarah Van Zandt (Moderator), New Director of Education and Programming, the Gathering Place (OK, USA)

Scott Stulen, CEO/President, Philbrook Museum of Art (OK, USA)

Lauran Drummond, Co-Director, Cult Love (OK, USA)

Anneliese Martinez, Senior Director, The Pop District (PA, USA)

Dean Medina, Amsterdam Music Project (Netherlands)

Live music is at the core of most music ecosystems. Having a space to perform is a key element for artists to present their art to audiences, hone their craft and make in-person connections with the communities they represent. Although traditional music venues might be some of the best suited places to host these performances, they might not be enough to accommodate all of the needs for live music in a city. Allowing for music to be performed in unexpected places can create interesting and unexpected experiences for both performers and attendees. What goes into hosting gigs outside of traditional venues? How does live music contribute to changing the perception of urban spaces? Let's discuss in this panel featuring professionals that work with unconventional venues on a daily basis.

FULL SCHEDULE

THURSDAY, NOVEMBER 3RD

12:00–2:00PM

Lunch Break @ BOK Center

Presented by the
American Cancer Society Cancer Action

2:00–2:20PM BALLROOM

PRESENTATION

Incentives For The Music Industry

The Case of Ibagué, Colombia

Greis Cifuentes, Former Secretary of Culture, City of Ibagué (Colombia)

Ibagué has long been recognised as one of Colombia's leading music cities, with travellers writing about its rich scene as early as the 1800s. Today, Ibagué is Unesco's Creative City for its rich music scene and American Capital of Culture. In this presentation, Greis Cifuentes, Former Secretary of Culture of the City of Ibagué, will tell us more about what makes the city unique, and explore some of the policies and actions that the local government is taking to continue to foster Ibagué's rich music ecosystem.

2:00–2:45PM BREAKOUT ROOM 1

PANEL

Hip Hop Incubator Groundwaves

Community Co-Creation
& Career Development

Jesse Elliott (Moderator), Chief Strategy & Creative Officer, CACHE (AR, USA)

Murs Carter, MC / Mentor, Goundwaves (CA, USA)

Nicole Vasquez, Musician/ Artist, Pura Coco (OK, USA)

Jasper Logan, Hip Hop Artist/ Community Engagement Manager, KUAF (AR, USA)

Cavari Parlor, Artist/Talent Management, Meta Level Mind and Body (OK, USA)

Mitchell James Coyle, Hip Hop Educator, Hip Hop for Change (CA, USA)

With chapters in Colorado, Arkansas and Oklahoma, Groundwaves is a community co-creation & career development program focused on strengthening skills and advancing the careers of talented emerging artists. Moderated by Jesse Elliott, Chief Strategy & Creative Officer at CACHE, this session features rapper and Groundwaves founder MURS, as well as program mentees from each of the involved states to discuss the impact the incubator is having on their local music scene. What are the key elements of a successful mentorship program? Why should cities support these types of initiatives? How can artists make the most out of these opportunities? Where will Groundwaves head to next?

FULL SCHEDULE

THURSDAY, NOVEMBER 3RD

2:00–2:45PM BREAKOUT ROOM 2

PANEL

Investing In The Future of Historic Properties

Briana Grosicki (Moderator), Consultant, Ethos Preservation (GA, USA)

Doc Shaw, Executive Director, Singer, Song Writer, Film Maker, Education; A Pocket Full Of Hope, Inc., Historic Big 10 Ballroom, Booker T. Washington High School (OK, USA)

Teresa Knox, Owner, The Church Studios (OK, USA)

Jeffrey Liles, Artistic Director, Kessler Presents (TX, USA)

Heritage properties such as iconic music venues, studios, artist houses and more, are of the utmost importance for any music city. They can be a source of identity and pride for the local community, a tourist attraction that drives visitors to the area, and also a place for social engagement and work opportunities. This panel discussion features an amazing group of professionals that have dedicated their careers to music-related historic buildings, and will explore the challenges and opportunities that come with investing in historic properties.

2:00–3:00PM BREAKOUT ROOM 3

WORKSHOP

Creating Your Own Music Strategy

Corey Poole, Music Development Coordinator, City of Mississauga (ON, Canada)

Are you an artist, music professional or city official, and wish your city had a more strategic approach to music? Have you been an advocate for your local music scene, but feel stuck? Then this workshop is for you. Corey Poole, Music Development Coordinator for Mississauga, Canada, recently went through the process of setting up the city's first music strategy, and is here to give you actionable tools to do the same. This one-hour, hands-on workshop will explore best practice examples and take participants through processes such as research and benchmarking, public engagement, stakeholder consultation and more.

Please note that this workshop has limited capacity. Access will be granted on a first-come, first-served basis.

2:00–3:00PM BREAKOUT ROOM 4

WORKSHOP

Representation and Inclusivity In Music Creating Resources For Mutual Success

Kiana 'rookz' Eastmond, CEO, Toronto Musicians' Association (ON, Canada)

The narrative around improving diversity and inclusion is often about "reinventing the wheel" or coming up with solutions that have not yet been implemented. What is often overlooked is that leaders and established advocates have been creating significant positive change, and successful practices already exist. In this engaging and thought-provoking workshop, led by Kiana 'rookz' Eastmond, CEO of the Toronto

FULL SCHEDULE

THURSDAY, NOVEMBER 3RD

Musicians Association, participants will learn how to find and engage with diversity and inclusion champions in order to implement effective policies and strategies reflective of marginalised groups' actual challenges to create long-lasting positive impact on the local music industry.

2:25-2:45PM BALLROOM

PRESENTATION

Music As a Priority In City Planning Adelaide, Australia

Joe Hay, General Manager, Adelaide UNESCO City of Music (Australia)

Adelaide is Australia's first, and only, UNESCO City of Music and a place with an enviable musical reputation that hails back to iconic Australian bands such as The Master's Apprentices, The Twilights, The Hilltop Hoods and more. Adelaide is also home to a thriving musical ecosystem with a diverse range of independent musicians, music professionals and live music venues. For many years now, Adelaide has recognized music's contribution to the city's social and economic fabric and has been supporting it with initiatives such as the Live Music Action plan and other specific projects and policies. In this presentation, Joe Hay, General Manager of "Adelaide City of Music," will tell us how music has been integrated into city planning and how this helped shape Adelaide's thriving scene.

2:45-3:00PM

Coffee Break

Presented by



3:00-3:45PM BALLROOM

PANEL Music and Film

Let The Two Industries Collide

Stephen Tackett (Moderator), Co-Founder, The Audio Planet (OK, USA)

Jeanette Stanton, Deputy Director, Oklahoma Film & Music Office (OK, USA)

Shelbia Jackson, Director, DeKalb Entertainment Commission (GA, USA)

Meg Gould, Assistant Director, Dallas Film & Creative Industries Office (TX, USA)

Angie Gates, Agency Director & Film Commissioner, Office of Cable Television, Film, Music & Entertainment (DC, USA)

Synergies across the film and music industry are nothing new. This is a relationship that goes back to the era of silent cinema where soundtracks were the only audio component of movies. Today, with the decline of physical record sales and the growth of video streaming platforms, the music and film industries are closer than ever, and sync opportunities often represent a more attractive source of revenue for artists. What role can music and film offices play in this? Can a successful music-film synergy result in added value for cities across recorded music, music publishing and film production? How are public policies helping artists and movie makers? We are joined by the directors of music & film offices to help us answer these questions.

FULL SCHEDULE

THURSDAY, NOVEMBER 3RD

3:00-3:45PM BREAKOUT ROOM 1

PANEL

Preserving The Cherokee Language Through Music

Molly Jarvis (Moderator), Senior Vice President, Marketing & Cultural Tourism (OK, USA)

Jeremy Charles, Cherokee Writer, Director and Producer & Founder of FireThief Productions (OK, USA)

Kalyn Fay Barnoski, Musician and Songwriter, Interdisciplinary Artist, Educator and Curator, Philbrook Museum of Art (OK, USA)

Just like music, language is a powerful tool to help understand, recognize and celebrate culture. With fewer than 2,000 fluent speakers remaining, and the number declining every year, Cherokee is one of the many indigenous languages around the world that face the risk of extinction. In this panel we've gathered a group of artists, producers and advocates to discuss how music could preserve the Cherokee language, as well as to elaborate on different projects, including the recently-released Anvɔvnelisgi, an album of original music performed entirely in the Cherokee language.

3:00-3:45PM BREAKOUT ROOM 2

PANEL

Music Technologies For The Greater Good

Anna Bond (Moderator), VP, Creative & Partnerships, Downtown Music Holdings (NY, USA)

Marc LaManque, CEO + Co-Founder, Cadenzo (OK, USA)

Michael Lombardi, CMO, Fansub (OK, USA)

Coralie Doyen, Program & Partnership Manager, Wallifornia (Belgium)

Cristina Pujol, Former Director, Fundación Primavera Sound (Spain)

In this panel discussion we'll dive into the world of music technology to not only discover some of the coolest trends and apps, but also to understand how these new technologies can actively promote a fairer, healthier and more vibrant music ecosystem. From streamlining booking to providing artists with more performance opportunities or to making music accessible to differently-abled groups, the potential of technology in the music field is untapped. Let's learn how to better harness it with founders and music tech experts from Tulsa, New York, Brussels and Barcelona.

FULL SCHEDULE

THURSDAY, NOVEMBER 3RD

3:45–4:30PM BALLROOM

PANEL

Supporting Full-Time Careers In The Local Music Ecosystem

Presented by Music Business Association

Portia Sabin (Moderator), President,
Music Business Association (TN, USA)

Scott Booker, Manager, The Flaming Lips
& CEO and Executive Director, Academy
of Contemporary Music at the University
of Central Oklahoma (OK, USA)

Tavia Osbey, Managing Partner,
MidCitizen (LA, USA)

Matt Mandrella, Music Officer,
City of Huntsville (AL, USA)

Jennifer Brazill, Co-Founder/Owner,
Borderland Music + Arts Festival (NY, USA)

Music plays a central role in cities and everyone's lives. Nevertheless, the fact that music is an industry, whose survival is based on its long-term financial sustainability, is often overlooked by most. Venues can't exist without audiences, promoters can't stay in business without people buying concert tickets, artists can't pay their bills if they keep performing for free. Supporting full time careers in music is fundamental in order to create a fair ecosystem which can in turn attract more artists, businesses, tourists and more. To end day one of Music Cities Convention, we'll virtually travel to Tennessee, Louisiana, Alabama, New York and back to Oklahoma to discuss this topic with some of the leading music industry professionals, music city officials and festival organisers.

4:30–4:35PM

CLOSING REMARKS

Master of Ceremonies:

Mark Frie, Chair, Tulsa Office of Film,
Music, Arts & Culture (OK, USA)

4:45–6:00PM

Independent Break

6:00–8:30PM

Evening Reception

and "Live from Cain's" Recording
@ Cain's Ballroom

**At the end of Day 1, we'll head to the
historic Cain's Ballroom for an evening
reception that will even feature a
special "Live from Cain's" recording!**

9:00–11:00PM

Afterparty

@ ahha Tulsa

**Spend the rest of the evening in
this immersive and unique arts
museum. There'll also be live
music on two different museum
floors, as well as free drinks.**

FULL SCHEDULE

FRIDAY, NOVEMBER 4TH

8:00–8:45AM

REGISTRATION

@ HYATT REGENCY TULSA

9:00AM ONWARDS – CAIN’S BALLROOM

On November 4th, all content will be at Cain’s Ballroom, with no concurrent sessions.

9:00–9:15AM

OFFICIAL WELCOME

9:15–10:00AM PANEL

Creating An Iconic Venue

The History Of Cain’s Ballroom

Meg Charron (Moderator), Deputy Director and Head of Productions and Outreach, OKPOP Museum (OK, USA)

John Wooley, Author, *Twentieth-Century Honky-Tonk: The Amazing Unauthorized Story of Cain’s Ballroom First 75 Years* (OK, USA)

Chad Rodgers, Owner, Cain’s Ballroom (OK, USA)

Larry Shaeffer, Former Owner, Cain’s Ballroom (OK, USA)

Built in 1924, Cain’s Ballroom began its life as a garage, which was then turned into a dance academy and eventually branched out into the world of live music. Throughout the years it has grown into becoming one of the preeminent music venues in the U.S., with a rich history spanning from the Sex Pistols to Leon Russell, JJ Cale, Jack White and beyond. Besides having played

and still playing a central role in shaping the Tulsa sound, Cain’s Ballroom ranked 24th in Pollstar’s 2017 Mid Year Worldwide 2017 Ticket Sales Chart, and in 2020 was selected as the fourth “Best Place for Live Music” by the L.A. Times. We are beyond thrilled to be hosting the second part of Tulsa Music Cities Convention in this iconic venue, and to kick off the day learning all about the space with John Wooley, author and expert of Cain’s history, as well as Chad Rodgers and Larry Shaeffer, respectively Cain’s Ballroom’s current and former owners.

10:00–10:50AM PANEL

The Role Of Music In Creative Placemaking

Martin Elbourne (Moderator), Co-Founder of Music Cities Convention, Co-Founder of The Great Escape, Senior Advisor Glastonbury Festival, Co-Founder Womad (UK)

Kelly Tompkins, Owner, Hive Appeal (OK, USA)

Juanita Hardy, Founder & Managing Principal, Tiger Management Consulting Group (MD, USA)

Jennifer Vey, Director, Anne T. and Robert M. Bass Center for Transformative Placemaking, Brookings (MD, USA)

Creative placemaking is a fascinating practice within city planning and community development. Music, arts, culture can change entire neighbourhoods and give people the power to turn spaces into what they want them to be. In this panel, we’re joined by experts in the field of creative placemaking to analyse how music can be used to transform places.

FULL SCHEDULE

FRIDAY, NOVEMBER 4TH

impact it's having on the featured places and artists, as well as how technology can help cities tell and protect their musical history.

10:50-11:10AM

Coffee Break

11:10-11:35AM PRESENTATION

The Tulsa Symphony Orchestra As a Community Service Organisation

Keith C. Elder, Executive Director, Tulsa Symphony Orchestra (OK, USA)

A leader in classical music and music education, the Tulsa Symphony Orchestra presents over 30 major performances and reaches over 55,000 people in the Northeast Oklahoma region each season. Through the Heart Strings program, the Orchestra also manages to use music to positively impact the lives of more than 2,500 individuals in health care facilities, soup kitchens, senior and assisted living facilities across the Tulsa region. For this presentation we are joined by Tulsa Symphony Orchestra Executive Director Keith C. Elder to discuss the organisation's mission and initiatives, as well as to explore how other city orchestras can implement socially-oriented projects, reach a wider and more diverse audience and have a long-lasting impact on communities.

11:40AM-12:05PM PRESENTATION

Setting Up a State-Wide Music Trail In Oklahoma

Jennifer Mullins, Director of the Travel Promotion Division, Oklahoma Tourism and Recreation Department (OK, USA)

Setting up a state-wide music tourism initiative implies a complex work of research, negotiation and collaboration, as well as synergies and shared visions among stakeholders in multiple cities. The Oklahoma Tourism and Recreation Department successfully went through this process when setting up the Oklahoma Music Trail, an online resource bringing together information on local music heritage and talent, travel information, suggested itineraries and more, with the ultimate goal of providing visitors with a new, fun and intriguing way to visit the State through the lens of music. What can we learn from the OK Music Trail experience, and how could we implement similar initiatives in our own destinations? Let's hear from Jennifer Mullins, Director of the Travel Promotion Division at the Oklahoma Tourism and Recreation Department.

FULL SCHEDULE

FRIDAY, NOVEMBER 4TH

12:05–2:00PM

Lunch Break & *Fire In Little Africa* Documentary Screening

Fire in Little Africa is an album, documentary and podcast that brings together the top rappers, singers, musicians and visual artists in Oklahoma to commemorate the centennial of the 1921 Massacre and introduce Tulsa's hip-hop culture to a global audience.

2:00–2:45PM PANEL

More Than Entertainment Documenting The Tulsa Race Massacre With Music and Art

Jerica Wortham (Moderator),
Executive Director/ Lead Artist,
J'Parlé Artist Group
Incorporated (OK, USA)

Dr. View, Executive Producer,
FILA (OK, USA)

Steph Simon, Artist Lead,
FILA (OK, USA)

Keith 'Sneak the Poet' Daniels,
Director, FILA (OK, USA)

Fire in Little Africa is a music and multimedia project coinciding with the 100-year anniversary of the Tulsa Race Massacre. The project was created by more than fifty rappers, singers, producers, and creatives based in the state of Oklahoma with the goal to honour the resilience of Tulsa's Black Wall Street and shed light on the Tulsa and broader Oklahoma hip-hop communities that have long been overlooked by national audiences. In this panel we gather some of the creative minds behind this initiative to

discuss how artistic projects, such as *Fire in Little Africa*, can address important social issues and celebrate a city's heritage.

2:45–3:00PM Break

3:00–3:45PM PANEL

Your City Is Unique

Your Music Strategy Should Be Too

Elizabeth Cawein (Moderator),
Founder, Music Export Memphis (TN, USA)

Cindy Barber, Executive
Director, Cleveland Rocks: Past,
Present, Future (OH, USA)

Bonnie Richardson-Lake,
Permanent Secretary, Social
Development & Education, Ministry
of Social Development & Education,
Government of Anguilla (Anguilla)

Blake Ewing, Chief of Staff,
City of Tulsa (Tulsa, USA)

Many cities across the globe are recognizing the importance of having a strategic approach towards music. However, there isn't a one-size-fits-all model, as initiatives, policies, funds and more should always be tailored to cater for the needs of a specific city and its music ecosystem. To wrap up the 11th edition of Music Cities Convention, we've brought together experts from around the world to discuss how they've engaged local stakeholders, studied their scene and identified key issues in order to design and implement effective music strategies.

FULL SCHEDULE

FRIDAY, NOVEMBER 4TH

3:45–4:00PM

**CLOSING REMARKS &
OFFICIAL MUSIC CITIES
CONVENTION HANDOVER**

Shain Shapiro, Executive Director,
Center for Music Ecosystems & Founder
& Chairman, Sound Diplomacy (UK)

Matt Mandrella,
Music Officer, City of Huntsville (AL, USA)

4:00–6:00PM Independent Break

6:00–8:00PM

**2022 Music Cities Awards
Ceremony**

Join us at Cain's Ballroom from 6pm to 8pm for the first-ever in-person edition of the Music Cities Awards Ceremony. We'll celebrate the great work of individuals, organisations and cities around the world, announce the 2022 winners and party with great music, food and drinks!

Click [here](#) to download the Awards ceremony programme.

8:00–10:00PM

First Friday Art Crawl
@ Tulsa Arts District

Voted one of the Best Public Entertainment Events in Tulsa, this year-round monthly event features all of the galleries, studios and museums as well as the part-time galleries in various shops opening their doors to show art.

9:00–11:00PM

Afterparty
@ The Lowdown

**Our final Music Cities Convention
afterparty will take us to the LowDown,
one of Tulsa's most iconic live music
venues, for a special concert.**

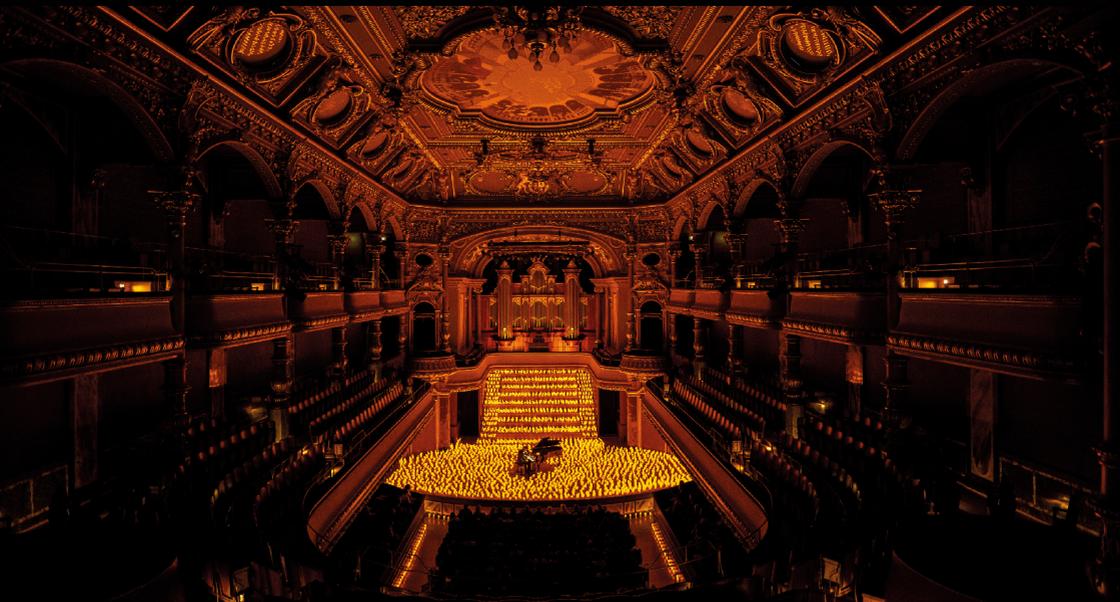
* Please note that the venue has limited capacity. Access will be granted on a first-come first-serve basis.

fever presents

Candlelight

LIVE AN INTIMATE
MUSICAL EXPERIENCE IN
A BREATHTAKING SETTING

+100 CITIES +3M ATENDEES



Discover more

@candlelight.concerts
www.feverup.com

SPEAKERS

ANGIE GATES, AGENCY DIRECTOR & FILM COMMISSIONER, OFFICE OF CABLE TELEVISION, FILM, MUSIC & ENTERTAINMENT (DC, USA)



Dr. Angie M. Gates is the Director of the Office of Cable Television, Film, Music, and Entertainment (OCTFME) and President & CEO of DC

Events. Dr. Gates also manages the DC Creative Affairs Office, and oversees the Comcast, Verizon, and RCN District of Columbia Cable Franchise agreements. Emmy-Award-winning Executive Producer Gates made history when the DC Government won its first Emmy Award at the 60th Annual National Academy of Television Arts and Sciences Award.

She led efforts in the historic launch of DC Radio 96.3HD4 and plays a pivotal role in Mayor Muriel Bowser Presents 202Creates initiative, highlighting the diverse and vibrant creative community in Washington, DC. Gates also made history as the first African American General Manager of the iconic Warner Theatre. Her extensive experience includes work with former President of the United States, Barack Obama, and First Lady Michelle Obama. Dr. Gates serves on the Board of Directors for The University of New Orleans Foundation, the Negro League Hall of Fame, and the New Orleans Theatre Association. Dr. Gates is a member and former Governor of the Recording Academy, Washington DC chapter (The GRAMMYS).

ANNA BOND, VP, CREATIVE & PARTNERSHIPS, DOWNTOWN MUSIC HOLDINGS (NEW YORK, USA)



Anna Bond is the Vice President of Creative and Partnerships for Downtown Music Holdings, the world's leading music services provider. Bond leads

creative, brand, and marketing strategy for Downtown and its subsidiary companies. Bond is now twenty years into her career in independent music, most recently as US GM for storied indie Rough Trade Records (Houndmouth, Parquet Courts), and including roles at experimental rock label FatCat Records (Múm, Frightened Rabbit), and independent label distributor Secretly Distribution, as well as artist management and online retail. In all her roles, Bond has been committed to helping musicians develop careers, and enabling them to grow larger audiences for their unique visions.

SPEAKERS

ANNELIESE MARTINEZ, **SENIOR DIRECTOR, THE POP** **DISTRICT, THE ANDY WARHOL** **MUSEUM (PITTSBURGH, USA)**



Anneliese Martinez is a director, facilitator, and producer working with organizations in support of human development in a time of rapid change.

Anneliese is co-creating The Pop District on the Eastern North Shore of Pittsburgh with The Andy Warhol Museum. The goal? A new district anchored by the creative and gig economy with a flagship performing arts and entertainment building.

BLAKE EWING, CHIEF OF STAFF, **CITY OF TULSA (TULSA, USA)**



Prior to joining Tulsa Mayor Bynum's team as the Chief of Staff in 2022, Blake served for three years as the Chief Operating Officer and Creative Director at

OKPOP, the Oklahoma Museum of Popular Culture. Blake played a key role in the revitalization of some of Tulsa's notable entertainment districts as an entrepreneur, developer, property owner, and as a three-term member of the Tulsa City Council. Blake has been a consistent advocate for the growth and development of Tulsa's creative scene where he owned several restaurants, bars, and venues. He currently serves as a board member of the Tulsa Creative Engine.

DR. BONNIE RICHARDSON-LAKE, **PERMANENT SECRETARY, SOCIAL** **DEVELOPMENT & EDUCATION,** **GOVERNMENT OF ANGUILLA,** **MINISTRY OF SOCIAL DEVELOPMENT &** **EDUCATION (THE VALLEY, ANGUILLA)**



Dr. Bonnie Richardson-Lake, an Anguillian descendant, was born and raised in New Jersey, USA. She completed her undergraduate studies

at the Pennsylvania State University earning a BA in Spanish and a BS in Individual & Family Studies. She continued her schooling at Columbia University in New York City earning a Masters degree in Social Work and a Doctoral degree in Health Education. After working in Reproductive Health at the New York Presbyterian Hospital for over 11 years and serving as an adjunct professor at Columbia University, Dr. Richardson-Lake moved to Anguilla, West Indies in 2001. She currently serves as Anguilla's Permanent Secretary responsible for Education, Library Services Social Development, Sports, Youth & Culture, Probation, and Gender Affairs. Dr. Richardson-Lake has presented at several international conferences and is co-author of the publication "Support Groups that Work." She appeared on the ABC television documentary about teen-age pregnancy entitled "Jacqui's Dilemma."

SPEAKERS

BRENDON ANTHONY, **DIRECTOR, TEXAS MUSIC OFFICE, OFFICE** **OF THE GOVERNOR (AUSTIN, USA)**



As Director of the Texas Music Office, Brendon Anthony sets the agenda for business development, helping music industry professionals navigate their entry into the Texas market, as well as moving their businesses to Texas (including corporations, start-ups, and everything in between). Appointed by Gov. Greg Abbott in 2015, Brendon provides the link between the Office of the Governor's Economic Development & Tourism Division executive staff, private sector music industry businesses, and non-governmental music organizations and trade associations. In addition to leading the Texas Music Office, Brendon created the Music Friendly Communities program which helps connect the various music markets throughout the state with one another, establishes best practices for economic development success, and fosters the development and connection of higher education music programs to real-world music business opportunity.

Anthony began playing live music with a variety of Texas acts while attending Texas A&M University, which he graduated from in 1999. In 1997, Anthony began playing full time with Pat Green, touring nationally and internationally for 15 years. During his decade and a half as a touring musician, Anthony played on a gold record and was a member of the band when Green

received three Grammy Award nominations. In addition to being a successful touring musician, Anthony has also performed on dozens of studio recordings and produced multiple records, including Drew Womack's "Sunshine To Rain." In 2010, Anthony helped start OneLive Media, which began as a primary ticketing company for Texas music venues and festivals before expanding into the e-commerce industry and becoming one of the premier online entertainment sales and marketing companies in the country. Anthony is a classically-trained violinist who has played fiddle, mandolin, guitar, and banjo both in live performances and studio recordings.

SPEAKERS

BRIANA GROSICKI, **CONSULTANT, ETHOS PRESERVATION** **(SAVANNAH, USA)**



Briana Grosicki is a consultant with Ethos Preservation in Savannah, GA where she supports a range of project types including historic tax credit

consulting, economic feasibility studies, municipal historic preservation programs, and community engagement. Previously, she was an Associate Principal at PlaceEconomics, where she contributed to 30+ analytical studies at the intersection of historic preservation and economics. Briana is active in preservation on the national scale as Chairwoman of Preservation Action and a member of the Board of Directors for the National Alliance of Preservation Commissions. Her preservation diplomacy skills have won her several awards including the Dick Greene Memorial Historic Preservation Award for Promotion of Historic Preservation in Muncie, IN (2019) and Volunteer of the Year for the Historic Savannah Foundation in Savannah, GA (2022).

BRYCE KESSLER, **PROGRAM MANAGER FOR** **MINDFUL MUSIC MOMENTS, THE** **WELL (CINCINNATI, USA)**



Bryce Kessler (he/him) is the full-time Program Manager for Mindful Music Moments at The Well. Born into a family of educators, Bryce has personally experienced

the impact of amazing music and arts education. He's been playing piano and cello in Ohio for ten years and has a deep love and appreciation for classical music. In this role, he combines his passions for music, education, and arts administration to deepen The Well's national impact with Mindful Music Moments. He is a proud graduate of Baldwin Wallace University's (Cleveland, OH) Arts Management & Entrepreneurship program.

SPEAKERS

CATHERINE JOY, COMPOSER, PRESIDENT, ALLIANCE FOR WOMEN FILM COMPOSERS (LOS ANGELES, USA)



With a passion for music and collaboration, Catherine Joy is a composer for film, media and live performance. She won

Best Documentary Score for the uplifting feature documentary Gold Balls. Catherine scored the documentary Naughty Books (Hulu) which features narration by Aisha Tyler, Allison Tolman and Aimee Garcia, and resulted in an ASCAP Composers Choice Award nomination. She recently scored the documentary Prognosis: Notes on Living about the final journey of Oscar-winning social justice filmmaker Debra Chasnoff and the award-winning short doc animation series There's No 'I' In Island (Screen Australia). She then was awarded the New Music USA Reel Change grant for her score for documentary Women In The Front Seat, directed by Indy Saini. Catherine is the founder and CEO of Joy Music House, a full service score production company and the President for the Alliance for Women Film Composers. She also teaches film scoring for the NYU Steinhardt Masters program.

CAVARI PARLOR, ARTIST/TALENT MANAGEMENT, META LEVEL MIND AND BODY (TULSA, USA)



Cavari is a emotional songwriter. She uses music to articulate her life experiences, singing with mind body and soul. Known for her moving performances,

she represents those who have no voice to speak. Before sunrise she works preload for UPS, by afternoon she is a Culinary student at Tulsa Tech. In between she is the Artist/Talent management for Meta Level Mind and Body. Where she gets to book local talent to participate in raising awareness to mental health through hiphop. Cavari wears many hats. Her most favorite of them all is spreading love into the world, peace no war. She believes life is too short to waste it on negativity and hatred. If it is that short might as well enjoy it while it last.

SPEAKERS

CHAD RODGERS, GENERAL MANAGER, CO-OWNER, CAIN'S BALLROOM (TULSA, USA)



Chad Rodgers has been managing the Cain's Ballroom (along with his brother Hunter Rodgers) and booking the historic venue through Doc Roc

Productions (our production company) since September 2002, when the Rodgers family purchased the then vulnerable music venue. Upon purchase, the family knew the venue needed a lot of TLC (tender loving care), as well as people who would make a sizable financial investment in the historic venue. The family decided to begin a restoration of the venue during the summer of 2003 and with that finally came A/C and heat, new plumbing, electrical, bathrooms, sound & lighting, bars, roofing and many other much needed upgrades. Since then the Cain's Ballroom has annually been hosting at least 125 concerts / private events. Some of the many iconic acts that have performed at the ballroom since 2002 include: Green Day, Bob Dylan, Robert Plant, Jack White, Elvis Costello, Brooks & Dunn, The Strokes, Kings of Leon, Chris Stapleton, Luke Bryan and The Killers. Cain's Ballroom has been ranked in the top 50 venues for ticket sales for clubs (under 3,000 capacity) by Pollstar since 2005.

CINDY BARBER, EXECUTIVE DIRECTOR, CLEVELAND ROCKS: PAST, PRESENT, FUTURE (CLEVELAND, USA)



Cindy Barber is executive director of the non-profit Cleveland Rocks: Past, Present and Future, which she founded in 2012, and a co-owner

of the Beachland Ballroom and Tavern, the legendary venue she and partner Mark Leddy launched in March of 2000 by converting an old Croatian social hall in Cleveland's North Collinwood neighborhood. The venue helped launch The Black Keys in 2002 and supported the early careers of bands as diverse as Drive-By Truckers, Trampled by Turtles, The National and Joe Bonamassa. She is now working on building a music economy incubator space next the Beachland in an old bowling alley building the non-profit purchased which will be called NOMAD (Northeast Ohio Music Arts Development) Music Hub. In 2007, she was honored with a Cleveland Arts Prize for Distinguished Service to the Arts.

SPEAKERS

CORALIE DOYEN, PROGRAM & PARTNERSHIP MANAGER, WALLIFORNIA (LIÈGE – 4000, BELGIUM)



After studying languages, literature & media, Coralie worked in higher education. After an international training in creativity management, she

focused on the support of projects in the fields of education, media, entertainment and cultural sector. Today, she has made content creation and management her passion. Since 2020, she has joined the investment fund Leansquare (Belgium) where she coordinates Wallifornia MusicTech, an innovation programme and summit that brings together the international change makers of the sector every year.

COREY POOLE, MUSIC DEVELOPMENT COORDINATOR, CITY OF MISSISSAUGA (MISSISSAUGA, CANADA)



Corey Poole is the City of Mississauga's Music Development Coordinator. He was the lead author and project manager for the City's first Music

Strategy to help support and grow the sector. Before joining the City of Mississauga, he spent fifteen years as a full-time artist and DJ, with stints in music royalties at CONNECT Music Licensing, and policy research and advocacy at Music Canada.

CRISTINA PUJOL, FORMER DIRECTOR OF FUNDACIÓN PRIMAVERA SOUND (BARCELONA, SPAIN)



Since 30 September 2022. CEO of Fundació Primavera Sound, previously CEO of the Nuria García Foundation for Children, with a

background of 14 years experience as a legal adviser and eight years starting projects in companies and non-profit entities, the time has come to start my own project. For this reason, in 2020 I am certified as an Executive Coach and in I am working with the objective of accompanying companies and NGOs to become more humane and to be able to humanize companies that are willing and improve cross-sectoral work to achieve greater efficiency in companies.

I started as volunteer in 1992 in the Missionaries of Charity, Red Cross recognized my contributions for volunteering in institutions from 2007 to 2010 where I was a member of the International Humanitarian Law Commission. Also, in Barcelona I have collaborated in several NGO's. I am firmly convinced of the importance of interaction and collaboration between companies, foundations, NGOs and the Public Administration, in the different aspects of social assistance and especially in the field of human rights, social inclusion through education, culture and sport.

I define myself as a cheerful, informal, persistent and proactive woman, who is a lover of nature and especially I pass hours cycling and a good judge of character.

SPEAKERS

DANIEL PAK, EXECUTIVE DIRECTOR, TOTEM STAR (SEATTLE, USA)



From the island of O`ahu, Daniel Pak is a singer, songwriter, producer, mentor, and community leader. As frontman for Kore Ionz, Pak has shared the

stage with many of reggae's trailblazers, including The Wailers, Steel Pulse, and Toots and the Maytals. In 2011, "Love You Better," his "poignant love letter," as The International Examiner calls it, rose to #1 on commercial radio in Hawai`i.

Pak is also the co-founder and executive director of Totem Star, a nonprofit youth record label that for twelve years has supported the development and mentorship of aspiring young recording artists in Seattle. Pak now leads Totem Star's current efforts to build a 2,000 sq ft new home and recording studio at historic Seattle landmark King Street Station in partnership with the City of Seattle.

DANIELLA PIMENTA, MUSIC RESEARCHER, GROOVIN MOOD / MAPA SOUND SYSTEM BR / FEMININE HI-FI (SÃO PAULO, BRAZIL)



Dani Pimenta is a cultural producer, DJ and music researcher, focused between Jamaican and Brazilian music. Is the founder and editor-in-chief of

Groovin Mood, a website dedicated to the reggae and sound system scene. Created the Mapa Sound System Brasil project, pioneer mapping of sound systems dedicated to reggae/dub in the country, that became a book in 2019 and a online platform in 2021. She is a practitioner in the Sonic Street Technologies project, from Goldsmiths University of London (UK).

She's also one of the founders of the Feminine Hi-Fi project, and performed in hundreds of Brazilian and European stages and festivals. Was a finalist for the Creative Brazil Award (Federal Government/3M) in the Music category. Between 2019 and 2020 was a columnist at Rádio Frei Caneca FM (Recife-PE). Since 2020 she has been a music curator at Groover (France) and SubmitHub (South Africa).

SPEAKERS

DEAN MEDINA, FOUNDER, AMSTERDAM MUSIC PROJECT (AMSTERDAM, NETHERLANDS)



Dean Medina—born in South Africa, raised in Canada, Amsterdam-based—is a musician and the founder of the Amsterdam Music

Project (A.M.P), which is all about bringing musicians and music lovers together in alternative locations. For over ten years AMP has been curating hundreds of intimate music performances with a focus on blurring the lines between performer and audience to create a unique experience every time.

DOMINIQUE CLARKE, DIRECTOR, MEMBER AND ALUMNI EXPERIENCE, TULSA REMOTE (TULSA, USA)



Dominique was born and raised in Los Angeles, CA, and moved to Tulsa, OK, in 2007, where she completed high school and then moved on to

study Law at Northeastern State University as a first generation student. During her career in Tulsa, she worked with Family & Children Services as a Certified Behavioral Health Case Manager providing services to those suffering from mental illness and homelessness. She then joined Grant Associates Inc to support Workforce strategies which quickly led to overseeing operations for the Tulsa Region workforce office and satellite locations. After Workforce, Dominique joined Tulsa Remote as a Community Manager in 2020 and now serves as the Director for Members and Alumni experience driving community initiatives for retention of new Tulsa's and serving as a bridge to the broader community. Outside of work, she serves on the TYPROS Foundation board, is the Founder of the Black Tulsa Network Facebook group.

SPEAKERS

ELIZABETH (LIZ) STOOKEY SUNDE, CO-FOUNDER & EXECUTIVE DIRECTOR, MUSIC TO LIFE (WILDER, USA)



As the daughter of Noel “Paul” Stookey (of 60’s folk trio, Peter, Paul & Mary), Liz Stookey Sunde has been surrounded by musicians who dedicate

themselves and their music to causes. She co-founded Music to Life (MtL) with her father to connect social change musicians with the resources needed to realize their bold visions for community change.

Together with a diverse network of artists and industry leaders, MtL offers leadership, mentoring, and entrepreneurial training opportunities to help musicians partner in strategic and sustainable ways with organizations and communities facing persistent economic, environmental, or racial injustice.

ELIZABETH CAWEIN, EXECUTIVE DIRECTOR, MUSIC EXPORT MEMPHIS (MEMPHIS, USA)



Elizabeth Cawein is a music advocate and strategist. After almost a decade in music publicity, she launched Music Export Memphis, a nonprofit that

leverages public and private support to function as an export office for Memphis music. She has previously worked on music city strategies with Sound Diplomacy and is now pursuing a PhD in urban affairs with an emphasis in music and culture at the University of Memphis. Elizabeth is an adjunct professor of music urbanism at Rhodes College where she also serves as faculty adviser to the Curb Institute for Music. She has moderated panels and presented showcases at Folk Alliance Int’l, SXSW, A3C, AmericanaFest, Canadian Music Week and Music Cities Convention, and in 2019 she keynoted the inaugural Texas Sounds and Cities conference. She serves on the Recording Academy Memphis Chapter Board and hosts Straight from the Source, a weekly all-Memphis-music program, on WYXR 91.7FM. Elizabeth is dedicated to the belief that smart cities are music cities – her TED Talk on the subject has 1 million views and climbing.

SPEAKERS

EMILY SCOTT, DIRECTOR OF PLANNING & VITALITY, DOWNTOWN TULSA PARTNERSHIP (TULSA, USA)



Emily is a dedicated planning professional with over four years of service to communities addressing their built and social environment needs. Originally from Charleston, SC, she has a Bachelors in Economics from Winthrop University and a Masters in Urban and Regional Planning from Portland State University. Emily has worked in plan design, development, and implementation for affordable housing, comprehensive planning, neighborhood improvement and now, Downtown improvement and vitality in Tulsa, OK with the Downtown Tulsa Partnership (DTP). DTP works to champion Downtown Tulsa as the center of commerce, culture, and community through enhanced maintenance, beautification, and livability services; mobility and public realm planning; and marketing and place enhancement initiatives that result in a thriving, vibrant, and inclusive urban neighborhood.

GREIS STEFFANY CIFUENTES TARQUINO, ADVISOR, UNIVERSITY OF IBAGUÉ (IBAGUÉ, COLOMBIA)



Recognised by Konrad-Adenauer-Stiftung and Wom-en Foundation as one of the most influential young women in Colombian politics.

PhD student and research associate at the University of the West of Scotland. Master's degree in International Cooperation and Development from the Université de Montpellier, France. Her professional career is focused on the cultural and educational sector, in public institutions, non-profit and international organisations. She has worked at the Colombian Ministry of Culture, the Fulbright Commission in Colombia and Germany, the Delegation of the European Union in Colombia, the Colombian Consulate in New York and the National Batuta Foundation. Greis was former Secretary of Culture for the city of Ibagué, and currently she is working for the private sector and for the academia at Ibagué University. She has published several articles related to the role of arts and culture in the Colombian peacebuilding process.

SPEAKERS

G.T. BYNUM, **MAYOR, CITY OF TULSA (TULSA, USA)**



Sworn in as the 40th Mayor of Tulsa in 2016, Mayor G.T. Bynum is using data and innovation to bring people together and make Tulsa globally

competitive. Under his leadership, the City has implemented multiple strategies and programs focused on fiscal responsibility, public safety, infrastructure and equality of opportunity for all Tulsans.

During Mayor Bynum's tenure, first responders have received historic pay raises to contend with departments nationally, over a billion dollars in new investments have been announced citywide and nearly a thousand individuals have become U.S. citizens during City-hosted naturalization ceremonies. Simultaneously, Mayor Bynum is implementing the largest streets improvement program in Tulsa history (Improve Our Tulsa) and the largest economic development capital improvements program in Tulsa history (Vision Tulsa).

Prior to his election as Mayor, Bynum served for eight years on the Tulsa City Council. During that time, he was elected as the youngest City Council Chairman in Tulsa history. Bynum is a proud graduate of two institutions operated by the Augustinian Order of the Catholic Church: Cascia Hall Preparatory School in Tulsa and Villanova University. Mayor Bynum

comes from a family dedicated to public service and his children are the sixth generation of Bynum's to call Tulsa home.

JASPER LOGAN, **HIP HOP ARTIST/ COMMUNITY** **ENGAGEMENT MANAGER, KUAF** **(FAYETTEVILLE, USA)**



Jasper Logan has used many forms of artistic expression to bring awareness and change to his community. From his soulful & artistic music used to express self-awareness along with important social commentary; to his very active community events discussing things such as grief, Racial Trauma, and collaboration between minoritized groups. As well as his music workshops for teens to help foster creativity, build relationships, and learn practical skills for the music business. With KUAF, Jasper has spear headed the Monthly concert series called the Lunch Hour which highlights local artist & local restaurants.

SPEAKERS

JEANETTE STANTON, DEPUTY DIRECTOR, THE OKLAHOMA FILM + MUSIC OFFICE (OKLAHOMA CITY, USA)



Jeanette Stanton has served as Deputy Director of the Oklahoma Film + Music Office (OF+MO) since 2014. A graduate of University of Oklahoma,

Stanton brings program management across public, non-profit, and private sectors as well as experience in governmental affairs supporting motion picture, television, music, and commercial production state-wide. Her previous experience in management, marketing and business development assists her in leading a team to build dynamic relationships and drive economic impact for film and music. In addition to her work at OF+MO, Stanton has enjoyed previously volunteering with leadership and various professional development groups.

JEFFREY MOORE, ARTISTIC DIRECTOR, KESSLER PRESENTS (TULSA, USA)



Jeff Moore has a long career designing, developing, and curating dozens of museum exhibitions, covering topics such as Route 66, music, film, and television, he has worked on hundreds of oral history interviews and has co-produced two Telly Award-winning documentaries. In 2010 Jeff was hired as the Executive Director for the OKPOP Museum recently built in downtown Tulsa. The OKPOP Museum is located across the street from historic Cain's Ballroom, one of America's most significant music venues, and will tell the story of Oklahoma's contributions to the world of Popular Culture.

SPEAKERS

JEFFREY LILES, ARTISTIC DIRECTOR, KESSLER PRESENTS (DALLAS, USA)



Talent buyer, art curator, photo and video documentarian for The Kessler Theater (Dallas), The Heights Theater (Houston), and Longhorn Ballroom (Dallas).

JENNIFER BRAZILL, OWNER, BORDERLAND MUSIC FESTIVAL (EAST AURORA, USA)



Jennifer Brazill is a music and entertainment producer and consultant. She lends her expertise to events and festivals of all types and sizes, with an underlying focus on sustainability. With over 20 years in the music industry, her background encompasses everything from working at an independent record



Eric Himan,
Singer, Songwriter
Tulsa/OKC, OK



Branjae,
Singer, Songwriter
Tulsa, OK



Casii Stephens
Singer, Songwriter
Tulsa, OK

Singing in Smoke Filled Venues Is Not **OK**

Local artists like **Branjae**, **Eric Himan**, and **Casii Stephens** are the heart of Oklahoma's culture in music cities like **Tulsa**. Musicians and fans deserve nontoxic air where they work and play.

Your voice can make a difference!

**SMOKEFREE
& MUSIC
CITIES**

PROVIDING THE SOUNDTRACK
FOR HEALTHY COMMUNITIES

SmokefreeMusicCities.org
[@SmokefreeMusic](https://www.instagram.com/SmokefreeMusic)

SPEAKERS

label, managing artists and tours, producing records, and bringing the vision of a music festival to life in unique environments. Early in her career, Jennifer was part of Red Light Management – an experience she considers her “grad school” in the music industry. There, she worked on the Dave Matthews Band team while soaking up experience from the best in the business.

Her personal journey is as eclectic as her resume. She has lived in New York, Virginia, Costa Rica, San Francisco, Los Angeles, and Colorado. At each stint, she cultivated relationships and gathered experiences that have shaped her outlook and professional aspirations. Her journey came full circle when she moved back to her hometown to start a new music festival, reconnect with her community, and grow her consulting business.

JENNIFER MULLINS, **DIRECTOR OF TRAVEL PROMOTION,** **OKLAHOMA TOURISM & RECREATION** **DEPARTMENT (OKLAHOMA CITY, USA)**



With 22 years of experience in marketing and more than 12 years working on behalf of Oklahoma’s tourism industry, Jennifer Mullins serves as the

Director of Travel Promotion for the Oklahoma Tourism and Recreation Department. The Travel Promotion team is made up of approximately 80 employees and operates with the goal of promoting Oklahoma as a travel destination to domestic and international visitors, educating Oklahoma residents about the many great things to do and see in-state, and providing marketing support for the Oklahoma tourism industry. Brands and services within the Travel Promotion division include: TravelOK.com, Oklahoma Today Magazine, the Discover Oklahoma television show, the Tourism Information Centers, Consumer and Trade Marketing, Brochure Fulfillment, Advertising Sales, Research, Travel Guides, and statewide branding campaigns.

SPEAKERS

JENNIFER VEY, SENIOR FELLOW, THE BROOKINGS INSTITUTION (BALTIMORE, USA)



Jennifer S. Vey is a senior fellow with the Brookings Institution Metropolitan Policy Program and the director of the Anne T. and Robert M. Bass

Center for Transformative Placemaking. Vey's research and writing primarily focuses on the changing place needs of people and businesses; the implications of these shifts on how we live and work; and how transformative placemaking investments can support the development of more vibrant, connected, and inclusive communities. She is the co-editor of "Retooling for Growth: Building a 21st Century Economy in America's Older Industrial Areas," and "Hyper-local: Place Governance in a Fragmented World."

Prior to joining Brookings in 2001, Vey was a community planning and development specialist at the U.S. Department of Housing and Urban Development. She earned a Master of Planning degree from the University of Virginia and holds a B.A. in Geography from Bucknell University. She lives with her family in Baltimore.

JEREMY CHARLES, FILMMAKER, FIRETHIEF PRODUCTIONS (TULSA, USA)



Jeremy Charles is a Cherokee Writer/Director/Producer and founder of FireThief Productions. Indigenous representation in film is

his mission. Aiding in efforts to preserve the Cherokee Language, he produced an album of contemporary original music in the Cherokee language (Anvvdnelisgi / Performers) which releases worldwide in October 2022.

JERICA D. WORTHAM, EXECUTIVE DIRECTOR/LEAD ARTIST, J'PARLÉ ARTIST GROUP INCORPORATED (JAG INC.) (TULSA, USA)



Jerica D. Wortham is a Tulsa, OK native. She is a best selling author and award winning spoken word artist. She has been writing, and performing her poetry

since a very young age and in May 2012 Jerica founded J'Parlé LLC, and started J'Parlé Literary Magazine. This endeavor gathered artists from all around the world, and provided a platform to those that were in some instances more comfortable with the pen than the mic... The mission: to give every voice a chance to be heard. In 2013 she was presented with the opportunity to host her very first live show; and J PARLE' Live was

SPEAKERS

born! An author, business coach, publisher, humanitarian and philanthropist, in October 2014 she founded the J'Parlé Scholarship fund where she was able to award local students and adults with funding to continue or pursue their education. This commitment to her community has resulted in her being named YWCA 2021 Pinnacle Award for Arts and Humanities. Committed to expressing and encouraging all forms of creativity, in January 2020 Jerica joined the bLERDS webseries executive production team. Further dedicated to creating platforms and championing creatives she founded the Pärå Creative Festival in 2022 a weeklong festival highlight multiple creative disciplines throughout the city of Tulsa. When she is not working, she enjoys spending time with her husband Webster, and their two sons Solomon and Jonah.

JESSE ELLIOTT, **CHIEF STRATEGY & CREATIVE** **OFFICER, CACHE (ROGERS, USA)**



Jesse Elliott, inaugural Chief Strategy & Creative Officer for CACHE, is a lifelong champion of collaborative social impact, the deep power of multimedia storytelling, and inclusive artist and entrepreneur resourcing. He is the founder and songwriter of two rock and roll bands, who released six albums and performed live 1,200 times in a decade, from SXSW and Glastonbury to Lollapalooza and your favorite local dive. Elliott penned books and speeches with economist Richard Florida, helped research and author music strategies for the City of Denver and the State of Colorado, and served Bohemian Foundation as the founding Director of The Music District. Now with CACHE, Elliott is co-launching the first organization of its kind in the mid-South, connecting governments, family philanthropies, non-profits, corporations, and arts institutions with equitable investment opportunities (for- and non-profit) across the region's diverse grassroots creative communities.

SPEAKERS

JOE HAY, GENERAL MANAGER, ADELAIDE CITY OF MUSIC (ADELAIDE, AUSTRALIA)



General Manager for the Adelaide UNESCO City of Music, Joe Hay has worked extensively across music, government, and the arts throughout his

career. His advocacy and strategic policy work has materially changed the way government views, values and supports the music industry and the state's late-night economy. Joe also has a wealth of hands-on industry experience touring international acts and organising local events as well as extensive Australian and international networks. Joe's unique insight and expertise assists the state celebrate Adelaide's robust music credentials internationally, facilitate industry communication and build opportunities across Australia and the world.

Adelaide's UNESCO's City of Music designation proudly reflects the calibre of South Australia's music industry and the hard work put in every day by the state's musicians, venues, and supporting bodies. The Adelaide City of Music Office is an industry resource that promotes the state's diverse talent and drive, builds understanding and facilitates dialogue and opportunities through the extensive UCCN national and international networks.

JOHN WOOLEY, WRITER, RADIO & TV HOST (CHELSEA, USA)



John Wooley has written, co-written, or edited more than 50 fiction and non-fiction books. He also hosts the weekly public-radio program SWING ON

THIS and the public-TV show FILM NOIR THEATER. An entertainment writer for the TULSA WORLD for 23 years, he was the first journalist to be inducted into the Oklahoma Music Hall of Fame. His novel OLD FEARS, co-written with Ron Wolfe, is currently in active development with Sony Pictures Television.

SPEAKERS

JOSH VENABLE, PROGRAM DIRECTOR, KMYZ THE EDGE TULSA (TULSA, USA)



Josh Venable is a radio personality best known for hosting “The Adventure Club” on 102.1 The Edge in Dallas and being a key player to introduce bands to

the local audience, ranging from Polyphonic Spree to Coldplay. He is currently heard on KMYZ The Edge in Tulsa. Venable attended University of North Texas. Given a high school internship by George Gimarc. After earning at internship, Venable worked his way up to helping out with shows like “The Adventure Club” and “The Retro Show.” “The Adventure Club” aired intermittently on KYSR and KDGE. The show was responsible for breaking Texas bands such as Old 97’s and The Polyphonic Spree as well as internationally recognized bands such as Weezer, Coldplay, and Oasis. Venable was promoted to Music Director at 102.1 The Edge in 2006. Venable became Music Director of KYSR in 2009 and Program Director of KDGE in 2011. In 2013 Venable started a music blog called A Wide Open Space and was hired by Tulsa alternative rock station KMYZ as program director. In 2015, he moved to the morning show at KMYZ. In 2021, “Artifacts: Live At The Adventure Club” was released. The double vinyl collection was of DFW bands Venable had recorded in the radio studio. The proceeds went to charity and included The Rocket Summer, Easley, Old 97’s and more.

JUANITA HARDY, MANAGING PRINCIPAL, TIGER MANAGEMENT CONSULTING GROUP, LLC (SILVER SPRING, USA)



Juanita Hardy is founder and managing principal of Tiger Management Consulting Group LLC, an executive coaching and business consulting

services firm, established in 2006. Hardy has over 45 years of business experience, including 31 years with IBM, where she retired in 2005, and over 15 years of executive coaching for senior leaders, overlapping with nearly a decade of creative placemaking for the real estate industry. Hardy was Senior Visiting Fellow for Creative Placemaking for Urban Land Institute (2016-2018), a global non-profit committed to responsible land use. She now serves as a consultant to ULI. Hardy has written extensively on creative placemaking. She is author of the recent ULI Publication (2022), “Creative Placemaking: Recommendations from and Impact of Six Advisory Services Panels” and co-author of ULI’s 2020 Publication “Creative Placemaking – Sparking Development with Art and Culture.” Hardy wrote a pentalogy of articles on creative placemaking for Urban Land magazine between 2016 and 2020.

SPEAKERS

JULIANNE TRAN, DEVELOPMENT ASSOCIATE, PUBLIC RADIO TULSA (TULSA, USA)



Julianne Tran is the Development Associate at Public Radio Tulsa, where she works behind-the-scenes writing its newsletter, preparing on-air scripts,

fundraising and engaging with listeners on social media. She is also a freelance writer focusing on Tulsa, food and culture. Julianne is a recent graduate from The University of Tulsa where she studied Political Science, Media Studies and Spanish.

JULIE WATSON, CO-EXECUTIVE DIRECTOR, LIVE FROM CAIN'S (TULSA, USA)



Julie Wenger Watson has worked in all aspects of music promotion – everything from talent buying to hospitality and promotion/marketing.

During her career, she has been the Director of Tulsa's All Soul Acoustic Coffeehouse, host of a local music & conversation radio program, and the Co-Director of Tulsa Roots Music, a non-profit music presenter she co-founded in 2012. She is also a freelance writer with a focus on music, art and culture, co-developer and co-executive producer of "Live From Cain's," a radio show concept for eventual syndication on public radio, and Director of Marketing & Business Development for Engine Room Boxing Gym and Engine Room VR. In addition, Julie has extensive experience in marketing, public relations and event planning. A longtime community volunteer, Julie has served on the board of numerous non-profits. She holds a B.A. from the University of Kansas and a J.D. from the University of Oklahoma.

SPEAKERS

KALYN FAY BARNOSKI, MUSICIAN AND SONGWRITER, INTERDISCIPLINARY ARTIST, EDUCATOR, CURATOR, PHILBROOK MUSEUM OF ART (TULSA, USA)



Kalyn Fay Barnoski (Cherokee Nation enrollee, Muscogee Creek descent) is a musician, interdisciplinary artist, curator, and educator

from Oklahoma. Centering Indigenous and decolonial methodologies, their work focuses on self-location, community-building, collaboration, and empathy through the use of music, storytelling, and contemporary craft. They hold an M.F.A. from University of Arkansas (2021), an M.A. from The University of Tulsa (2016), and a B.F.A. from Rogers State University (2012). Currently, Kalyn is the Andrew W. Mellon Curatorial Fellow for Native Art at Philbrook Museum of Art (2021-2023) and a Native Arts and Culture Fund LIFT artist (2022-2023).

KEITH ELDER, EXECUTIVE DIRECTOR/CEO, TULSA SYMPHONY ORCHESTRA (TULSA, USA)



Keith C. Elder is the Executive Director and CEO of the Tulsa Symphony Orchestra. Prior to his time in Tulsa, he held leadership positions

with the Aspen Music Festival and School, Eastman School of Music, Detroit Symphony Orchestra, Boston Symphony Orchestra, Boston Pops, and Tanglewood. Elder is a member of the bar of the United States Supreme Court, Commonwealth of Massachusetts and the State of New York. His education includes a BS in music and arts administration from Indiana University and a JD from New England Law.

Since joining the Tulsa Symphony, Elder has overseen numerous high-profile performances and events including developing and producing the Tulsa Symphony's first holiday television special "A Hometown Holiday." In 2020, he was honored by being named Tulsan of the Year by Tulsa World for his vision and leadership in navigating the COVID pandemic.

SPEAKERS

KEITH 'SNEAK' DANIELS, POET, RAPPER & DIRECTOR, FIRE IN LITTLE AFRICA (TULSA, USA)



Keith Daniels, aka Sneak, is a multi-talented force of creative energy in Tulsa.

Although he spends most of his time behind the camera

documenting the Tulsa hip-hop scene and shooting music videos, he is an incredibly talented poet and rapper. After studying

film at The University of Tulsa, Sneak moved to Seattle and immersed himself in the art and music scene there. After a few years he felt the call to come back home, and is an asset to *Fire in Little Africa* both as a rapper and on the documentary team.



CONSIDER YOURSELF

Invited



SCAN ME

350+ FESTIVALS AND EVENTS YEAR ROUND



VisitFortCollins.com

SPEAKERS

KELLY TOMPKINS, **OWNER, MURALIST, CREATIVE** **PLACEMAKER, HIVE APPEAL (ENID, USA)**



Kelly Tompkins is a CNU-Accredited designer, muralist, and creative placemaker. As Director of Main Street Enid 2012-2019, she infused art and music

into dozens of community projects and events, winning 16 awards for placemaking, promotion, design, events, fundraising, and cultural collaboration. In 2018, she co-founded Hive Appeal with her husband to create public art that increases community pride and to provide consulting for other places wanting to boost their quality of life. This year Kelly and Ty founded Enid Hubbub LLC, a video-based guide showcasing things to do, looking inside local shops and restaurants, and connecting people to what makes Enid... Enid.

KIANA 'ROOKZ' EASTMOND, **FOUNDER, SANDBOX STUDIOS** **(TORONTO, CANADA)**



Kiana 'rookz' Eastmond has become a well known public figure, starting her career in music, evolving into an executive, from a founder to a 5x

award-winning serial entrepreneur. rookz has been featured for her impact by global brands like Nike and Google, making headlines in The Globe & Mail all the way to Complex magazine, and most notably has been a keynote speaker over 150 times in over 25 cities. It's evident her brand knows no boundaries, this recognized and prolific speaker sits on stages with CEO's and shared a stage, opening for Barack Obama truly reinforcing her #CreateFate philosophy that "your conditions don't have to be your conditioning.

SPEAKERS

LARRY SHAEFFER, PRESIDENT/FOUNDER, LITTLE WING PRODUCTIONS (TULSA, USA)



My Company 'Little Wing Productions' was founded in 1971, and continues to be in business after 51 years.

I have been Promoting Concerts

in Theaters, Arenas, and Outdoor Venues in 44 States during that time.

In 1976 I purchased Cain's Ballroom and moved my headquarters into that great old building. I featured a large array of artists at Cains until 2000. Some of the names include; The Ramones, Sex Pistols, the Cramps, Van Halen, U2, Metallica, The Pretenders, Hank Williams Jr., Waylon Jennings, George Jones, Willie Nelson, Little Richard, Jerry Lee Lewis, Muddy Waters, Lightnin' Hopkins, Elvis Costello, The Police, Ice T, The Foo Fighters, Beck, Rob Zombie, and a Thousand others.

Only in the past few years have begun to realize the impact I may have had in shaping the Tulsa Music scene as you see it today.

LAURAN DRUMMOND, CO-DIRECTOR, CULT LOVE (TULSA, USA)



Lauran Drummond (LODRUM) is an Environmental Artist, Musician, and Geoscientist. For the past six years, Drummond has served

as the Co-director of the art, music, and cassette collective, Cult Love, where she has incorporated her scientific experience and fascination for the environment into her creative practice. As an art worker, Drummond specializes in environmental art, installation, and production. Drummond has rich experience in working and collaborating with all varieties of artists and musicians to realize their work and ideas in physical media formats, merchandise, and beyond, as well as, years of experience at all levels of event production and promotion from guerrilla and diy to formal and professional. Drummond is also an experienced painter, muralist, sound artist, artist manager, and curator.

SPEAKERS

DR LESTER SHAW (AKA DOC SHAW), EXECUTIVE DIRECTOR, SINGER, SONG WRITER, FILM MAKER, EDUCATION, A POCKET FULL OF HOPE, INC., HISTORIC BIG 10 BALLROOM, BOOKER T. WASHINGTON HIGH SCHOOL (TULSA, USA)



Dr. Lester Shaw is a singer, songwriter, international recording artist, filmmaker and educator. He is the founder, Executive Director and Program

Coordinator and oversees all components of A Pocket Full Of Hope®. He has designed and implemented programs that combine youth development with learning strategy preference identification in an atmosphere of acceptance and understanding. Targeting children ages 7-19 and their families, the programs in A Pocket Full Of Hope® assist young people in exploring the world on their own terms while developing internal strength mechanisms to help them deal with adverse environmental factors such as gangs, drugs, violence, and boredom. Dr. Shaw has made knowledge about healthy choices, social skills and self-esteem accessible to help youth develop character and leadership.

MARC LAMANQUE, CO-FOUNDER AND CEO, CADENZO (TULSA, USA)



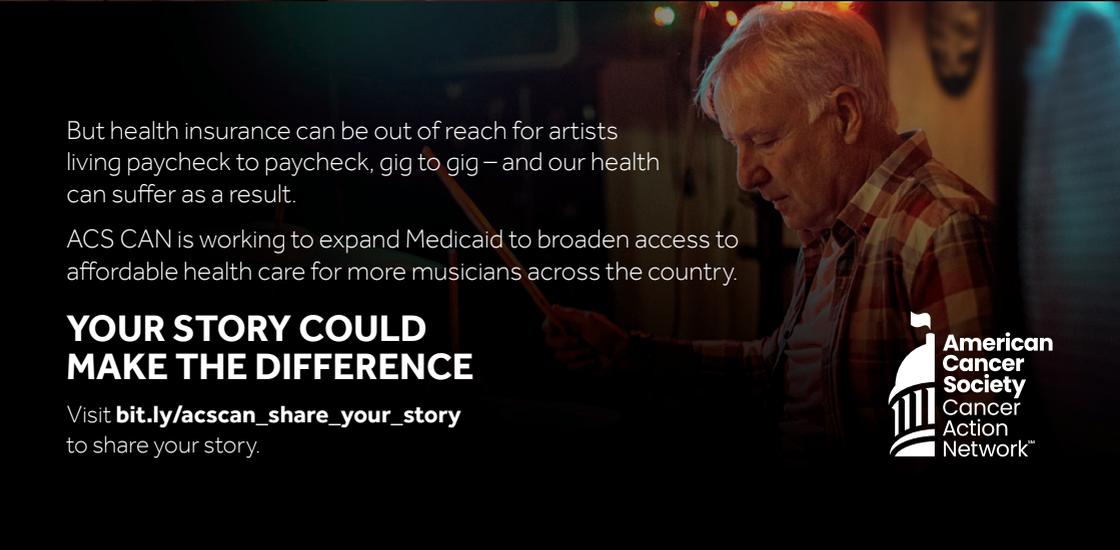
Marc LaManque is a life-long musician and Tulsa native on a mission to bring venues to life. During his time studying entrepreneurship and music at the University of Oklahoma, Marc found a creative way to combine the two and solve a problem: bringing live music booking out of the dark ages. The solution is Cadenzo, a platform that dramatically speeds up the live entertainment booking process for local venues and artists. After graduating, Marc immediately immersed himself in the tech startup world, joining the team at BootUp and eventually moving on to work at 36 Degrees North, Tulsa's hub for entrepreneurs. Now, Marc is a full-time founder, scaling Cadenzo, and changing live entertainment booking one city at a time. In between Zooms and shows, you'll find him sipping wine with his wife and attempting to potty train his dog, Boston!



BEING AN ARTIST



SHOULDN'T MEAN BEING LEFT BEHIND



But health insurance can be out of reach for artists living paycheck to paycheck, gig to gig – and our health can suffer as a result.

ACS CAN is working to expand Medicaid to broaden access to affordable health care for more musicians across the country.

**YOUR STORY COULD
MAKE THE DIFFERENCE**

Visit bit.ly/acscan_share_your_story
to share your story.



SPEAKERS

MARIANO OTERO, **VP AMERICAS, FEVER (NEW YORK, USA)**



Mariano Otero is Fever's VP for the Americas. He studied Economics at the University of Buenos Aires and later earned an MBA from the Stanford Graduate

School of Business. Mariano started his career at Bain & Company in Brazil, prior to leading Google's expansion into new markets across Latin America. After receiving his MBA degree, Mariano joined the investment banking team at Goldman Sachs in the US and Australia, and in 2016, he was appointed General Manager at Uber to launch in Argentina. He managed different markets for Uber – first on the mobility and then on the food delivery side – before joining Fever in early 2020 to lead the Americas team, the position he currently holds. As VP for Fever in the Americas, Mariano oversees regional operations and business development across the US, Canada and Latin America.

MARK ADAM HAROLD, **CHAIR, NIGHT ECONOMY ASSOCIATION OF LITHUANIA (VILNIUS, LITHUANIA)**



Mark Adam Harold is a British-born music industry and night time economy expert based in Vilnius, Lithuania. He has wide experience in the private, non-profit

and government sectors and has led the design, management and communication of several projects for the benefit of musicians and the development of the nightlife sector. In 2015, Mark became the first immigrant elected in Lithuania, serving on Vilnius City Council. In 2018 he became the first Night Mayor of Vilnius until the end of his term of office in 2019. He is currently Chair of Vilnius Night Alliance and the Night Economy Association of Lithuania, as well as Director of NGO Music Export Fund. Mark consults internationally on night economy and cultural development projects, bridging the gap between government and creative industries.

SPEAKERS

MARK DAVIDSON,
DIRECTOR OF ARCHIVE AND
EXHIBITS, CURATOR OF THE BOB
DYLAN ARCHIVE, AMERICAN SONG
ARCHIVES, BOB DYLAN CENTER, WOODY
GUTHRIE CENTER (TULSA, USA)



Mark Davidson is the Curator of the Bob Dylan Archive and the Director of Archives and Exhibits for American Song Archives, in Tulsa, Oklahoma. Mark earned

his PhD in musicology from the University of California, Santa Cruz in 2015, with a dissertation titled "Recording the Nation: Folk Music and the Government in Roosevelt's New Deal, 1936–1941."

In 2014, he earned an additional master's degree in information studies, with a focus on archiving and librarianship, from the University of Texas at Austin. Mark has published numerous articles and essays on music, archiving, and Bob Dylan, including "Blood in the Stacks: On the Nature of Archives in the Twenty-First Century," published in *The World of Bob Dylan* (Cambridge University Press, 2021).

MARK FRIE,
CEO, TULSA PERFORMING ARTS
CENTER (TULSA, USA)



Mark serves as the Chief Executive Officer of the Tulsa Performing Arts Center, a multi-venue center that hosts over 500 events annually, ranging from

national Broadway tours, headline acts, and partnering with local ballet, symphony, and theatrical groups. Previously, Mark was the Executive Director of the Broken Arrow Performing Arts Center and the Kristin Chenoweth Theatre.

Mark is also chair of the Tulsa Office of Film, Music, Arts and Culture. Tulsa FMAC exists to support Tulsa's creative industries so that they can continue to flourish and broadcast Tulsa to the world. Tulsa FMAC helps filmmakers, musicians, writers, artists, and designers find the resources they need to bring their creations to life.

SPEAKERS

MARTIN ELBOURNE, CO-FOUNDER OF MUSIC CITIES CONVENTION, CO-FOUNDER OF THE GREAT ESCAPE AND MAIN BOOKER, GLASTONBURY FESTIVAL (LONDON, UK)



Martin Elbourne is based in the UK and has experience of over forty years in the music industry.

He has owned a record label

and music magazine, has worked as a manager, agent, promoter and booker. In the mid-eighties he became an agent working with acts such as the Smiths and New Order and became one of the main advisors and bookers to Glastonbury Festival, a role which he continues to this day.

He has helped establish numerous events internationally, the most recent being the DMZ Peace Train Festival in South Korea.

He is co-founder and creative director of Europe's leading Showcase Festival, 'the Great Escape'. Co-founder of Music Cities Convention and acts as an advisor on live music policy to various government cities around the world.

MATT MANDRELLA, MUSIC OFFICER, CITY OF HUNTSVILLE (HUNTSVILLE, USA)



The Huntsville Music Office serves to create a more dynamic music environment that supports and strengthens Huntsville's growing economy,

attracts visitors and enhances the quality of life for current residents. It nurtures the city's music ecosystem through advocacy, policy and strategic planning initiatives focused towards ensuring that our thriving music sector reaches its full potential.

As Huntsville's Music Officer, Matt Mandrella will advocate for the City's growing music sector and help oversee music-related strategic planning initiatives and economic opportunities.

Prior to relocating to Huntsville in January 2022, Mandrella worked at Elvis Presley's Graceland in Memphis, Tennessee. There, he was involved with all aspects of marketing for the iconic Graceland campus and for Graceland Live, a new music venture with Live Nation focused on bringing renowned touring acts to venues at the property. Before working at Graceland, Mandrella spent more than a decade in one of the nation's foremost music cities – Austin, Texas – where he worked for a variety of different venues, festivals and companies involved with booking and promoting live music across the USA such as Fun Fun Fun Fest, Mohawk, SXSW and Do512 (DoStuff Media).

SPEAKERS

Mandrella originally hails from the Mobile area and earned his bachelor's degree in marketing from the University of South Alabama.

MEG CHARRON, **OKPOP DEPUTY DIRECTOR AND HEAD** **OF PRODUCTIONS AND OUTREACH,** **OKPOP MUSEUM (TULSA, OK)**



Meg Charron is the Deputy Director and Head of Productions & Outreach for the Oklahoma Museum of Pop Culture.

She also serves as the host of the OKPOP Radio Hour, a weekly podcast about all things entertainment and pop culture featuring interviews with some of Oklahoma's most celebrated creatives. She is a proud dog mom and loves her niece and nephews, the Chicago Cubs, live music, Guinness, and tacos. Not in that order.

MEG GOULD, **ASSISTANT DIRECTOR, DALLAS** **FILM & CREATIVE INDUSTRIES** **OFFICE (DALLAS, USA)**



Meg attended Texas Christian University and graduated with a BA in Radio, Television and Film Production. Her film career began in Los Angeles working on such projects as Godzilla (with Matthew Broderick), the Academy Awards, the World Cup, Red Strokes (Garth Brooks music video) and many others as a Production Coordinator, Production Manager and Producer. After moving back to Dallas to work on Walker, Texas Ranger, Meg joined the Dallas Film Commission and is now the Assistant Director.

MICHAEL LOMBARDI, **CMO/HEAD OF BOOKING,** **FANSUB (TULSA, OK)**



Co-Founder, CMO/
Head of Booking,
Fansub
Artist advocate, A&R/
Artist Services

SPEAKERS

MICHAEL SEMAN, ASSISTANT PROFESSOR OF ARTS MANAGEMENT, COLORADO STATE UNIVERSITY (FORT COLLINS, CO)



Dr. Michael Seman is an assistant professor of arts management at Colorado State University. Michael's work examines issues in the creative economy,

most recently the economic, cultural, and social impacts of music venues. He created the Music Venue Economic Impact Calculator for the National Independent Venue Association (NIVA) and his research is published in various academic journals, edited volumes, CityLab, and most recently by the Brookings Institution. He has also co-authored music strategies and creative economy reports for the City of Denver and the State of Colorado.

The New York Times, The Washington Post, The Wall Street Journal, National Public Radio, CNN, and regional media outlets often seek Michael's perspective and insights. He previously managed daytime programming for two music festivals in Denton, Texas and spent several years as an executive at Creative Artists Agency in Beverly Hills, California. He is represented by the Creative Class Group for speaking engagements.

MICHELLE JAHRA MCKINNEY, DIRECTOR AND HEAD ARCHIVIST, DETROIT SOUND CONSERVANCY (DETROIT, MI)



Michelle Jahra McKinney is the leader and a founding member of Detroit Sound Conservancy and an archivist, librarian, vocalist and

"griot". She focuses on making cultural history come alive and accessible to all. A Detroit native, she has worked in this community for over 50 years. She studied African folkloric dance and music, and she performs as a storyteller. Additionally, she performs and records percussions and vocals with jazz and AfroPop music ensembles. She worked with late husband Harold McKinney as a jazz educator and founded Hakamma, a women's performance ritual society. Today she continues to gather the community to express its beautiful legacies. Michelle Jahra can be heard on daughter Gayelynn McKinney's recording, 'McKinFolk: The New Beginning', on which she penned lyrics to two of Harold's compositions. She is the admiring mother of four daughters and proud grandmother of six grandchildren.

SPEAKERS

MITCHELL JAMES COYLE, **HIP HOP EDUCATOR, HIP HOP FOR** **CHANGE, INC. (LOS ANGELES, CA)**



Mitchell James is originally from Fresno, CA. After high school, James joined the military to seek new opportunities and pay for his education. He

was a part of the US Navy Seabees for almost 7 years (where he regularly released and performed music during his enlistment) before moving to Colorado to attend school. Upon his exit from the Navy, James worked diligently to immerse himself in the Colorado music scene, to include a monthly open mic night hosted by Murs, called Groundwaves.

After graduation Mitchell returned home to California and is now based in Los Angeles. In 2022, Mitchell joined the Hip Hop for Change team as a hip hop educator, aiming to provide the youth of LA with the tools and education to utilize hip hop as a positive outlet. Mitchell continues to spread his message of positivity and perseverance through his music as he works toward growing his fan base around the world.

MOLLY JARVIS, **SENIOR VICE PRESIDENT, CHEROKEE** **NATION BUSINESSES (TULSA, OK)**



Molly Jarvis, Senior Vice President of Marketing Communications and Cultural Tourism, is responsible for effective delivery of information and

corporate communications to all CNB employees, providing marketing and support for CNB companies, guiding focus for all Cherokee Nation business entities toward Cherokee cultural heritage and educating employees and the general public on Cherokee business activities and cultural programs through tourism.

Prior to this role, Jarvis was responsible for developing, implementing and managing the overall marketing and sales strategy for Cherokee Nation Entertainment including the brand transition from Cherokee Casino Resort to Hard Rock Hotel & Casino in August 2009.

Before working for CNB, Jarvis held several positions with Williams Communications, beginning her work in product marketing before moving to international product deployment and international business development.

She graduated from Oklahoma State University with a bachelor of science in marketing and international business. She also received her MBA from OSU.

SPEAKERS

MURS CARTER, **MC/MENTOR, GROUNDWAVES** **(LOS ANGELES, CA)**



Rapper, entrepreneur, mentor and founder of Groundwaves. 30 years of being active on almost every level of the Hip-Hop Industry.

NICOLE VASQUEZ, **MUSICIAN/ARTIST, PURA** **COCO (TULSA, OK)**



Pura Coco is a singer and songwriter. In 2019, she released her EP: Leaves. Born in New York, New York, based in Northwest Arkansas, she takes both her Latin

culture and her upbringing in the south to create her unique sound. Consistently working on her craft she uses an alternative R&B genre to convey a multitude of emotions to further connect with people.

PORTIA SABIN, **PRESIDENT, MUSIC BUSINESS** **ASSOCIATION (NASHVILLE, TN)**



Dr. Portia Sabin is President of the Music Business Association. While working on her Ph.D. at Columbia University, she played drums, recorded, and

toured with NYC band The Hissyfits. She founded Shotclock Management in 2004 and ran the legendary independent label, Kill Rock Stars, for 13 years. She is the host of a podcast about the music business called The Future of What. Sabin is a former board member of the Pacific Northwest Chapter of The Recording Academy, the RIAA, and the American Association of Independent Music (A2IM) and is currently on the Advisory Boards of NIVA and VevaCollect.



MUSIC BIZ

ROADSHOW

Every City is a Music City!

At the Music Business Association (Music Biz), we create rooms where important conversations about the future of the music business are held, most notably at our Annual Music Biz Conference each May.

Not everyone who works in music can make the trek to Nashville for the annual conference, so we've created an event that brings the best of Music Biz to them!

With our new **Music Biz Roadshow**, we'll travel to cities where music and entrepreneurship are thriving to connect our members with local musicians and music businesses. We'll offer panels, fireside chats, and cocktail mixers to educate communities and facilitate relationships.

We are looking to partner with local music business trade associations to host the Roadshow and bring 200+ musicians and local music businesses to each event.

Become a Host City Today!

Contact Music Biz President, Portia Sabin
portia@musicbiz.org

SPEAKERS

**REID WICK,
MEMBERSHIP & INDUSTRY RELATIONS,
RECORDING ACADEMY
(NEW ORLEANS, LA)**



Reid Wick serves as the Recording Academy's New Orleans-based Membership & Industry Relations representative, handling membership, advocacy,

creating professional development and networking programs across a five-state region. Wick leads the Academy's advocacy efforts in Louisiana, recently passing new incentives for music companies to grow the state's music industry. As an invited speaker and panel programmer, Wick has worked with many music conferences. He currently serves on the board of directors of Folk Alliance International and on the steering committee of Greater New Orleans, Inc.'s New Orleans Music Economy initiative. He has served on numerous boards and co-owned indie record label, STR Digital Records, which produced over 25 critically-acclaimed releases. He received the 2018 Cutting Edge Music Conference Lifetime Achievement Award. Prior to joining the Recording Academy, he served Loyola University's College of Music as marketing communications manager and instructor in Music Industry Studies.

Wick performs with R&B band, Bucktown All-Stars.

**RYAN LACROIX,
DIRECTOR OF CONTENT AND
AUDIENCE DEVELOPMENT, KOSU
(OKLAHOMA CITY, OK)**



As KOSU's Director of Content and Audience Development, Ryan LaCroix oversees the station's broadcast, digital and engagement services that provide

essential and trusted news, information, music and stories to our community.

LaCroix is the host of Oklahoma Rock Show and Oklahoma Music Minute. He is also a regular contributor to NPR Music and serves on the music selection committee for Norman Music Festival.

Prior to KOSU, he taught at ACM@UCO, wrote for Oklahoma Today magazine, and co-authored two books for the Oklahoma Historical Society.

SPEAKERS

SARAH VAN ZANDT, DIRECTOR OF EDUCATION AND PROGRAMMING, GATHERING PLACE (TULSA, OK)



Sarah Van Zandt is currently the Director of Educator and Programming at Gathering Place. Sarah worked as a public school art teacher for

ten years, where she developed her strengths in resourcefulness, relationship building, and approachable and impactful learning opportunities. Sarah has also worked in the nonprofit sector in workforce development and with individuals experiencing homelessness. She is deeply passionate about building community through experiential education and accessible programming. Sarah is a lifelong Tulsan and is both excited and grateful to be a part of the Gathering Place team, in service to the community. She currently serves on the Education Advisory Council for Tulsa Regional STEM Alliance and the Education Impact Committee at Discovery Lab Children's Museum, and social empowering tool. Though music has movements it can also be a movement.

SARENINA CHILDRESS, CHOIR DIRECTOR, ANGELSTREET MEMPHIS (MEMPHIS, USA)



Sarenina Y. Childress is a native of Memphis, TN. Graduated from Fisk University in Nashville, TN, with her BA in Music Vocal Performance. While at

Fisk University; Sarenina was a member of the Grammy Award winning, world renowned, Fisk Jubilee Singers traveling across the country and abroad performing Negro Spirituals. Her background includes 15 years of experience in chorale and performance. Formerly the Assistant Professor of Modern Music and Vocal Division Head of Visible Music College Memphis Campus, she specializes in Vocal Health + Pedagogy, Vocal Technique and Performance Etiquette and has a niche for developing emerging leaders. She currently serves as Choir Director of Angel Street Memphis where she develops and mentors young creative leaders through music.

SPEAKERS

SCOTT BOOKER, CEO, ACM@UCO/HELLFIRE ENTERPRISES (OKLAHOMA CITY, OK)



Scott Booker began his career in the music industry working in record stores. Shortly after graduating with a degree in education, he met local band the

Flaming Lips and began managing the group in 1990, creating Hellfire Enterprises Ltd., an artist management company.

Booker continues to work with three-time Grammy Award-winning band, the Flaming Lips. Additionally, he has helped to guide dozens of artists including Academy Award-nominee Elliott Smith, and other acts, most notably Wheat and Mercury Prize-nominees British Sea Power.

In 2009, Booker founded the Academy of Contemporary Music at the University of Central Oklahoma (ACM@UCO), a program which teaches students about Music Business, Production and Performance. In the last thirteen years the ACM@UCO has attracted thousands of students as well as notable artists such as Roger Daltrey, Nile Rodgers, and Jackson Browne to give master classes for the student body.

SCOTT STULEN, CEO / PRESIDENT, PHILBROOK MUSEUM OF ART (TULSA, OK)



Scott Stulen is the CEO and President of Philbrook Museum of Art. Stulen has an MFA in Painting and Drawing from the University of Minnesota and a BFA in

Sculpture from the University of Wisconsin-Eau Claire. He is the former Curator of Audience Experiences and Performance at the Indianapolis Museum of Art, Project Director of mnartists.org at the Walker Art Center, and Associate Curator at the Rochester Art Center. At Philbrook, Stulen is guiding the museum to become a recognized national model of sustainability, relevance, and community impact. He serves on several national, state, and local boards including the Association of Art Museum Directors (AAMD), and Tulsa Arts Management Consortium and heads the Tulsa Area Attractions group. Scott lives in Tulsa with his wife Rachel and their two sons, Erlend and Oliver. He is also a practicing visual artist, curator, writer, DJ, and sandlot baseball player.

SPEAKERS

**SEAN LATHAM,
DIRECTOR, OKLAHOMA CENTER
FOR THE HUMANITIES, UNIVERSITY
OF TULSA (TULSA, OK)**



Sean Latham is the Walter Professor English at the University of Tulsa where he serves as Director of the Oklahoma Center for the Humanities and the Institute for Bob Dylan Studies. He is the author or editor of ten books on modern literature, culture, and music including *Am I a Snob?*, *The Art of Scandal*, and *The World of Bob Dylan*.

**SHAIN SHAPIRO,
EXECUTIVE DIRECTOR, CENTER FOR
MUSIC ECOSYSTEMS (LONDON, UK)**



Shain Shapiro, PhD is the founder and executive director of the Center for Music Ecosystems. He is also the Group Chairman of Sound Diplomacy, which includes Music Cities Events and the Music Cities Awards. His debut book is coming out on Repeater Books/Random House Distribution in 2023.

SPEAKERS

SHARON YAZOWSKI, EXECUTIVE DIRECTOR, MORTIMER & MIMI LEVITT FOUNDATION, CENTER FOR MUSIC ECOSYSTEMS (LOS ANGELES, CA)



As the Levitt Foundation Executive Director, Sharon provides visionary leadership in fulfilling the Levitt mission – creating social impact by

partnering with communities to transform underused outdoor spaces into welcoming, inclusive destinations where the power of free, live music brings people together of all ages and backgrounds. Her passionate commitment to the arts as a vehicle for positive change in communities has guided the growth of Levitt programs nationwide, including the development of long-term public/private partnerships and sustainability strategies for the Levitt network of venues and concert sites. In her role, Sharon serves as chief spokesperson traveling throughout the country to share the social and economic impact of Levitt programs and creative placemaking through the lens of inclusivity and equity. She also leads the Foundation’s contributions to the field, including research and field-building initiatives to advance arts investment strategies and placemaking as key elements in creating equitable, healthy, and thriving communities.

SHELBYA JACKSON, DIRECTOR, DEKALB ENTERTAINMENT COMMISSION (DECATUR, USA)



Shelbya Jackson is the Director of the DeKalb Entertainment Commission, which is a division of Decide DeKalb Development Authority. DeKalb

Entertainment Commission supports a production-friendly environment to attract, retain and grow production jobs and economic activity across DeKalb County, Georgia. The film industry in DeKalb has been a catalyst for economic growth and change that has helped to revitalize DeKalb County since the inception of Georgia’s film tax credit. Jackson has been with the DeKalb Entertainment Commission since its formation in 2016.



Levitt AMP Middlesboro



The Levitt Foundation is a proud supporter of the Tulsa Music Cities Convention

celebrating music's instrumental role in creating inclusive, vibrant, and sustainable cities.



Levitt Pavilion Los Angeles



MORTIMER & MIMI
LEVITT
FOUNDATION

The Levitt Foundation exists to strengthen the social fabric of America. We partner with communities to activate underused outdoor spaces, creating welcoming, inclusive destinations where the power of free, live music brings people together and invigorates community life. In 2023, the Levitt Foundation will support over 600 free outdoor concerts in 35+ towns and cities across America. levitt.org

SPEAKERS

STEPHON SIMON, SELF-EMPLOYED, WORLD CULTURE MUSIC FESTIVAL LLC (LONDON, UK)



Stephon "Steph" Simon
Born November 4th
1987. A true leader and
visionary for the city,
Simon uses his music to
uplift and inspire
transformation both

personal and communal while never taking himself too seriously. There is a spiritual undercurrent to his work that is unmistakable, perhaps what one would expect from an artist who grew up listening to Notorious B.I.G. in the heart of the The Historic Black Wall Street, Tulsa Oklahoma. Simon draws parallels between the creative culture in Tulsa today and the energy that made Black Wall Street thrive in the first place with a nostalgic flow.

STEPHEN T TACKETT, CO FOUNDER, THE AUDIO PLANET (TULSA, OK)



Stephen Tackett spent
12 years working in Los
Angeles, producing
music for companies
such as Capital
Records, Dreamworks
Records and Warner

Bros Records.

In 2016, he started The Audio Planet in Tulsa, OK as an experiment to see if it was possible to work remotely, composing, recording and creating audio post-production outside of Los Angeles.

Since then, his clients and projects have included Martin Scorsese (Killers of the Flower Moon) Mike Rowe (The Way I Heard It), Stillwater (starring Matt Damon), Andrea Bocelli, Cold Pursuit (starring Liam Neeson), VeggieTales, Chicken Run 2 (Zachary Levi), HBO's Gossip Girl, Draft Kings, numerous faith based series featured on TBN as well as commercials for both national and regional for companies such as Apple, CVS, Staples and Tesla.

SPEAKERS

TAVIA OSBEY, **ARTIST MANAGEMENT, MIDCITIZEN** **ENTERTAINMENT (NEW ORLEANS, LA)**



Tavia Osbey is the Co-Founder of New Orleans-based management company MidCitizen Entertainment. After receiving a degree in

Business Entrepreneurship from Southern University at New Orleans, she went on to manage Grammy-nominated group Tank and The Bangas and award-winning hip-hop artist Alfred Banks. She has worked in the music industry for the past 13 years and along with her business partners has the mission to help build the infrastructure of the music business in the city of New Orleans.

TERESA KNOX, **PRESIDENT, THE CHURCH** **STUDIO (TULSA, OK)**



Teresa Knox is the property owner and developer of the legendary recording studio, the Church Studio and serves on the executive board of

the Church Studio Music Foundation. Her collection of Leon Russell, Tulsa Sound and Shelter Records memorabilia and artifacts, is on public display at the Church Studio. As a historical conservationist, she also owns and preserved the Harwelden Mansion, a National Landmark operating as an event center and bed and breakfast.

A serial entrepreneur, Knox was born in Tulsa, Oklahoma and earned her MBA from Oral Roberts University. She founded Community Care College in 1995 and later, Clary Sage College and Oklahoma Technical College. The 3- campus college system grew to one of the largest private vocational institutions in the nation. In 2015; she converted the institution to a non-profit and stepped down as owner and CEO. Knox is a post-secondary education accreditation specialist and advocate for career and technical training.

Knox works actively in commercial real estate development, investment management, marketing, music industry and small business mentoring. She is a board member for various non-profit, government and corporate entities.

SPEAKERS

TERESA MOORE, DIRECTOR, A GREENER FESTIVAL (AGF) AND CO-FOUNDER OF GREEN EVENTS AND INNOVATIONS CONFERENCE (GEI) (LONDON, UK)



Teresa leads on education, training and research at A Greener Festival and created AGF's online Assessor Training and development

programme. She also delivers inhouse workshops on sustainable event management for organisations such British Council, Manchester City Council, RHS, Royal Parks, Without Walls Arts Association, Mela Partnership.

As well as undertaking event audits she is a consultant, author and speaker on sustainability and event management advising organisations such as Greenpeace Events and Download Festival, British Council and Great Run Company.

Teresa has been researching the problem of abandoned tents and behaviour change at festivals for a number of years as part of her PhD research. Published work includes:

Author "Greening the Live Industry" chapter in "Present and Future of Music Law" (2021)

Co-authored "A Case Study of the A Greener Festival Initiative" (2019).

Researcher and author – Live Music Census of Bristol, UK. Presented findings to UK Parliamentary Committee for Music. UK Music (2016).

DR. VIEW JOHNSON, EXECUTIVE PRODUCER, FIRE IN LITTLE AFRICA (TULSA, USA)



Dr. View is the sonic spirit of Black Wall Street embodied. The Tulsa-based producer and DJ is a southern, soulful, sampled-based beat maker and

songwriter who utilizes sound to educate and liberate community through music and stories. Inspired by the likes of Big K.R.I.T., Bobbi Humphrey, Dr. Dre, The Dream, Quincy Jones, and Missy Elliott, Dr. View got his name not only from his PhD, but from his southern roots in Longview, TX. Dr. View received his Ph.D in Higher Education Administration from the University of Oklahoma in 2019. His dissertation entitled Curriculum of the Mind: A BlackCrit, Narrative Inquiry Hip Hop Album on Anti-Blackness & Freedom for Black Male Collegians at historically white institutions, received the 2019 Bobby Wright Dissertation of the Year Award for the Association for the Study of Higher Education.

These days the historic Greenwood district in Tulsa that was destroyed in the 1921 Tulsa Race Massacre is at the center of his artistry. He is the CEO & executive producer of Motown's Fire in Little Africa compilation, President of Dreamwood Records, and is a Nasir Jones (Nas) Hip Hop Fellow at Harvard University.



A town of culture, community and music in Northwest Arkansas.

Plan your next trip today!

visitbentonville.com

479.271.9153



Follow us to learn more.

VISIT
Bentonville

MUSIC CITIES COMMUNITY

The Official Event Group is hosted on the Music Cities Community, an online platform where music cities professionals meet. Our members include people in every profession and sector using music to create more value in towns and cities all over the world.



Join the Official Event Group and connect with other Music Cities Convention delegates online:

[Join Here](#)

You can join the Official Event Group and the Community for free. We also have paid plan subscriptions which include benefits such as access to all past in-person and online event recordings, ticket discounts, advertising opportunities and more.

Members

Profiles include Cultural Advisor, Artist Manager, Music Industry CEO, Music Office Executive Director, Head of UNESCO City of Music, Head of Projects, Head of Marketing, Production Manager, Professor, Event Director, Diversity & Inclusion Director, and more.

To sign up to the Community, please visit musiccitiescommunity.com

April 11-14, 2022
Cleveland, Mississippi, USA



Music Tourism Convention is returning to the USA!

The world's most extensive conference bringing together the music and tourism sectors to explore how music impacts, benefits and improves tourism offers, branding, partnership development and economic development.

Use the code **TULSA20** to save an extra 20% off your ticket

For more info: www.musiccitiesevents.com/cleveland-mississippi-mtc

ADDITIONAL INFO

VENUE INFORMATION & ACCESSIBILITY

All our event venues and after party locations are located within a 15-minute walking distance and are wheelchair accessible.

Ubers and taxis are available.

PARKING

Bob Dylan Center + Woody Guthrie Center

Metered parking in the district is enforced Monday-Friday, 8am-5pm. Free parking is generously offered by Bank of Oklahoma in the parking lot at the corner of North Boston Avenue and East Archer Street,

Fridays from 5pm until 11pm, Saturdays 10am until 11pm and Sundays noon until 9pm.

Hyatt Regency Tulsa Downtown

Parking is available at an extra cost.

Cain's Ballroom & Tulsa Arts District

A parking lot is located 0.1 miles south of the venue on the NW corner of Cameron and Main. The Tulsa Arts District also offers street parking, which is limited to two hours from 8am-5pm Monday through Friday. These parking areas are enforced between 8am-5pm, Monday through Friday except for official holidays. Street parking is free after 5pm and on the weekends.

**MUSIC
CITIES
EVENTS**

BRINGING IDEAS TOGETHER TO
CREATE BETTER MUSIC CITIES

**Interested in sponsoring or
hosting one of MCE Events?**

Get in touch with Luke at luke@sounddiplomacy.com

ADDITIONAL INFO

OUR COMMITMENT TO THE UN SUSTAINABLE DEVELOPMENT GOALS

Music Cities Events is dedicated to developing and enhancing socially responsible practices and to reducing the environmental impact of our global events.

Music Cities Events is dedicated to developing and enhancing socially responsible practices and to reducing the environmental impact of our global events.

Learn more about our commitment to the SDGs [here](#).



PARTNERS

Host organizations



Public Health Sponsor



Supporting partners



Exhibitors



Coffee Vibes Partner



CONNECT WITH US ACROSS THE MCE SOCIAL CHANNELS!

 [@musiccitiessd](https://www.instagram.com/musiccitiessd)

 [@musiccitiessd](https://www.facebook.com/musiccitiessd)

 [@MusicCitiesSD](https://twitter.com/MusicCitiesSD)

 [Sound Diplomacy](https://www.linkedin.com/company/sound-diplomacy)

www.musiccitiessd.com

**TAG #MUSICCITIESCONVENTION TO SHARE
YOUR EXPERIENCE WITH OTHER DELEGATES AND
THE WIDER MUSIC CITIES EVENTS NETWORK**