

2:15 PM

## Music Tech Investors and Incubators — Investing in the LA Music Tech Scenes

Moderator: Dae Bogan, Founder, TuneRegistry; Lecturer, UCLA Alpert Jonathan Wallace, Investment Director, Expert Dojo  
Josh Remsberg, VP, Business Development, Capitol Music Group  
Leah Nanni, Venture Coach and Outreach Coordinator, Startup UCLA & Blackstone Launch Pad  
Jen Hall, Director, TechStars Music  
Michael Frick, Advisor/Executive Producer, The Rattle, LA

3:15 PM

## Supporting Systems — Community, Support, and Education Systems for Current and Upcoming Artists

Moderator: Frank Heuser, Professor, Music Education, UCLA Alpert Mark Slavkin, Director of Education, Wallis Annenberg Center for the Performing Arts; Board Chair California Alliance for Arts Education  
Arabian Prince, Technologist, Futurist, Founding Member of Rock & Roll Hall of Fame group NWA; Founder, iNov8 Next Open Labs  
Crystal Starr, Recording Artist/President of Little Voices  
Ilaan Egeland Mazzini, Director of Education & Community Programs, The Broad Stage; Connector Council Member, Ford Theatres  
DeMarco White, LA Program Manager, HOB Music Forward  
Aparna Mukherjee, Executive in Residence, LA2050  
Jeremy Gruber, Head of Digital Marketing, Friends at Work

4:15 PM

## Next Steps and Proposed Gatherings

Thanks for community support from the City of Los Angeles Department of Cultural Affairs, LA Nightlife Alliance, Ford Theatres Connector Council, and the Marelme Institute.

## UCLA Herb Alpert School of Music

445 Charles E. Young Dr. East, 2520 Schoenberg Music Building, Box 957234  
Los Angeles, California 90095-1616 (310) 825-4761

[schoolofmusic.ucla.edu](http://schoolofmusic.ucla.edu)    @UCLAalpert

## Upcoming Events

**MAY 17, 21, 23, 8PM**

**MAY 19, 2PM**

### Lost Childhood – Opera UCLA

Freud Playhouse

*Lost Childhood* follows a Jewish psychiatrist who eluded death as a boy in Poland during the war, and a German colleague born into a family with Nazi sympathies. Featuring scenic and lighting designers from the Department of Theater and performers from the UCLA Herb Alpert School of Music.

**WEDNESDAY, MAY 29, 8PM**

### UCLA Wind Ensemble and Symphonic Band

Schoenberg Hall

The UCLA Wind Ensemble and Symphonic Band perform Ron Nelson’s “Homage to Perotin,” Shelley Hanson’s “Elegy for Albinoni,” and Paul Hindemith’s “Symphonic Metamorphosis on Themes by Carl Maria von Weber.”

**SUNDAY, JUNE 9, 4PM**

### Mahler Symphony No. 2 (“Resurrection”)

Royce Hall

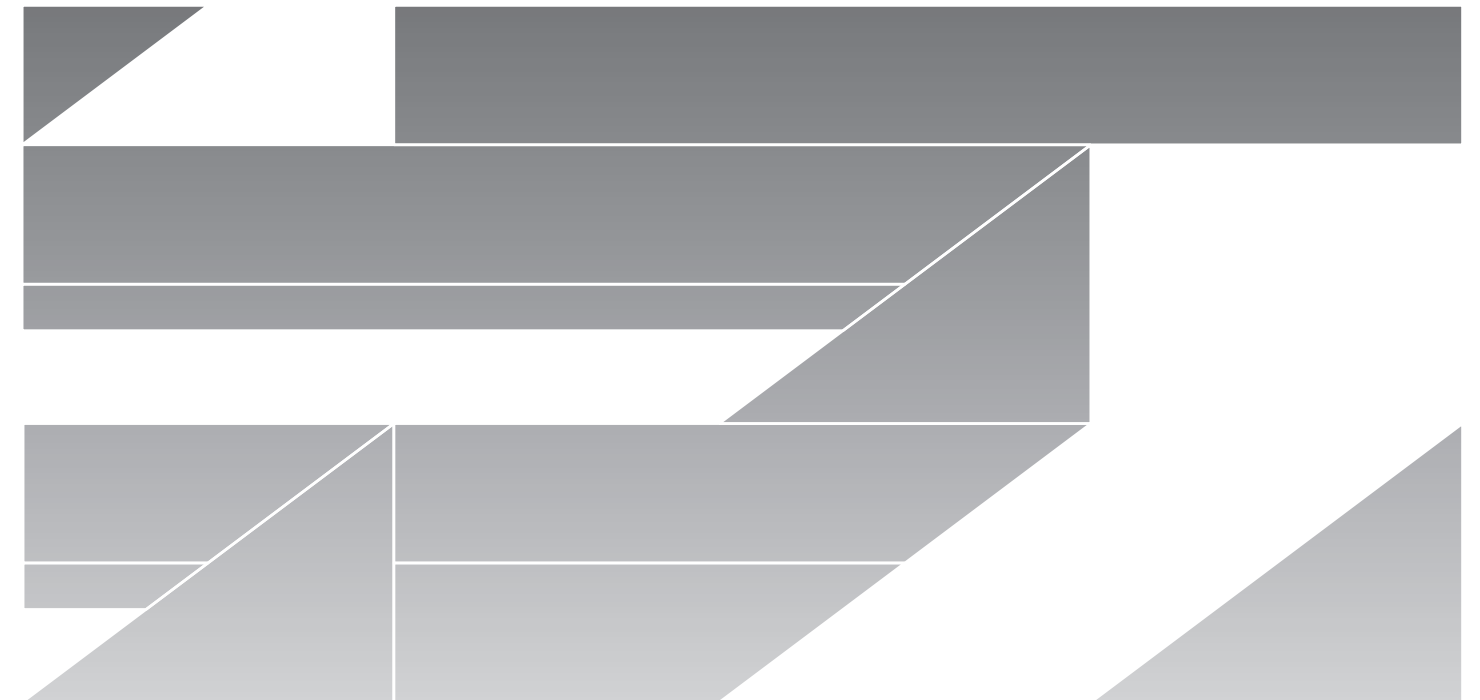
To cap the 2018–19 concert season, UCLA Philharmonia Chorale, Chamber Singers and soloists perform Gustav Mahler’s monumental Symphony No. 2 in Royce Hall.

The UCLA Herb Alpert School of Music  
Center for Music Innovation and the UCLA Music Library present

# Amplify Music in Our Los Angeles Conference

A Conference Amplifying and Connecting the Music Scenes of Los Angeles

#AmplifyLA



Wednesday, May 15, 2019, 9am–4:30pm  
Check-in at 8:30am  
Charles E. Young Research Library Auditorium

To support The UCLA Herb Alpert School of Music, please contact the Development Department at (310) 825-4238 or visit: [giveto.ucla.edu/school/herb-alpert-school-of-music](http://giveto.ucla.edu/school/herb-alpert-school-of-music)

How can we support Los Angeles’ music scene(s) and work together to continue to create something robust, diverse, and dynamic in this changing era?

This day-long conference expands the conversation of how Los Angeles can grow and connect/collaborate around its diverse music scenes. If other cities are challenged by gentrification in having vibrant live music scenes, (a) why is Los Angeles seeming to be growing, despite these difficulties and (b) how do we enhance and amplify this growth?

## Background

This Conference is the second in a series of events that UCLA Center for Music Innovation is holding with this Future of Music in LA focus across 2019 across LA, so we welcome you to be involved in those programs as well.

On February 6th, the City of Los Angeles Department of Cultural Affairs held a half-day Symposium as part of its February COMPOSE LA series of events. With partners that included UCLA’s Center for Music Innovation, they brought together different voices across Los Angeles and music to talk about the future of Music in Los Angeles.

Los Angeles is a complex environment. From panels and provocations, we came up with many things that weren’t right within the overall ecosystems in terms of policy, permitting, and procedures. We also explored our very vibrant environment that seems to be growing — despite the systemic challenges.

## CONFERENCE SCHEDULE

8:30 AM

### Registration and Check-in

9 AM

### Welcome and What is Los Angeles’ music?

Gigi Johnson and Robert Fink, UCLA Herb Alpert School of Music  
Matthew Vest, Librarian, UCLA Music Library

9:10 AM

### Music in Los Angeles — Where We Ended Feb. 6

Ben Johnson, Performing Arts Program Director, City of LA Dept. of Cultural Affairs

9:20 AM

### What Does LA Look Like and Why?

Research on patterns of legal and not-legal venues across the city’s corridors and neighborhoods

Philippe Maman, Strategy and Research, The NOW Institute

9:40 AM

### What are Los Angeles Economic Trends and Trajectories?

Adam J. Fowler, Director of Research, Beacon Economics

10:00 AM

### Roundtable — Whose LA and What is LA? Where are We Creating, Presenting, and Practicing?

Moderator: Ross Gardiner, Co-Founder, LA Nightlife Alliance  
Leigh Ann Hahn, Director of Programs, Grand Performances  
Dexter Story, Wondem / UCLA Ethnomusicology / Community Coalition; Connector Council Member, Ford Theatres  
Mark Mack, Professor of Architecture at UCLA. Principal of MackArchitect(s) and Creative Director of Archidance  
Jeff Schwartz, Director, Soundwaves, Santa Monica Public Library  
Alejandro Cohen, Executive Director, dublab  
Mark “Frosty” McNeill, Founder, dublab  
Kyle Wilkerson, Talent Booker, Bootleg Theatre; Co-founder, Sid The Cat Presents

10:45 AM

### What Makes LA a Unique Music City? — Challenges and Questions

Research Presentations —  
Gathering of Stories, Challenges, and Conflicts  
Jessica Glaubiger and Sylvia L. Alvarez, UCLA

Perspectives on LA as a Music Incubator  
Sam Kling, SVP, Creative Services, SESAC

Living in LA Music for Film & TV Production  
Roger Suen, film and TV composer for “Gook” and “Miss Purple”  
Patrick Warren, film and TV composer for “The Chi”  
Jonathan Beard, Orchestrator/Co-Founder Tutti Music Partners; Lecturer, UCLA Alpert

Music from LA in the Global Scene  
David Bakula, SVP, Industry Insights & Analytics, Nielsen Music

Physical LA — LA as a Diverse Spread Set of Communities in the Arts  
Heidi Zeller, Sr. Manager, Cultural Programming, LA County Metropolitan Transit Authority  
Farah Sosa, Photographer at FarahStop; Executive Producer of Subsuelo  
Connie Pallini-Tipton, AICP, Sr. City Planner, City of Los Angeles

11:30 AM

### Online Roundtable — Being a Music City in Other Cities

Moderator: Storm Gloor, Associate Professor, Music and Entertainment Industry Studies, University of Colorado, Boulder  
Danny Keir, Global Head of Business Development, Sound Diplomacy, London  
Matthew Che Kowal, Founder, Majestic Collaborations; Denver Arts & Venues Music Strategy; Emergency Preparedness Consultant for Performing Arts Readiness  
Maggie Weiland, Exec. Director, San Francisco Entertainment Commission  
Kate Becker, Arts + Culture Strategist, King County, Washington  
Nurit Siegel Smith, Exec. Director, HOB Music Forward, New Orleans  
Don Pitts, Co-Founder, Sound Music Cities; past Division Manager, Music & Entertainment Division, City of Austin

12:25 PM

### Video from Europe — Live of a Night Mayor

Mirik Milan Gelders, Global Night Mayor Advocate, Co-Founder, VibeLab and Electronic Music Conference; former Night Mayor of Amsterdam  
Lutz Leichsenring, Founder, The Creative Footprint; Spokesperson/Exec. Board Member, Berlin Clubcommission

12:30 PM

### Break for Lunch

On your own around North Campus

1:15 PM

### Creating and Programming Events and Concerts for a Diverse and Worldly LA

Moderator: August Brown, Reporter, LA Times  
Elizabeth “Liz” Garo, VP of Talent, Spaceland Presents  
Matthew Himes, Director of Programming and Production, Levitt Pavilion Los Angeles  
Howard Ho, Writer, Composer, and Sound Designer  
Nick Schwartz-Hall, Sr. Producer, Programming, The Music Center  
Derrick Spiva Jr., composer, conductor, musician  
Jonathan Beard, Composer; Lecturer, UCLA Alpert  
Jeremy Rollinson, Chief Technology Officer, Tour Tech  
Devan Landau, Agent, Paradigm Talent Agency  
Steven Homestead, President, American Composers Forum-LA

1:45 PM

### Creating Communities and Collectives in LA

Moderator: Ross Gardiner, Co-Founder, LA Nightlife Alliance  
Addy Gonzalez Renteria, Co-Founder/Co-Director, 11:11 A Creative Collective  
Jason Kramer, KCRW (Broadcaster/DJ), Music Advisor & Supervisor, Instructor (Music Marketing)  
Steve Loza, Professor, UCLA Global Jazz Studies  
Erin Stone, Co-Director/Co-Founder, 11:11 A Creative Collective  
Kristen Martinez, Masters student, Graduate Researcher, UCLA American Indian Studies  
Farah Sosa, Photographer at FarahStop; Executive Producer of Subsuelo  
Maral Mahmoudi, DJ, Promoter, Producer; dublab, Ninja Tune