

GIVE THE TEXAS MUSIC INDUSTRY A VOICE.



POWER ON MUSIC

TEXAS A&M CORPUS CHRISTI

WEDNESDAY, OCTOBER 19, 2016

UNIVERSITY CENTER

8:00 A.M.

- ANCHOR BALLROOM LOBBY

Registration/Coffee/Mariachi Del Mar

8:30 – 9:00 A.M.

- ANCHOR BALLROOM LOBBY

Welcome and Introduction

- The Honorable Todd Hunter, Texas State Representative – Dist. 32
- The Honorable Juan “Chuy” Hinojosa, Texas State Senator – Dist. 20
- Brendon Anthony, Director – Texas Music Office, Office of the Governor

9:00 – 9:45 A.M.

- ANCHOR BALLROOM LOBBY

Forming Music Friendly Communities

MODERATOR:

Juan “Chuy” Hinojosa, Texas State Senator – Dist. 20

PANELISTS:

- Brendon Anthony, Director – Texas Music Office, Office of the Governor
- Don Pitts, Manager of The Music & Entertainment Division – Economic Development Dept. City of Austin
- Colin Kendrick, Co-Founder – Black Fret & Austin Music Foundation

9:45 – 10:00 A.M.

- BREAK

10:00 – 10:55 A.M.

- LONESTAR BALLROOM B

Music Industry and Festivals: A Brief History & Overview

MODERATOR:

Heidi Hovda, Director of Special Events and Social Media, Film Commissioner

PANELISTS:

- Matt Sonzala, Event Producer & Music Industry Consultant
- Bobby Garza, Music Industry Consultant

- LONESTAR BALLROOM C

Training for Careers in the Music Industry & Funding Ideas for Start-ups

MODERATORS:

Mary Sherwood, Chief of Staff - Texas A&M University-Corpus Christi & Claudia Jackson, Executive Director of Strategic Communications & Government Relations – Del Mar College

PANELISTS:

- Dr. Dan Sipes, Associate Professor of Music – Texas A&M University- Corpus Christi
- Dr. Cynthia Bridges, Associate Professor of Music & Chair of Dept. of Music – Del Mar College
- Jake Ward, Musician

11:00 A.M. – 11:55 A.M.

- LONESTAR BALLROOM B

Concurrent Panel Discussions

I Never Thought of That! An Exploration of Careers In The Music Industry and Tips For Getting Your Foot In The Door

MODERATOR:

Stephen Ray, Office Manager - Texas Music Office, Office of the Governor

PANELISTS:

- SaulPaul, Musician
- Matt Perez, President and Founder of The Piano Gallery
- Chase LanCarte, Texas Attorney

-LONESTAR BALLROOM C

Making Money in the Digital Economy

MODERATOR:

Brendon Anthony, Director – Texas Music Office, Office of the Governor

PANELISTS:

- Judge Richard Schmidt, Retired Federal Judge
- Dusty Oliveira, Musician
- Colin Kendrick, Co-Founder, Black Fret & Austin Music Foundation

12:00–1:00P.M.

-ANCHOR BALLROOM LOBBY

Lunch Buffett Islander Jazz Combo & Luncheon Keynote

Mathew Knowles, President & CEO, Music World Entertainment

1:00–2:00P.M.

-ANCHOR BALLROOM LOBBY

Music and Advocacy

MODERATOR:

Brendon Anthony, Director – Texas Music Office, Office of the Governor

PANELISTS:

- Dusty Oliveira, Musician
- SaulPaul, Musician
- Chicas Rock, Musician
- Jake Ward, Musician
- CC Fridays
- Chase LanCarte, Texas Attorney

2:00–3:00P.M.

-ANCHOR BALLROOM LOBBY

Live Music Economy

MODERATOR:

Brendon Anthony, Director – Texas Music Office, Office of the Governor

PANELIST:

- Matt Sonzala, Event Producer & Music Industry Consultant
- Casey Lain, House of Rock
- Mark Schaberg, Concrete Street
- Bobby Garza, Music Industry Consultant

3:00P.M.

-ANCHOR BALLROOM LOBBY

Summit Wrap-up

The Honorable Todd Hunter, Texas State Representative – Dist. 32

7:00P.M.

-HOUSE OF ROCK

After Party/Evening Concert
511 Starr Street

CHAIRMAN TODD HUNTER

District 32

Hunter has practiced law since November 1978 and is currently a partner of Hunter, Barker & Fancher, L.L.P. in Corpus Christi. During his previous tenure in the Texas House of Representatives (1989-1997), Todd served on the Civil Practices Committee as its Chairman, the State Affairs Committee as Vice Chairman, and on the Appropriations Committee as the Chairman of the Education Sub-Committee. He also served as a member of the Ways and Means, Elections, Calendars, Urban Affairs, and Higher Education Committees. In 2008, Todd returned to the Texas House as the Representative for District 32.



SENATOR JUAN "CHUY" HINOJOSA

District 20

State Senator Juan "Chuy" Hinojosa proudly represents the people of District 20. Hinojosa was first elected into office in 1981, serving in the Texas House until 1990 and again from 1997 to 2002. Since his election to the Texas Senate in 2002, Hinojosa has secured more than \$100 million for new construction at Texas A&M - Corpus Christi and at the University of Texas - Pan American.



JUDGE RICHARD S. SCHMIDT

While serving for 28 years as a judge for the Southern District of Texas, Richard was recognized as one of the nation's most distinguished Bankruptcy Judges. He was known for his "user friendly" judicial temperament, ability to recognize complex legal issues, legendary mathematical ability, and case management style. Currently he serves as a senior advisor to The Claro Group, and is an adjunct professor at Texas A & M University Corpus Christi in the Business College.



BRENDON ANTHONY

Director - Texas Music Office

The Texas Music Office is a state-funded business promotion office and information clearinghouse for the Texas music industry. Brendon's experience as an accomplished musician makes him a perfect choice as Director. He toured for 15 years with Pat Green. He's skills were featured on the gold record that received three Grammy Award nominations. He also helped start OneLive Media, a company promoting Texas music venues which has expanded into one of the premier online entertainment sales and marketing companies in the country.



MATHEW KNOWLES

Founder, President & CEO of Music World Entertainment

MWE is one of the world's leading music and entertainment conglomerates, with record sales exceeding 300 million worldwide. Mathew is widely recognized in the entertainment industry for his effective approach to developing and promoting award-winning artists. Through Music World Entertainment and Artist Management, he has served as executive producer for more than 100 award-winning, platinum and gold albums in multiple genres, including pop, R&B, gospel, dance, and country, as well as soundtracks and special themed projects. As an international business leader, Mathew has established joint ventures with Sony Music, Interscope/Geffen, Fontana/Universal, Integrity Africa, Fontana International and Sony Brazil.



STEPHEN RAY

Office manager - Texas Music Office.

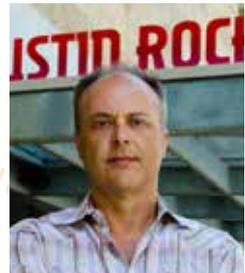
From stocking 8-tracks in his cousin's record store to working at Carpe Diem Records in Dallas, Ray has seen virtually every aspect of the sales and merchandising for the music industry. Prior to joining the TMO, Steve was employed at the first Borders store to offer music. He had an active voice in setting companywide music policy and helped to train Music Managers from across the US. As the company expanded their operations, Ray helped set up Texas Music sections in Austin, Dallas and Houston area stores.



DON PITTS

Manager of Music & Entertainment
City of Austin Economic Development Department

Don has more than 25 years of experience in the music and entertainment industry, community outreach, event planning, marketing and management. For sixteen years he was in the Entertainment Relations Division of Gibson Guitar. Don is a member of the National Association for Recording Arts and Sciences (NARAS), he's served on the board of Governors for The Recording Academy, Texas Chapter and has devoted his time to enhancing the quality of the Austin music/musician experience.



COLIN KENDRICK

Black Fret Chairman, President

Colin founded Black Fret as a 501(c)3 in Austin. Their mission is focused on funding the creation and performance of new music by popular local musicians. Before that, Colin served as the founding Executive Director of the Austin Music Foundation (AMF) between 2001 and 2003 and has served as a member of its board of directors ever since. Colin currently works for Sun-Power, the third largest global manufacturer of solar panels.



BOBBY GARZA

Bobby is a consultant with for-profit and non-profit organizations advising on strategic planning and governmental policy/relations. He also serves as the board chair for Austin Music People, a non-profit advocating for Austin's music industry. Bobby was previously the General Manager for Transmission Events - a multifaceted events company. He was responsible strategic planning and day-to-day oversight for the company's full range of services which included: booking, backline, brand activations, production, location services, marketing, and social media services.



HEIDI HOVDA

Corpus Christi CVB Director of Special Events and Social Media

Heidi joyously serves wears many hats in Corpus Christi. Not only does she play a key role at the CVB, she also serves as the Film Commissioner for the Corpus Christi Film Commission. Born and raised in South Texas, Heidi is a fan of all things Selena, arts, culture, film and anything that highlights how dynamic and diverse Corpus Christi is. She currently can't get Terri Hendrix's song, "Life's a Song" out of her head.



DUSTY OLIVERA

DJ

Dusty loves all kinds of music, from EDM to Reggae to Hip Hop. But what he loves most is mixing Cumbia with these and other genres to revamp the classic Latino. Dusty's uncle was a radio Disc Jockey who left him vinyl. He began to find many of his favorite samples in his uncle's collection, eventually pulling out his own favorites to mix with the styles he grew up on.



SAUL PAUL

Musician

SaulPaul has been featured on America's Got Talent, MTV and the Kennedy Center for the Performing Arts. Part rapper/part singer songwriter, SaulPaul travels the world entertaining and inspiring audiences as he blends his voice, guitar and loop pedal to create a live show that is nothing less than an Experience. He annually produces his own #DreamIn3D Music and Arts Festival where he visits middle schools and high schools and entertains students to introduce them to careers and opportunities in all fields of the arts.



JAKE WARD

Texas Musician

Jake's third single, "Take my Hand," reached No. 1 on the Texas Regional Radio Report in March and his band enjoyed back-to-back weeks with the #1 single last month. Ward debuted as a country artist in 2014 with "Hit the Road," that became one of the top 100 Texas radio songs of the year. He and his band released their first album, "Love Don't Live Here," in September 2015, and now play with the biggest names in Texas music.



MEDARDO "MATT" PEREZ, JR

Music retailer, pianist, educator and entrepreneur

Matt is president and founder of both Valley Keyboards in McAllen and The Piano Gallery in Corpus Christi. During the past 36 years, he has built the largest piano business in South Texas. Central to the success of his business is the simple and compelling belief that making music and appreciating music should be available to all. His entrepreneurial spirit has kept him a lifelong learner of both music and business development topics.



MATT SONZALA

Music Industry Veteran

Matt is best known for helping the Houston hip hop scene come to international prominence and expanding the hip hop presence at SXSW. His writing has appeared in publications around the world and his company Pushermania connects independent bands with major brands and opportunities. He is an in demand speaker who has appeared at conferences in Nigeria, Canada, Mexico, South Africa, and all across the US and Europe.



CASEY LAIN

Concert Manager

Casey is the managing partner of House of Rock, a 500 capacity live music venue and restaurant. House of Rock is located in the heart of downtown Corpus Christi, TX and was established in the summer of 2005. In addition to House of Rock, Casey owns and operates CL Presents, a booking and production service for venues, festivals, corporate and private events of all sizes. Since Casey started his career, he has booked well over 3500 concerts in Corpus Christi.



MARK SCHABERG

Entertainment destination owner / operator

Mark has been in the entertainment industry for some time. He has gone from performing in one of Texas' most successful party bands; Bob Popular in college, to currently being the owner / operator to three of Corpus Christi's premier entertainment destinations; Concrete Street Amphitheater, Brewster Street Icehouse and Rockit's Whiskey Bar & Saloon. In between those two impressive milestones, he also started a booking agency, and created a concert production company.



DR. DAN SIPES

Associate Professor of Music
Texas A&M University-Corpus Christi

Dan heads the music industry program and teaches low brass at the university. Prior to joining TAMUCC, he worked as National Sales Manager for Orpheus Music and as the Artist/Clinician for the Tuba Exchange. Dan is currently a Performing Artist for the Buffet Group-USA/Meinl-Weston Tubas. He is also a member of the Society for Arts Entrepreneurship Education.



DR. CYNTHIA BRIDGES

Associate professor of music and chair of the Department of Music
Del Mar College

Cynthia is active in state and national music leadership organizations, serving as a visiting evaluator for the National Association of Schools of Music and as the two-year college director for the Texas Association of Music Schools. She earned doctoral and master's degrees in music education at the University of Hawaii at Mānoa and a bachelor's degree in music with specialties in music education and performance at Texas State University in San Marcos.



DR. MARY SHERWOOD

Chief of Staff President Flavius Killebrew
Texas A&M University-Corpus Christi

Mary is a versatile higher education leader with experience at regional, flagship and systems levels who has a broad knowledge of higher education issues. Previously, she was assistant vice chancellor for academic and student affairs for the Texas A&M University System and also worked in the Office of the President at Texas A&M University on its Vision 2020 plan. Prior to working in higher education she was a journalist for the Corpus Christi Caller-Times and the Associated Press in New York.



CLAUDIA JACKSON

Executive Director of Strategic Communication & Government Relations
Del Mar College

Claudia's primary responsibilities at Del Mar College are quite encompassing. She is the lead for areas including: governmental affairs, marketing, publications, media and public relations, educational television and advertising for the community college of Corpus Christi. Del Mar College engages more than 25,000 students each year in academic, occupational, contract and continuing education programs.



RYAN ARRIAGA

Vice-President CCFridays

CCFridays is a production and booking organization based in Corpus Christi that has started developing a music scene with the city's youth in a welcoming environment. CCF provides the opportunity where "hungry" individuals can learn from each other, work together, and express themselves at the organization's free event and put their skills to the test on stage at their sponsored events.

CHICASROCK

ChicasRock is a music program exclusively for girls dedicated to building their self-esteem through music creation and performance. Qualified counselors in an all-female environment instruct campers in guitar, bass, drums, keyboards, and vocals. Armed with fresh, enhanced skills, campers form bands and learn to play together and perform as a group.

