

# *Fiero Flair 2016 Girl Power Panelists*

for Women Working in the Music Industry Conference, April 16th

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San Francisco State University, 835 Market St., 6th Floor, San Francisco, CA 94103

**Got Tickets?**

<https://2016womenworkinginmusic.eventbrite.com>

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| Main Conference Agenda<br>Room 673 |  |
|------------------------------------|--|
| 10:00 a.m. -10:15 am               | Keynote Address: Kiran Gandhi  |
| 10:15 a.m. - 10:20 a.m.            | Ryan Nicole: "Shot Caller" Tribute To Female Bosses  |
| 10:20 a.m.- 10:40 a.m.             | Welcome/Opening Remarks: Kerry Fiero   |
| 10:45 a.m. - 11:45 a.m.            | Media Mash-Up: Leveraging New Work In Media, Music & Tech<br>Elizabeth Moody, Danielle Burnstein, Jordan Ching<br>Moderator: Shoshana Zisk                                     |
| 11:45 a.m. - 12:00 p.m.            | Networking Break   |
| 12:00 p.m. - 1:00 p.m.             | A Woman's Touch: Succeeding As A Female<br>Entertainment & Media Entrepreneur<br>Brooke Wentz, Heather Beverly, Ana Guillen<br>Moderator: Y'Anad Burrell                       |
| 1:00 p.m. - 1:45 p.m.              | Networking Lunch   |
| 1:45 p.m. - 2:45 p.m.              | Working In Harmony: The Keys To Profitable<br>Relationships with Music Artists:<br>Paula Telander, Renee Moncada, Catherine Enny,<br>Moderator: Freska Griarte                 |
| 2:45 p.m. - 3:45 p.m.              | Booked! Capitalizing On Business Opportunities In<br>The Live Performance Arena:<br>Joan Rosenberg, Julie Zielinski, Mary Goree,<br>Biasha Mitchell<br>Moderator: Emma Silvers |
| 3:50 p.m. - 3:55 p.m.              | Suga-T: "Butterfly" - Tribute To Empowered Women   |
| 3:55 p.m. - 4:05 p.m.              | Conclusion: Kerry Fiero /Girl Talk, Networking   |

| Artist Lounge Agenda<br>Room 675 | Hosted by Tracy Cruz  |
|----------------------------------|---|
| 11:45 a.m.                       | Kerry Fiero: Welcome/Opening Remarks  |
| 12:00 p.m.                       | Sakai: Keynote Address  |
| 12:15 p.m.                       | Piper Payne: Helping Artists Sound Great In Recordings                                |
| 12:45 p.m.                       | Christine Doelling: Songwriting Business Basics                                       |
| 1:15 p.m.                        | Networking Break  |
| 1:30 p.m.                        | Erica Castello: Maximizing Opportunities In The Digital Space                         |
| 2:00 p.m.                        | Carolina Castilla: Obtaining & Capitalizing On Artists Live Performance Opportunities |
| 2:30 p.m.                        | Christiane Kinney: Legal Q&A  |
| 3:15 p.m.                        | Heather Beverly: The Business Of Working With Producers                               |
| 3:35 p.m.                        | Flair For Songwriting Contest Winner Announced  |
| 3:45 p.m.                        | Migrate to room 673 for Suga T presentation/Networking                                |

# *Girl Power! Music Industry Conference and Artist Lounge Speakers!*

(in alphabetical order)

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## **Heather Beverly, Esq.**

### ***Entertainment Attorney, Law offices of Heather Beverly***

Heather M. Beverly, (formerly Nelson) a native from Minneapolis, Minnesota, earned a Bachelor of Business Administration in Marketing from the University of Wisconsin-Madison in 1993. After college, she went on to law school at Chicago-Kent College of Law in Chicago, Illinois where she earned her J.D. in just 2 ½ years in 1995. Mrs. Beverly established her boutique entertainment law practice in Chicago, Illinois in 1998.

Mrs. Beverly served on the Board of Governors of the Recording Academy for eight years. She is a founding member of the Black Women in Entertainment Law foundation (BWEL).

Her clients include: Various songwriters and producers who have created hit songs for artists such as: *Chris Brown, Maroon 5, Jason Derulo, Pitbull, 5 Seconds of Summer, Rita Ora, Kendrick Lamar, Usher, Rhianna, Flo Rida, Ne-Yo, Selena Gomez, Trey Songz, Demi Lovato, Carly Rae Jepsen, Big Sean, Wiz Khalifa, Tyga, Nikki Minaj, Kid Ink, R. Kelly, Kevin Gates, Ciara, Akon, Janet Jackson, Seal, Toni Braxton, Tank, 5th Harmony, Diddy, Lupe Fiasco, Sean Kingston* and more; several of gospel music's top artists and producers and independent labels; the *Thomas Dorsey Estate* ("father" of Gospel music), Mathew Knowles (Music World Entertainment (*Beyonce, Destiny's Child, Solange, etc.*)); "Star Clippers" (celebrity barbers for *Will Smith, Eddie Murphy, Anthony Anderson, etc.*); 1916 Management, LLC; R8D Music Publishing, LLC (JV with BMG) and Peachez, Inc. (*Tyler Perry's Production Company*).

<http://hbeverlylaw.com/about/>

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## **Danielle Burnstein**

### ***Business Development, INgrooves Music Group***

Since 2014, Danielle Burnstein has been with INgrooves Music Group (distribution, marketing and rights management tools and services to content creators and owners) as a member of their Business Development team, focusing on the strategy and growth of digital retail partners. Prior to joining INgrooves Music Group, Danielle worked in developing JamBandit, an interactive music platform. While a student at UC Davis Danielle was the Director of Logistics for TEDx Conferences on campus and a Grammy Ambassador for the Recording Academy. Danielle received her Bachelor's Degree in 2013 in Music, Spanish, and Anthropology, with a special focus on Entrepreneurship and Business.

[www.ingrooves.com](http://www.ingrooves.com)





## **Y'Anad Burrell**

**Founder/CEO of Glass House Communications (GHC)**

**Producer, *Fashion On The Square***

Y'Anad is a San Francisco native who has more than 10 years of experience in the entertainment and fashion industries from representing music artists as their publicist and giving them national exposure to producing the largest and longest running fashion show on the West Coast, *Fashion On The Square*, which is in its 11th year. Y'Anad opened Glass House more than 8 years ago and the company provides services in the areas of marketing/branding, publicity/media relations, social media strategy, strategic communications and event design/planning. GHC has a national reach with clients who are corporations, government entities, non-profit organizations, individuals and small businesses and additionally works with clients in the entertainment, fashion, beauty, sports and arts industries.

As an expert in the public relations field, Y'Anad was tapped as the current Board President for the Public Relations Society of America (PRSA), San Francisco Chapter and also the PRSA National Committee on Diversity & Inclusion. She is also a Commissioner for the Arts & Culture Commission of Contra Costa County and on the Vanguard Advisory Board - Museum of the African Diaspora (MoAD).

[www.glasshousepr.com/](http://www.glasshousepr.com/)

[www.fashiononthesquare.com/](http://www.fashiononthesquare.com/)



## **Erica Castello**

**Founder EMC Communications**

**Co-Creator, *Oddacious Creative Management***

Erica Castello is an artist advocate who cross-pollinates high-tech + hip hop and encourages people to do their thing. As a strategic consultant with clients in both hip-hop and high-tech, Erica creates holistic brand strategies for artists, entrepreneurs, and organizations looking to develop more efficient workflows, consistent aesthetics, cohesive messaging, SEO-friendly online presence, cutting-edge creative content, effective press packages, live events, and scalable monetization strategies.

Through her agency EMC Communications, Erica offers digital marketing, strategic communication, business development, and creative guidance to both emerging and established artists in the Bay Area and beyond.

[www.emc-com.com](http://www.emc-com.com)





## **Carolina Castilla**

***Founder/CEO, Massive Act, Music Business Entrepreneur***

16 years working in the music industry as a Manager, Tour Manager, PR and event producer helping bands from Latin-America, the US and Europe. Caroline decided to make the move to Silicon Valley and begin her StartUp journey, a software platform that helps musicians to build their careers connecting them with venues, festivals, brands and media. This application decreases the time and money they spend on technical requirements communication and performance logistics. Brands and Media use the network as a talent source for sponsorships, endorsements and content for publications.

While she was working for Bogota Music Link she had the opportunity to work as tour manager and hospitality for groups like Coldplay, Depeche Mode, the Broadway 'Cats' and David Guetta in their Latin American shows. With deep knowledge in product development, event coordination, sponsorship, creation of street teams and planning and execution of international tours, Carolina has devoted her life to building artists' careers.

[www.massiveact.com](http://www.massiveact.com)

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## **Jordan Ching**

***Co-Founder/Director, Northbound Films***

Jordan first fell in love with the camera while living abroad in China and Argentina. Upon returning to the U.S., she tried her hand at a corporate job for a year and absolutely hated it (this is an understatement).

Her friend from college (and also current business partner) told her to check out a start-up media company he was working for. It was the first time she realized she may be able to make a living off of something she likes to do. With the help of her crew, Jordan directed her first \$120 music video and that was it. She never looked back. Film has taken her everywhere from neighborhoods in Detroit to a private island across the world. Today, Jordan is a co-founder and director of Northbound Films, a creative media agency dedicated to creating engaging and impactful content.





## Tracy Cruz

### *Singer/Songwriter/Vocal Coach*

Tracy Cruz is an R&B/Soul singer, songwriter, and recording/performing artist born in Quezon City (Philippines) and raised in San Jose, CA. She has been singing since the age of 2 and performing live for over 20 years. She released an EP "Illuminate Love" (2005) and two full length albums "Feel'osophy" (2008) and "Universoul Symphony" (2011). Tracy has shared the stage and opened up for Kenny Lattimore, Apl. de Ap of the Black Eyed Peas, Keke Wyatt, Miki Howard, Chrisette Michele, Noel Gourdin, L. Young, Kanetic Source, Christopher Williams, Sy Smith, Mark de Clive-Lowe, Jaguar Wright, and many more. She has been nominated for a 2014 Hollywood Music in Media Award and has won 3 Muse's Muse Awards and an Independent Artist Network for the Music Arts Award.

Tracy was also an official Soultracks.com nominee for "Female Vocalist of the Year" for their 2011 Reader's Choice Awards and "New Artist of the Year" for their 2009 Reader's Choice Awards. Her music video "Love's Galaxy" and "Joyful Rain" was aired nationally on MYX TV. Tracy has been featured on KTVU Channel 2, KOFY TV 20, Soultrain.com, Soulbounce.com, BBC Radio, and several radio stations around the world. In addition to singing professionally, she enjoys encouraging and motivating aspiring singers and artists! You can check out her teaching website at [www.tcvcocalcoach.com](http://www.tcvcocalcoach.com)

## Christine Doelling

### *Third year law student, UC Hastings College of the Law, Marketing & Digital Strategist*

Christine holds a Master's degree in media, communication and critical practice from the London College of Communication (where she wrote a lay person's guide to digital music royalties), and a Bachelor's degree from The George Washington University. Christine is currently a 3L at UC Hastings College of the Law where she is studying trademark, copyright and entertainment law. As a student, Christine has worked on copyright issues for Universal Music Group and Reservoir Media Management. Recently, Christine enjoyed being a summer associate in Cooley LLP's trademark, copyright and advertising group.

In her second life, Christine is a marketing and digital strategist. She helps her clients construct long and short term campaigns that tell well-crafted stories, while enhancing consumer engagement. She has over seven years of experience working with media, art, and entertainment clients, including her work as an e-marketing specialist for the National Geographic Society. In recent years Christine has experienced unprecedented success managing crowd-funding campaigns for films, museums and interactive projects. When it comes to crowd-funding, Christine enjoys an undefeated track record for meeting the financial goals of her clients.





## **Catherine Enny**

***Founder, Guerilla Management  
Manager, Music Supervision, Licensing, Production,  
SupaCat***

Catherine Enny's career kicked off in the early '90s as an engineer and producer for Orange County garage and punk bands. She became a music manager while also working as a marketing coordinator for Restless Records developing strategies and sales for such artists as The Flaming Lips, Nick Cave, The Cramps, They Might Be Giants, Ween, Dead Milkmen and Cassidy.

She founded Guerrilla Management overseeing the careers of artists such as Fu Manchu, The Dwarves, Sean Yseault of White Zombie/Famous Monsters, earning a Gold-Record in 1998 for cult-rock breakthrough artist Monster Magnet's album "Powertrip" and long-time client Josh Homme on various projects including signing his multi-platinum selling band Queens Of The Stone Age to Interscope Records.

In late nineties, a co-venture working with Warren Entner Management (Rage Against The Machine, Quiet Riot, L7, Deftones) launched Ignition Marketing, one of the premiere "guerrilla marketing/street promotions" companies to break emerging artists and established touring artists, including: NIN, Marilyn Manson, Weezer, Jimmy Eat World, No Doubt, and many more Interscope, Sony, Warner, and Universal artists.

In 2000 a move from Los Angeles to San Francisco brought on a whole new spin into the conscious hip hop and political world with the signing of Michael Franti & Spearhead. Being the innovative artist that he is, Franti and Guerrilla Management went on to develop an enterprise approach to the marketing of a lifestyle through DIY merchandising, music videos, innovative digital campaigns, filmmaking, sponsorships, real world and virtual community building which equates to "experiential marketing of a lifestyle." This venture continues and with major success from producing 80,000 capacity Power To The Peaceful Festival for 12 years; producing internationally award winning documentary film "I Know I'm Not Alone."

Always one to venture into new realms, Catherine co-produced a double soundtrack album w/film director, Steve Brown, Grammy-Award winning producer/songwriter Dan Wilson and legendary DJ/label owner, Tim Fielding (Journeymans) for "Spark: A Burning Man Story" in 2013.

**[www.guerrillamgmtsf.com](http://www.guerrillamgmtsf.com)**





## Kiran Gandhi

### *Musician/Feminist Activist/Digital Analyst*

Kiran Gandhi is a Los Angeles-based musician, feminist activist and music industry thinker with an MBA from Harvard. She has toured professionally drumming for M.I.A and Thievery Corporation and currently produces electronic music under her own project called Madame Gandhi.

Kiran was Interscope Records's first-ever digital analyst. Combining her passion for mathematics and music, her job was to understand music consumption patterns on Spotify and YouTube, predict sales trends based on these new volume metrics and create an internal system for how the label could understand the success of an artist online. She continues to advise music companies Spotify, Stem, Bonnaroo and D'addario.

She won GrammyU's Annual Summer Business Plan Competition by proposing a viable pay structure for a streaming service that would appease labels and artists alike, and writes for various media outlets about trends she observes in the music industry.

Kiran is working on two freelance consulting projects to improve gender equality in the music industry. Her goal is to combine her intellectual and musical talents in order to re-imagine a music industry that is healthier for women and girls around the world.

Kiran's TEDx talk on "Atomic Living" ([https://www.youtube.com/watch?v=DH\\_fs3GU5Bc](https://www.youtube.com/watch?v=DH_fs3GU5Bc)) embodies her belief that by knowing and protecting the things that matter to you most, life's toughest choices become easier to navigate.

She is perhaps most well-known for running the London Marathon bleeding-freely to combat period stigma around the world, sparking a global viral conversation about how we treat menstruation in various cultures. As an activist, Kiran partners with menstrual health organizations Binti Period and Thinx to improve women's access to affordable and safe menstrual care. She speaks often about how menstruation taboo affects women and girls daily around the world, and is currently working to eliminate the "luxury tax" on tampons that still exists in several states today.

"I was so fortunate to meet Kiran at the SFMusicTech Conference," says Kerry Fiero, co-founder of Fiero Flair and lead producer of the conference. "She has toured the world as a drummer, and has spoken on numerous panels including her own Tedx Talk," Kerry continues. "Kiran's experience as a musician, digital analyst, and international feminist for the Future Is Female movement, equip her with the ideal qualifications and perspectives to address the theme of this year's Girl Power! conference: blending careers in entertainment and technology."

[www.kirangandhi.com](http://www.kirangandhi.com)



## Mary Goree

### **Booking Agent, Leafy Green Booking**

With a passion for music, live events and 20 years' experience in the music industry that began with Bill Graham Presents, Mary Goree is currently an Agent at Leafy Green Booking working with an eclectic roster of phenomenal artists. Prior to her experience at Leafy Green Booking, Mary managed the Great American Music Hall and was the Festival Administrator for the Stern Grove Festival in San Francisco. She also works events and festivals with Suite Treatments, a premier boutique operation, designing events and transforming spaces. Previous projects Suite Treatments include Bonnaroo Music & Arts Festival and Project Pabst. Mary loves experiencing and supporting

the amazingly creative local music and arts community, and most evenings, you can find her enjoying a performance at one of the Bay Area's many incredible live music venues.

[www.leafygreen.com](http://www.leafygreen.com)

## Freska Griarte

### **Radio Personality, Q102.1 - The Throwback Station**

Freska Griarte has been in the entertainment industry for over 20 years. Freska started playing piano at the age of 4 and had 10 years of private lessons. She also played clarinet for 3 years and then ultimately found that her musical talents were with the trombone. She toured Japan with the Monterey Jazz Festival High School All-stars for 2 summers and performed at the festival in the Fall with Dizzy Gillespie.

While considering studying music in college she was introduced into DJ'ing and it changed the trajectory of her life. She has mixed in clubs in all markets that she has worked in, like Hawaii, Sacramento and San Francisco. Working in radio Freska has been an assistant music director, programming assistant, mix show coordinator and on air talent from mornings, middays, and nights. Currently she can be heard midday (10am-2pm) on radio station Q102.



She is a breast cancer survivor and is very active in cancer awareness events.

[www.q102sf.com](http://www.q102sf.com)



## Ana Guillen

### **Owner, ONE OF ONE Attorney/ Partner, LeClairRyan**

Ana Guillen began her career at Warner Bros. Records as a Promotion & Marketing Manager. Here she was a key member of the team responsible for breaking Jason Derulo, The Black Keys, Muse, and many more artists in the U.S. After nine years with Warner Bros. Records, she ventured into the artist side of the business by joining The Collective, a music management company and digital studio. It is here where she emerged as an artist manager and signed her first client, Kalin & Myles. Over the past three years she has gone on to bring Kalin & Myles to international prominence as well as form her

own management company, ONE OF ONE, where she is currently developing and guiding the careers of her clients.



## **Christiane Kinney**

### ***Attorney/ Partner, LeClairRyan***

Christiane Cargill Kinney is a partner at LeClairRyan and chair of the firm's Entertainment Industry Team. Kinney has represented artists, festivals and award shows, music tech start-ups and Presidential Candidates. Kinney is an award-winning singer/songwriter and a voting member of the Recording Academy, with awards and distinctions from Billboard, ASCAP, International Songwriting Competition, Global Music Awards and more.

Her personal experience as both a recording artist and an entertainment attorney provide a unique perspective to the deal-making process. Kinney also has significant litigation experience in federal and state court, and has handled a wide array of intellectual property, business, and tort litigation matters.

Since 2011, Christiane has worked with LexisNexis® as an Author for Lexis® Practice Advisor on Entertainment Transactions. Kinney also frequently speaks on entertainment law panels and radio talk shows. As a strong supporter of education for independent artists, Kinney also writes a legal column for CD Baby's DIY Musician blog. CD Baby, the largest online distributor of independent music, recognized Kinney as #1 out of their list of the Top 10 Music Law Resources to follow on Twitter, noting that "her in-the-thick-of-it perspectives carry a lot of weight." Kinney has also been recognized by Super Lawyers magazine, and has been featured in Glamour Magazine's Woman of the Year issue for her charity work in bringing music and art programs to at-risk youth.

[www.leclairryan.com](http://www.leclairryan.com)

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## **Biasha Mitchell**

### ***Business Strategy & Solutions, Eventbrite***

Biasha possesses more than 20 years of experience working in the music industry, particularly in event production and logistics. She is responsible for ensuring the success of the largest events on the planet from the ticket on-sale to day of show entry management operations. She works on Eventbrite's strategic business initiatives as well as ensures Eventbrite's largest customers are leveraging the technology platform successfully.

Prior to Eventbrite, she managed credential check-in operations for the largest festivals in the United States, including Bonnaroo Music & Arts Festival, Coachella Music Festival, Stagecoach Music Festival, and Rothbury Music Festival. She served as Production Coordinator at such festivals as All Good Music Festival and Wanderlust Music & Yoga Festival. Biasha brings a wealth of knowledge and experience in every aspect of event production, from the gate to the stage.

[www.linkedin.com/in/biashamitchell](http://www.linkedin.com/in/biashamitchell)



## **Renee Moncada**

### ***Content Producer/ Director, RMM Media***

Renee Moncada has always been a visionary. At a young age she picked up a camera and began her path into filmmaking. She received her BA in mass communications with a minor in photo journalism. She pursued a career in acting and media while raising a small child. She put her ambitions on hold when she married musician/music producer Thomas McElroy (who co-producing the iconic girl group En Vogue). Renee had three more children, and stayed home to raise them. After her kids were grown enough, she landed an internship at Michael Hoff Productions, a television production and programming company, producing documentaries and reality television shows like Chain Gang Girls and Man vs. Fish.

In 2010 she began filming a documentary on New Orleans bounce artist Big Freedia, whom she felt was an intriguing subject. Six months later she joined his management team. FUSE TV approached Freedia to do a reality show and Renee, became the executive producer and the engine behind the show and Freedia's brand. Renee was a cast member, negotiating, coordinating and promoting Freedia's recording and performing career in "Big Freedia: Queen of Bounce" for 4 seasons. Her presence on the show as a successful African-American woman served as a model for younger black women, especially in television, something that she feels is missing from the entertainment industry in general.

Renee has left artist management and returned to her first love, filmmaking. Her company RMM Media is in pre-production on a new television show. Renee is passionate about her family, travel adventures and fashion and thrilled to be returning behind the camera to share her vision.

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## **Elizabeth Moody**

### ***Vice President of Global Content Licensing, Pandora***

Elizabeth joined Pandora in March 2015 and serves as Vice President of Global Content Licensing. In this role, she drives all strategy and negotiation of content partnerships, including the development of broader product rights and international rights to increase revenue, engagement, retention and positive customer behavior.



Elizabeth has over 15 years of experience as a digital media executive advising digital music and video services including Spotify, Rdio, Mog, iMeem and MySpace. Elizabeth was previously Head of Music Partnerships at YouTube where she lead record label and music publisher relations, as well as sourcing, structuring and consummating content-driven transactions for the YouTube music business. Prior to YouTube, Elizabeth worked with Fred Davis to build Davis Shapiro's digital media practice, advising digital media services through years of shift in the digital music and video industries.

Elizabeth serves as a member of the board of The Grammy Foundation. She graduated from Colby College with a bachelor of arts in international studies and French and received her juris doctor from the Washington College of Law at American University. Elizabeth's favorite Pandora stations include Phantogram, alt-J, Gramatik, Warpaint, The Velvet Underground, Ali Farka Toure and Charles Mingus.

**[www.Pandora.com](http://www.Pandora.com)**





## **Ryan Nicole**

### ***Artist/Actress/Activist***

Ryan Nicole is a thoughtful emcee/spoken word artist. Coming of age in a time when hip-hop reigned supreme, the genre further refined her appreciation for sharp lyricism. Inspired by female emcees like Lauryn Hill, without denying the prowess of those like Lil Kim, RyanNicole offers a welcomed sexy intelligence to the game. Feeling and filling a void for voices like hers, RyanNicole uses her experiences in leadership to craft a decadent narrative of self-reliance and accountability. The scholarship Track & Field athlete, pre-law graduate, current host of HotWater Cornbread's weekly open mic: Mouth Off, and former Executive Director of Youth Movement Records, humbly professes simple solutions to rampant ignorance in head-nodable morsels. Never easy, yet highly digestible; even tasty: RyanNicole harvests a flavor for every palate, encouraging one to savor her offerings long after she's left a stage. She is lasting, her words timeless and thick. RyanNicole is an instant classic, reviving artistry and industry in this modern era.

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## **Piper Payne**

### ***Mastering Engineer, Coast Mastering & Vice President of the Recording Academy (SF Chapter)***

Piper Payne is a Mastering Engineer at Coast Mastering (formerly Michael Romanowski Mastering) in Berkeley, CA. She is the Vice President of the SF Chapter of the Recording Academy and Co-Chairs the SF Producers and Engineers Wing. Piper also serves on the Education Committee. In addition she is an active member of the AES and the Women's Audio Mission, as well as being the CEO of Giving Stage. Piper is an audio educator and lectures often about mastering and recording. She is also a first-call for large venue concert and classical recordings. Piper began her career with a BFA in Audio from the University of Michigan, continuing her Graduate education in Audio at the University of Stavanger in Norway. Piper has apprenticed under some of the best Mastering and audio mentors in the world, including Bob Katz in Orlando and Michael Romanowski in San Francisco. Piper moved to San Francisco after working at the Banff Centre in Alberta, Canada as the Senior Audio Associate in a work-study program that had her climbing glaciers for film sound design and recording jazz orchestras in the same day! Piper's focus is Mastering and she lives for quality and equality in audio.

[www.piperpayne.com/](http://www.piperpayne.com/)

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## Joan Rosenberg

### **Regional Director of Marketing at AEG Live/GoldenVoice**

Joan is a seasoned live entertainment marketing professional with 15+ years of experience in marketing concerts and live events. She currently serves as the Regional Director of Marketing at AEG Live / GoldenVoice in San Francisco and formerly worked at Live Nation (Bill Graham Presents) and Yoshi's Jazz Club.



Joan is responsible for the marketing initiatives, publicity and promotional campaigns for award winning Bay Area venues including The Mountain Winery, The Warfield, The Regency Ballroom plus festivals and bookings at other facilities throughout Northern California and Nevada. She has also worked with several independent artists as a manager and publicist. In her spare time she is a Court Appointed Special Advocate (CASA) for two brilliant teenage Foster Youth and regularly volunteers her time for organizations such as Elevate Oakland, 51Oakland, Share Our Strength and SPCA. Joan is also a painter and an avid orchid enthusiast.

[www.goldenvoice.com](http://www.goldenvoice.com)

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## Emma Silvers

### **Editor and Producer, KQED Arts**

Emma Silvers is a writer and editor who covers music and pop culture for KQED, San Francisco's NPR affiliate. Previously, she has served as music editor at both SF Weekly and the San Francisco Bay Guardian (RIP); her writing has also appeared in the San Francisco Chronicle, Mother Jones, Salon.com and more. A Bay Area native, she grew up on East Bay punk and hip-hop, and has an abiding love for the smaller and smellier venues of the Bay Area. She also has a Master's degree from Columbia University's Graduate School of Journalism.

<http://ww2.kqed.org/arts/>

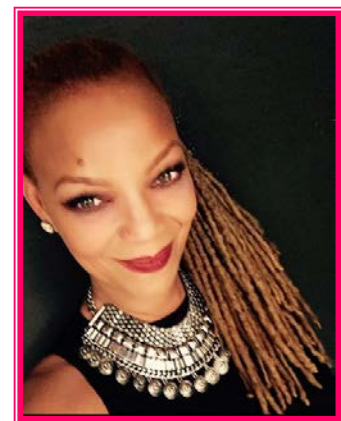
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## Sakai Smith

### **Singer/Songwriter/Performer**

*“Reminiscent of the tone set by such soulful chanteuses as Phyllis Hyman and Angela Bofill....”*--Billboard magazine

Though her name might not sound familiar, Sakai's voice has probably already touched you. You have heard her voice on recordings with Train, Santana, Celine Dion, Aretha Franklin, Narada Michael Walden, Curtis Mayfield and Tower of Power and live performances with Quincy Jones, Stevie Wonder, Chaka Khan, Steven Tyler, Adam Levine, Sakai is called on by the best.



A native of the San Francisco Bay Area, Sakai has traveled the world sharing her gift of song together with her spirit and natural beauty. Currently Sakai travels as a permanent member of the super group Train while simultaneously working on a new solo project, collaborating on material with other artists and working on placements for TV and film. Sakai, touching hearts and lives through music.

## **Tenina Stevens (aka Suga T)**

***Founding member of The Click,  
Social Entrepreneur, Motivational Speaker,  
Author, Producer, Mentor and Activist***

Suga-T is a founding member of The Click, a rap group that also includes her brothers E-40 and D-Shot and her cousin B-Legit. She and her group collectively sold over 20,000,000 and the song "Sprinkle Me" was the biggest brother and sister hip hop duet in history (Guinness). After 30 years in the business, her music and influence can still be heard over various national media outlets. Suga-T has grown and evolved over the years and now this multi-faceted modern-day Renaissance woman is flexing her lyrical skills in the R&B, gospel, bluesy jazz & soul genres along with being a successful Social Entrepreneur, motivational speaker, author, producer, mentor and activist. Suga T received her Master of Arts degree and is a public speaker on women empowerment and autism. She also has a fragrance line called "Sprinkle Me." She is an "Edu-tainer Dream Coach."

[www.suga-t.net](http://www.suga-t.net)



## **Paula Telander**

***Co-Founder/Owner, PAJAMA Recording Studios,  
Founder/CEO TeaTime Entertainment***

Ms. Telander, producer, director, editor, and actress/dancer co-founded PAJAMA Recording Studios a world-class award-winning commercial recording studio, earning 42 platinum and gold albums, with award-winning producer/composer James Gardiner in 1993, along with Gardiner Music Mentoring in 2009. Ms Telander is the CEO of her own company TeaTime Entertainment a multi-faceted production company, specializing in producing quality inspirational driven motion pictures, music videos, and documentaries, content development, business management, studio and pro-audio consulting, new artist development and mentoring, and visual image press packaging.

With over 30 years' experience in the music and film industries, she has produced and directed professional marketing packages for artists, press-kits, photo shoots, documentaries and music videos to an extensive roster of artists, from A-List major labels to indie projects. Ms. Telander is a mentor on the music production and music business side of operations, including artist relations and artist image and performance development. She was the radio co-host on The Mornings with Erika Blue Show: 'Women In Music' series on OZCAT Radio 89.5FM and last year she co-produced a benefit for vocalist Rosie Gaines.

[www.gardinermusicmentoring.com/?page\\_id=6](http://www.gardinermusicmentoring.com/?page_id=6)

[www.linkedin.com/in/paula-telander-0362098](http://www.linkedin.com/in/paula-telander-0362098)



## **Brooke Wentz**

***CEO, Founder Seven Seas Music / Founder The Rights Workshop***

Seasoned music rights executive with 25 years' experience in valuation and licensing. Deep knowledge of digital and new media rights, content acquisition, PRO and synchronization licensing. Respected creative music supervisor for film, television, advertising and new media. Oversaw music policy and set-up publishing concern for ESPN and all affiliated networks, with specialty in direct source licensing.

Wentz won Billboard Award for critically acclaimed world music recordings and music producer for New York City's 24-hour millennium celebration. Previous on-air radio host for NPR and related stations.

Author of the book "Hey, That's My Music! Music Supervision, Licensing and Content Acquisition", published by Hal Leonard and numerous articles.

Specialties: Music Supervisor and digital copyright specialist focused on licensing and negotiating intellectual property rights. Work with media producers, distributors, corporations, branding and ad agencies, law firms and individual producer/directors.

[www.rightsworkshop.com](http://www.rightsworkshop.com)

[www.sevenseasmusic.com](http://www.sevenseasmusic.com)

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## **Julie Zielinski**

***Associate Producer, Noise Pop Industries***

As an almost Colorado native, Julie Zielinski graduated with a Journalism degree from the University of Colorado, Boulder. She made the next obvious choice to pursue a career as an aspiring musician and relocated to San Francisco. Julie spent 10+ years as the lead singer and guitarist in the Bay Area indie pop band Staci Twigg. After releasing four records with Staci Twigg and two solo albums, she shifted gears into festival production.



She is now in her 9<sup>th</sup> year as an integral part of Noise Pop Industries, renowned for producing the Noise Pop Festival, The Treasure Island Music Festival (along with Another Planet Entertainment), 20th Street Block Party and countless other events throughout the year. Now in its 24th year, Noise Pop has brought early exposure to many emerging artists in the Bay Area and beyond, many of whom have gone on to widespread acclaim.

Julie's undertaking can range from curating to producing and everything in between. Additionally, Julie is pulled out of the office several times a year to lend her expertise to events such as Bonnaroo, Outside Lands, and Kaaboo.

With well over thousands of events under her belt, she continues to strive for, as Noise Pop's tagline states, championing independent music and culture.

[www.noisepop.com](http://www.noisepop.com)

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## **Shoshana Zisk, Esq.**

### ***Producer & Co-Founder, SF MusicTech Summit***

Shoshana Zisk is the Co-Producer and Co-Founder of the SF MusicTech Summit and the Future of Money & Technology Summit. She is also entertainment lawyer with a wide range of experience in the music industry. Her experiences includes Interim Chief Operating Officer for In Ticketing, Business & Legal Affairs for George Clinton and his musical groups Parliament, Funkadelic and The P-Funk Allstars, and General Manager of Clinton's independent record label The C Kunspruzy.

Her major label experience includes Business & Legal Affairs at Sony BMG U.S. Latin, the Copyright Department at Motown Records, and A&R Administration for Island Records. Shoshana is also the owner of Kiddie Village, which creates award-winning childrens videos and music. Shoshana was recently the Musical Director for the regional production of "Rent" in San Francisco, CA & Hollywood, California. She is a member of the California, New York, and Florida Bars. She earned a bachelor degree in Classical Piano Performance and Juris Doctorate (cum Laude) from the University of Miami.

<http://www.sfmusictech.com/>

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## **Kerry & Gian Fiero**

### ***Event Producers/Founders of Fiero Flair***



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The Girl Power! Conference is produced by Fiero Flair founders, Kerry and Gian Fiero, a dynamic husband and wife team with more than 40 years of combined music industry experience in artist management, numerous consulting roles, and professional development events.

Educators at heart, Gian and Kerry have conducted highly applauded professional development courses on the music business, career development, and event planning for San Francisco State University's CEL/MRI program, and have been the driving force behind innumerable events for various companies and organizations in Northern and Southern California including:

SFJAZZ, California Lawyers for the Arts (CLA), Seth Riggs Vocal Camp, Moscone Center, 51Oakland, The National Association of Record Industry Professionals (NARIP), California Music Industry Summit, The Learning Annex, The Junior Achievement Program, The U.S. Small Business Administration (SBA), The Bay Area Producers Conference (BAPC), Musicians Institute, The Global Entertainment & Media Summit (GEMS), Westcoast Songwriters, The Bay Area Music Awards (BAM), The Oaktown Apollo, The Stone Soul Concert, and "A Conversation with Gian Fiero".

Kerry was previously the owner of Strive Management, which supported the careers of signed and unsigned artists including Goapele, Ledisi, Rozzi Crane and Pinay. She possesses over a decade of event production experience including Oakland's Art & Soul Festival; The California Music Awards; and her Billboard Magazine featured event "The Strive For More Music Showcase," Kerry's first collaboration with Gian (which launched the careers of ascending Bay Area music artists Kehlani, Adrian Marcel, Jay Ant, and Rozzi Crane).

Kerry's chief responsibility is the production and marketing of Fiero Flair events.

Gian was previously the CEO of M.B.I.S. Enterprises, an Oakland based music business consulting firm, and represented Grammy nominated music producer Cori Jacobs (Beyoncé, Pussycat Dolls, Lauryn Hill) before undertaking interdisciplinary psychology studies with a focus on work and success psychology (successful intelligence theory), and carving out his niche as a psychology based career & life coach for music artists, professionals, and entrepreneurs, in addition to providing organizational development (OD) consulting to corporations and upstarts.

Gian's chief responsibility is guiding the Girl Power! vision, designing conference, workshop, and educational event curriculums, brand messaging and management, and business development to support the Fiero Flair mission: Empowering People & Elevating Minds.





## **Girl Power! Allies & Affiliates:**

**Billboard Women In Music**

<http://www.billboard.com/women-in-music>

**Daisy Rock Girl Guitars**

<https://www.daisyrock.com/>

**Fusicology**

<http://fusicology.com/>

**KBLX Cares**

<http://www.kblx.com/shows/kblx-cares>

**Laniko Music & Media**

**National Association of Black Female Executives in Music & Entertainment (NABFEME)**

<http://www.bwelfoundation.org/>

**National Association of Record Industry Professionals (NARIP)**

<http://www.narip.com/>

**Northern California Women's Music Festival**

<http://northerncaliforniawomensmusicfestival.com>

**WIMN (Women's International Music Network)**

<http://www.thewimn.com/about/>

**Women's Audio Mission**

<http://www.womensaudiomission.org/>

**Women in Music**

<http://womeninmusic.org/wp/>

*\*Group on LinkedIn: National Network of Women in Music*