

+ PERFORMING ARTS

UAB VISUAL

MU
S
A MUSICIANS
CONFERENCE
3.25.20

REGISTER TODAY
ALYSSTEPHENS.ORG

10a Happy, Healthy & Injury-Free Musicians

UAB MEDICINE ORTHOPEDICS

This session will educate musicians on vital information that will have a positive affect on the well-being of future musicians, help stem the growing numbers of injuries artists have and provide strategies for maintaining psychological health.

11a Owning It: Becoming a Music Business Entrepreneur

ERIC ESSIX, DOUG AYERS, PH.D.,

There are many ways to enter the music industry – not just as a performer or musician. This session examines ways to start a business in the industry and how to approach the traditional roles of bandleader, producer, manager, sideman, etc. from the perspective of an entrepreneur.

12p Navigating The Obstacles In Today's Music Industry // Lunch & Learn

RICKY SHULTZ

A look at the state of today's music industry model and how to make it work for you.

1p Life on the Road: Making It As A Touring Musician

WEST BYRD, JOHN ROBERTS, SEAN MICHAEL RAY

Moderated panel discussion and demonstration on how to enter and maintain a career as a sideman in the music industry.

2p Planning for the Future: Wealth & Money Management Strategies for Artists

GREG POWELL

Learn how to managing your finances and plan for the future as a self-employed artist from FiPlan Partners.

3p One-On-One with ME'SHELL NDEGÉOCELLO

Eric Essix will moderated a discussion with Me'shell as she shares her thoughts on being a producer, performing artist and music industry trailblazer. Me'Shell will be performing from her latest album, "Ventriloquism" at 7p following the conference. Tickets may be purchased by [CLICKING HERE](#).

4p Market Your Music: Build Your Brand Using Social Media

ALEX KRALLMAN, PH.D., YUFEI ZANG, PH.D.,

The music industry is immensely competitive, and strong marketing is essential for anyone looking to turn their art into a successful career. This panel discussion with industry and marketing pros will provide some essential and effective techniques for building your brand and marketing your music using social media and the internet.

5p In the Studio: Exploring the Art and Business of Music Production

KELVIN WOOTEN, PHIL DAVIS

Panel discussion on the challenges and rewards of being an independent music producer/creator.

PRESENTERS

FEATURED PRESENTER

ME'SHELL NDEGÉOCELLO

This 10-time Grammy nominee's, music twists and turns through so many genres – R&B, pop, jazz, hip-hop – that it's hard to put a finger on just where she wants to take you. Me'Shell NdegéOcello has defied labels throughout her 20-year career as one of the brightest and most innovative artists in music today. Not only is she acclaimed and respected throughout the industry as a virtuoso on the electric bass guitar, her work as a composer and producer has become equally noteworthy. Her slinking and crawling songs have a rubbery flow that's just as rooted in '70s funky soul as it is in '90s hip-hop culture. The best songs work their way into their grooves with a seamless and almost uniform bounce that is prominent across the board with her work in film, television and solo recordings. Me'shell will engage attendees in a moderated panel discussion and perform to close out the 2020 MUSE Conference.



GET TICKETS HERE FOR
ME'SHELL NDEGÉOCELLO'S
7P SHOW, MARCH 25

ERIC ESSIX This native Alabama recording artist, composer and producer is president of the Essix Music Group, a UAB Artist-in-Residence and the youngest inductee into the Alabama Jazz Hall of Fame. Eric's career has spanned 30-years and he continually evolves as an artist and entrepreneur in the music business. Before creating his own indie label, Essential Recordings, Eric was signed to NOVA and Zebra Records releasing a total of 26 albums as a solo artist. Throughout his career, Eric's had several chart-topping hits and toured extensively, opening for legends like Gladys Knight, Kenny G. and B.B. King. Currently, Eric is the Director of Programming with UAB Visual and Performing Arts where his experience has given him a unique perspective and approach to booking talent and navigating the entertainment industry.



PRESENTERS

WEST BYRD

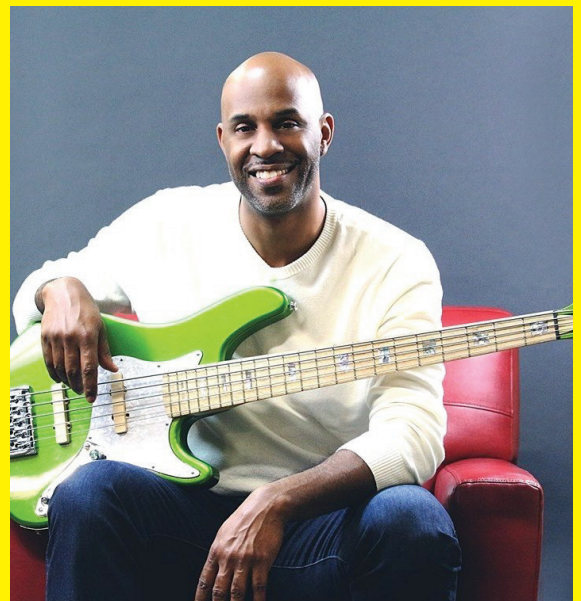
His professional success in the music industry can be attributed to his neatly cultivated talent as producer, composer, arranger, pianist and musical director in musical genres including jazz, R&B, classical and gospel. West has been influenced by music for over 20 years. These years allowed West to bring a buffet of musical goodies to any musical arena. As a result, West has earned opportunities to rock with some very notable artists such as Taylor Hicks, El DeBarge, Peabo Bryson, Chico DeBarge, Chante Moore, Montell Jordan, Donnie McClurkin, NAJEE, Brian Culbertson, Nathan East, Gerald Albright, Jeff Lorber, Chuck Loeb, Brian Bromberg, Paul Jackson Jr., Mike Phillips, Steve Cole, Rick Braun, Stanley Jordan, Gerald Veasley, Pieces Of A Dream, Arrested Development, Brian Simpson, Alex Bugnon, Gregg Karukas, Karen Briggs, Eric Darius, Paul Taylor, Marcus Johnson, Nick Colionne, Marion Meadows, Euge Groove, Steve Oliver, Tom Braxton, Pam Williams, Kim Scott, Jackeim Joyner, Matt Marshak, Jeff Kashiwa, Tom Browne, Elan



Trotman, Josh Vietti, The Sax Pack, Dorinda Clarke-Cole, Jonathon Nelson, Rahsaan Patterson, Bobby Valentino, Tony Terry, Lil G of Silk, RL of Next, Rodnie Bryant, Shirley Murdock, and the Anointed Pace Sisters.

SEAN RAY

has performed around the world and was inspired by Earth, Wind and Fire's bass player, Verdine White, and has traveled with such artists as Maxwell, John Waite, Gerald Albright, Alex Bugnon, Dionne Farris, Norman Brown, Joey Sommerville, Bob Baldwin, Sheila E and many more! He has also performed in various movies and soundtracks – among others: First Wives Club, Ghost of Mississippi, B5 ("Hannah Montana" soundtrack, "Shining Star"), Dionne Farris "Truth About Cats and Dogs," Jonathan Butler and Juanita Bynum "Gospel Goes Classical", and John Waite "The Hard Way," "Downtown Journey of a Heart."



PRESENTERS

PHIL DAVIS

is a Grammy-winning producer, keyboardist and engineer whose credits include work with numerous national recording and performing artists. His client list, which includes Al Jarreau, Norman Brown, Boney James, Alex Bugnon, Walter Beasley, George Duke, Rachelle Ferrell, Stanley Clarke and many others, is testament to both quality and success. In addition, Phil's reputation as a composer and virtuosic musician is well-known and respected by his peers in the music industry. He continues to grow and create recently completing his studies for a master's degree at Clarke Atlanta University, where he has been a professor for the past four years preparing the next generation for careers in music.



RICKY SCHULTZ

is a senior music industry executive with over 30 years experience. Ricky is a passionate, lifelong music fan and collector and has held vice president positions at Warner Bros., MCA and the Los Angeles Chapter of the Recording Academy, where he also served on the Grammy Jazz Screening Committee for 12 years. Ricky is the founder and president of Zebra Records, and has produced more than 100 albums plus live events and received two Billboard Video nominations. While at Warner Bros. he was instrumental in developing the careers of Pat Metheny, Al Jarreau, David Sanborn, Larry Carlton, Fourplay, Boney James, Joshua Redman and Loreena McKennitt. His signings of Enya and Boney James generated over \$250 million in domestic sales. He was instrumental in breaking platinum artists Seal and k.d.lang. He also signed Jaco Pastorius and leading independent children's label Music For Little People. Ricky conceived and directed MCA's re-entry into the jazz market, becoming Billboard's No. 1 Jazz label its first three years with annual sales exceeding \$15 million. His signings and successes included Michael Brecker, Larry Carlton, Keiko Matsui, George Howard, Yellowjackets and the Rippingtons. He reactivated Impulse! Records (producing three of their No. 1 albums) and signed the GRP label for distribution creating the foundation of what would become the Verve Music Group, adding \$75 million in valuation to the corporation.



PRESENTERS

JOHN 'LIL' ROBERTS is one of the most sought-after Jazz and R&B drummers of his generation. John has maintained his status in the industry as the ultimate heartbeat. John quickly became noted as a child prodigy, playing at the age of 16 alongside Christian McBride and Joey DeFrancesco. Collectively, the trio was also a part of the Duke Ellington Orchestra, a project created and directed by Wynton Marsalis, composed of 22 of the country's best young jazz musicians. John's formal studies began in 1991 when he was awarded a full scholarship to study at Berklee College of Music in Boston, Mass. After Berklee, John began his touring career starting with R&B and hip-hop artist Jazzy Jeff and The Fresh Prince (Will Smith). Afterward he went on to tour with Dionne Farris, Xscape, Monica, The Goodie Mob and Joi, and soon after that, John completed three tours with Janet Jackson.



KELVIN WOOTEN is a Grammy-nominated producer based out of Huntsville, Ala. operates a studio and label called Woodworx. One of the artists signed to his label is the rising star Deqn Sue. Her music has been played on the Netflix Series "Orange is the New Black" and she has been featured on NPR's acclaimed "Tiny Desk Concert" series. Kelvin plays multiple instruments and has arranged, written and produced some of the top artists in the music industry. Some of the artists he has worked with are Anthony Hamilton, Earth, Wind & Fire, Mary J. Blige, Al Green, The Bee Gees, Nappy Roots, Jill Scott, Raphael Saadiq, Macy Gray, The Isley Brothers, Tony! Toni! Toné!, Eric Clapton and TLC. He also wrote and produced the song "Freedom" for the Quentin Tarantino film "Django Unchained."



PRESENTERS

DR. YUFEI ZHANG, PH.D.

is an assistant professor of marketing at the University of Alabama at Birmingham (UAB). Yufei primary research interest is the domain of marketing strategy, focusing on digital marketing and social medial marketing. Her research has appeared in the Journal of Retailing, International Journal of Research in Marketing and Journal of Business Research.

Since she joined UAB in 2018, she has been teaching Digital Marketing and Retail Marketing in the Collat School of Business.



DOUG AYERS, PH.D. is an associate professor in the marketing and industrial distribution department and director of the MBA program for UAB Collat School of Business. He received his PH.D. in marketing management from the University of Kentucky, M.B.A (1988) and B.S. in mathematics in marketing (1986) from the University of Tennessee: Knoxville. Having had his research published in numerous publications from 1996 through today, Doug is an active and engaged teacher, having lead over fifty classes ranging from marketing research, entrepreneurship and modern marketing concepts to special topics such as health care marketing and tech venture business planning.



DR. ALEX KRALLMAN, PH.D.

is an expert in online retailing, social media marketing and services marketing. She is available to comment on marketing trends within the digital and social realm, including Facebook advertising, online consumer shopping behavior, customer feedback and comments. Her advice is targeted toward businesses dealing directly with consumers. She can address issues of a business recovering after a crisis by utilizing social media. Her research is centered around online customer reviews and email marketing.



PRESENTERS

GREG POWELL, CIMA, PRESIDENT/CEO FIPLAN PARTNERS

- How to afford the basic necessities now and in retirement
- Managing personal finances and your music business
- Filing tax returns
- Maintaining adequate health, automobile, renters and or home owners insurance coverage
- Creating your own pension plan



UAB MEDICINE/ORTHOPEDICS

The health and well-being of musicians cross all disciplines, performing and non-performing. Educating musicians on this crucial information will positively affect the well-being of countless future musicians “in an effort not only to address the growing numbers of injuries but also to provide strategies for maintaining psychological health.

- The development of efficient and natural technique
- Injury-prevention strategies
- Healthy practicing techniques
- Diagnosis, treatment, rehabilitation and recovery from injury
- Handling stress and dealing with performance anxiety
- Prevention of hearing loss
- Health benefits of recreational music-making
- Understanding neuroscience and its impact on music learning
- The varied uses of technology in the field of wellness
- Adapting the instrument to the musician