

SanFran MusicTech Summit, Monday, October 20, 2008

Website: <http://www.sanfranmusictech.com>

Twitter: <http://twitter.com/sfmusictech> (Live Group Feed)

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	Sakura Room (Upstairs)	Spring Room (Downstairs Next to Garden)	Osaka Room (Downstairs end of hallway)
8:00 – 9:00	Registration & Breakfast		
9:00 – 9:15	Welcome and Opening Remarks Brian Zisk		
9:20 – 10:20	<p><u>Policy</u> Derek Slater, Google Bryan Calhoun, SoundExchange Gary Greenstein, Wilson Sonsini Tim Westergren, Pandora</p> <p><i>Moderated by:</i> Brian Zisk, Future of Music Coalition</p>	<p><u>Non-Traditional Licensing & Custom Deals</u> Chris Sabec, Esq. – Tea Leaf Green, Manager Heather Rafter, Esq. – Digidesign Jonathan Blaurfarb, Esq. – Davis Shapiro Matt Burrows, Esq. – Apple iTunes</p> <p><i>Moderated by:</i> Joyce Dollinger – Dollinger Gonski 1 CLE Credit</p>	<p><u>Social Networks: Marketing & Entertainment</u> Bob Heyman, Mediasmith Carnet Williams, Sprout Jeff Roberto, Friendster Dave Allen – Nemo Design, Pampelmoose, Gang of Four (formerly)</p> <p><i>Moderated by:</i> Corey Denis, reapandsow, Co-Founder</p>
10:20 – 10:30	Coffee Break - Sponsored by Pandora		
10:30 – 11:30	<p><u>Leveraging Data to Generate Revenue</u> Mike Troiano, matchmine Frank Johnson, AMG Darryl Ballantyne, LyricFind Josh Hofmann, Vertical Acuity <i>Moderated by:</i> Andrew Stess, MusicIP</p>	<p><u>Ethical Issues in Music Law</u> Elliot Cahn, Esq. Michael Ashburne, Esq.</p> <p><i>Moderated by:</i> Whitney Broussard, Esq. 1 CLE Credit - Ethics</p>	<p><u>Building Social Networks around Music</u> Steve Jang, imeem Josh Brooks, MySpace Music Rachel Masters, Ning Geoff Ralston, LaLa Anthony Batt, Buzznet <i>Moderated by:</i> Theda Sandiford, Internet Marketing Guru</p>

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11:30 – 12:00	<p><u>Featured Speaker</u></p> <p>Stephan Jenkins, Third Eye Blind</p>		
12:00 – 1:00	<p>Lunch Break - Explore the Japantown Mall Food Court – Entrance through Side Lobby</p>		
1:00 – 2:00	<p style="text-align: center;"><u>Interview</u></p> <p style="text-align: center;">Mark Kelly, Marillion (via live telecast) By: Celia Hirschman, KCRW</p> <p style="text-align: center;"><u>Bay Area Funk Legends</u></p> <p style="text-align: center;">Paris, Guerrilla Funk Dawn Silva, Funk Diva <i>Moderated by:</i> Rickey Vincent, Funk Scholar / Radio Host</p>	<p style="text-align: center;"><u>The \$200 Million California - Canada Strategic Innovation Partnership</u></p> <p style="text-align: center;">Prof. Sandy Pearlman, McGill University Adrian Freed, Research Director, Center for New Music & Audio Technologies, UC Berkeley -Bill Putnam, Founder/CEO, Universal Audio / CCRMA, Stanford University <i>Moderated by:</i> Mike McGuire, Gartner G2</p>	<p style="text-align: center;"><u>Special Demonstrations</u></p> <p style="text-align: center;">Netpop, Josh Crandell</p> <p style="text-align: center;">Apture, Tristan Harris</p> <p style="text-align: center;">MixMatchMusic, Charles Feinn</p> <p style="text-align: center;">Dysco.dj, Ian Nieves</p> <p style="text-align: center;">BandCamp, Ethan Diamond</p> <p style="text-align: center;">WaZatSong, Raphael Abruz</p> <p style="text-align: center;">And more</p>
2:00 – 3:00	<p style="text-align: center;"><u>Producers</u></p> <p style="text-align: center;"><i>Featured Speaker:</i> Narada Michael Walden</p> <p style="text-align: center;">Jim Greer, Rondo Brothers Scott Mathews, Multi-Platinum Producer Stephen Hart, Bay Area Sound Studios <i>Moderated by:</i> Shiloh Hobel, Ex'pression College</p>	<p style="text-align: center;"><u>Live Entertainment Services</u></p> <p style="text-align: center;">Dave Rosenheim, JamBase Kevin Arnold, Noise Pop Industries / IODA Steve Weisz, In Ticketing</p> <p style="text-align: center;"><i>Moderated by:</i></p> <p style="text-align: center;">Jon Luini, Virtual Venues Network & chime interactive</p>	

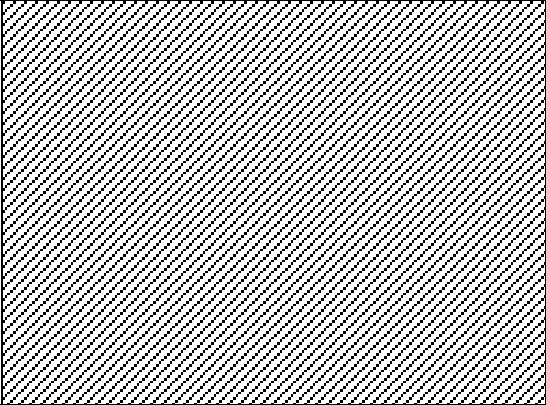
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3:00 – 3:30	Afternoon Snack Break - Sponsored by Purple Haze Ventures		
3:30 – 4:30	<p><u>Funding</u></p> <p>Peter Gotcher, TopSpin Media Larry Marcus, Walden VC Michael Downing, TransMedia Capital</p> <p><i>Moderated by:</i> Brian Zisk, Purple Haze Ventures</p>		<p><u>Data Feeds</u></p> <p>Eric Marcoullier, Gnip</p> <p>Paul Mockenhaupt, StreamSerf</p> <p>Ian McFarland, Pivotal Labs</p> <p><i>Moderated by:</i> Jack Moffitt, Stanziq</p>
4:30 – 4:45	Schmooze Break		
4:45 – 5:45	<p><u>Elevator Pitches</u></p> <p><i>Audience Participation Welcomed!</i></p>	<p><u>Beyond Major Labels</u></p> <p>Brady Lahr, Kufala Glen Otis Browne, YouTube Sean O'Connell, Music Allies Andreas Neumann, talenhouse</p> <p><i>Moderated by:</i> David Katznelson, Birdman Records</p>	<p><u>Open API / Microformats</u></p> <p>Ethan Kaplan, Warner Bros Records</p> <p>Lucas Gonze, XSPF</p> <p><i>Moderated by:</i> Marc Canter, Broadband Mechanics</p>
5:45 – 8:00	<p><i>Cocktail Party!</i></p> <p>Compliments of SeeqPod / Friendster / LyricFind / Sake2Me / Highflyer Wines</p>		

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