

THURSDAY, APRIL 30

12:00PM REGISTRATION

5:00PM ORIENTATION – FIRST TIMERS

5:30PM OPENING NIGHT RECEPTION
(SPONSORED BY **HAL LEONARD**)

7:00PM MEET & EAT

FRIDAY, MAY 1

9:00AM KEYNOTE SESSION
Print Music 3.0
Larry Morton, Hal Leonard

10:00AM POWER HOUR (ROUND 1)

11:20AM BREAKOUT SESSIONS

- Your MEA Convention: The Most Wonderful Time of the Year
Tracy Leenman, Musical Innovations
- The Teachers Have Spoken
Sharon Pugh, Popplers Music
- Innovation and Growth – The Silicon Valley Way (but without the tech!)
David Friedman, Ficks Music

1:00PM GENERAL SESSION
Copyright in the Classroom
Brittain Ashford, Music Publishers Association

2:00PM POWER HOUR (ROUND 2)

3:10PM SPARK

4:20PM BREAKOUT SESSIONS

- Showstopping Showrooms: Merchandising for Success & Profit
Gayle Beacock, Beacock Music
- Cajun-Style Print Management with the Spice of Software
Bill Steppan, Tri-Technical Systems
- Two Ways to Break the Law
Alan Friedman, FKCO

SESSION PROGRAM

SATURDAY, MAY 2

9:10AM BREAKOUT SESSIONS

- The Teachers Have Spoken
Sharon Pugh, Popplers Music
- Win/Win (& Win): Making Workshops “Work” for Everyone – Publishers, Retailers & Attendees
Elliott Wessel, Schmitt Music
- Digital Print: Practices & Standards
Don Langlie, Popplers Music

10:10AM POWER HOUR (ROUND 3)

11:30AM SPARK

1:30PM EXCURSION TO THE NEW ORLEANS JAZZ & HERITAGE FESTIVAL (CAPACITY LIMITED!)



SUNDAY, MAY 3

8:30AM BREAKFAST SESSION
NAMM Oral History Project
Dan Del Fiorentino, NAMM

9:40AM POWER HOUR (ROUND 4)

10:50AM SPARK

1:00PM GENERAL SESSION
Best Ideas
David Jahnke, Hal Leonard

2:20PM BREAKOUT SESSIONS

- Retail Outside the Box: Achieving Success through Unconventional Advertising, Video Content & Store Culture
Myrna Sislen, Middle C Music
- Innovation and Growth – The Silicon Valley Way (but without the tech!)
David Friedman, Ficks Music
- Two Ways to Break the Law
Alan Friedman, FKCO

3:30PM GENERAL SESSION
Entrepreneurism – NOLA-style!
moderated by Frank Alkyer, Music Inc.

6:00PM MARDI GRAS PARTY & AWARDS
(SPONSORED BY **ALFRED MUSIC**)

JAZZ & HERITAGE HIGHLIGHTS

Dead & Company • Lizzo • The Isley Brothers
Keb' Mo' • Nicky Jam • Galactic • Cyril Neville
Tribute to Art Neville feat. Aaron Neville,
The Meters, the Neville Brothers Band
Doug Kershaw • plus many more...