

**“I’VE MADE A RECORD...NOW WHAT?”
2012 SEMINAR AGENDA**

9:00 AM – WELCOME & SEMINAR OVERVIEW

Ed Shane, Shane Media Services
Publisher, *Best In Texas* Music Magazine

9:15 AM – SOCIAL MEDIA

It’s easy to brag about how many people “Like” you on Facebook, but the essence of social media is engagement and two-way conversation, not statistics. Panelist: Lori Lewis, Jacobs Media. Moderated by Lee Logan

10:15 AM – MANAGEMENT

From a kitchen table record distribution to national tours in 18-wheelers, every artist has different needs. Where does a manager enter the picture? Panelists: George Couri, Triple 8 Management; Howie Edelman, Dottore-Dubois Artist Management; Denise Nichols, The Primacy Firm. Moderated By Ed Shane

11:20 AM – ASK MOTHER HUBBARD

Anybody who can keep Ray Wylie Hubbard tethered to the planet must have some secrets. Judy Hubbard shares them regularly in her “Ask Mother Hubbard” column online and in print. She shares them and ways to achieve your goals in this interactive Q & A session.

12:30 PM – LUNCH – Dave & Buster’s Buffet

1:30 PM – NUTRITION ON THE ROAD

From truck stops to fast food, the backroads can start to take a toll on your performance, recovery, and waistline. Nutrition expert Wendy Jo Peterson will provide you the tools to eat better on the road and add in performance nutrition! It's not about what you eat, but more about what you pair with it!

2:30 PM – FAN FUNDING: THE GOOD THE BAD & THE UGLY

Get down to the brass tacks of what works and what doesn't when it comes to asking your friends and fans for help. Panelists: Ryan “Tank” Hargrave, Galleywinter.com and Singer-Songwriter Jason Eady. Moderated by Katie Key

3:30 PM – RADIO

Extend your reach by adding the audience of Texas-friendly radio. There’s a right way (and plenty of wrong ways) to approach program directors, music directors and deejays. Panelists: Chris Mosser, KVET, Jess Walker, KJDL, Lisa Christi, KVST. Moderated by Pam Shane

4:30 PM – ARTIST KEYNOTE INTERVIEW – PAT GREEN