



A Festival Celebrating Music and the Arts

★ Rock Concerts & Jazz Jams
on the Football Field

Jazz, Classical & Percussion
Skills Clinics Taught
by Grammy Artists ★

★ Music Business Workshops

Performances by School Ensembles

Food & Fun for All Ages! ★
Frisbees & Beach Balls Welcome!

Sat., April 16

Noon to 6 p.m.

Riverwood International
Charter School

5900 Raiders Drive
Sandy Springs

\$5

Fulton
County Schools
Where Students Come First



Sponsored by Fulton Education Foundation
and the Fulton County School System

Ticket sales benefit the
Fulton County School System's
music and arts education programs

www.fultonschools.org/FAME

MUSIC INDUSTRY WORKSHOPS

More Than Just Beats: How I Really Made That Song

Noon to 12:50 p.m.
James Caldwell

Get an in-depth look into the world of music production and engineering from Grammy Award Winning, Multi-Platinum Selling Professionals. The panel will be discussing the latest issues affecting the production industry. This is your opportunity to meet and question some of today's industry leaders! Find out what it takes to make a Hit Record!



James Caldwell, owner of The Caldwell Group, is a partner with Wholeteam Enterprises, LLC and Founder of the MidAtlantic Music Conference. Wholeteam Enterprises, LLC is one of the leading resources for independent artists in the Southeast. Their combination of powerful tools and knowledgeable staff assist in the promotion of independent and unsigned artists. Their services include everything from the creation of websites and media campaigns, graphics design for CDs & LP covers to booking. They presently provide online CD distribution for over 200 artists and host websites for artists such as Kudjo Goodie from Atlanta's "Goodie Mob".

Arts Management & Production

Noon to 12:50 p.m.
Laura Giles

Laura Giles is an entertainment marketing specialist with more than 10 years of consumer brand, interactive and media project experience. She served as General Manager for Sho'Nuff Records and supervised projects from Ciara, Cherish, Lloyd and other acts. She has facilitated substantial event, tour and promotional work for a range of clients including Usher, T.I., Coca-Cola, HBO, Remy Martin and Capitol Records. She is currently

developing advertising projects for The Home Depot on behalf of agency direct response agency BKV. In terms of affiliations, she served as a Governor for the Atlanta Chapter of The Recording Academy (Grammy board elected official) and remains involved in outreach efforts for the local entertainment and educational communities.

Business Essentials for Music Pros

1:00 to 1:50 p.m.
Isha Edwards

Building a business is an ongoing, comprehensive process that involves seven facets: finance, accounting, management, marketing, legal, information systems, and economics. During this clinic, students will evaluate each facet of business (the

FAMMLIE Network™) as it relates to a career in music and/or the arts. Students also will create an action plan for entrepreneurship. Edwards is an idea catalyst for individuals and organizations across 12 industries including music, media, fashion, film, academia, professional services, nonprofit, and small business administration. Through EPIC Measures, she provides brand-driven marketing consulting and business development services. Her skills and experience in business management, education, and marketing enables her to implement a practical, comprehensive approach to establishing, operating, and growing a business.



Not Just Words on Paper, Publishing Songs in an International Market”

2:00 to 2:50 p.m.

Capp Scates and Ian Burke

Panelists will discuss various aspects of songwriting and publishing and will take questions from attendees. Learn how to protect and register songs and cue-sheets effectively with a Performing Rights Organizations (PRO) and Music Publishers from industry leading professionals. Learn about the challenges facing writer/producers and music publishers in the digital realm and more!

Cappiccio “Capp” Scates is the associate director, writer/publisher relations for SESAC, Atlanta. Scates is responsible for recruiting writers and publishers for SESAC, an international publishing rights organization. He has worked with artists such as Luvenile, New Edition, BlackStreet, Sounds of Blackness and Erykah Badu among many others, and is the author of the book “10 Steps To Successfully Managing Recording Artists

Ian Burke is CEO of LaunchPad Entertainment and the son of a musician. He got his start in the business with Elektra Records, where he signed the teen R&B group Mista, and current chart-topping Akon. He also helped introduce one of Atlanta’s signature genres, “Bass Music,” with the single, “Bankhead Bounce,” by Diamond & D-Rock (half of the crunk duo, the Ying-Yang twins). As an independent manager and A&R consultant, Burke put his stamp on Arrested Development, TLC, Outkast, Kris- Kross, Xscape, Sole`, Debra Killings, Blaque, and the 3 McClain Girls, as well as producers Organized Noise and Nitti.

