

FREE • TAKE ONE • FREE • TAKE ONE

APRIL 23RD-26TH 2026  
DOWNTOWN LANCASTER PA

# OFFICIAL 2026 EVENT GUIDE

THE EIGHTEENTH ANNUAL  
**LAUNCH**  
MUSIC CONFERENCE & FESTIVAL  
APRIL 23RD-26TH, 2026  
powered by... The Compton

# 2026 EVENT MAP



- INSIDE LCCC:**
- MARRIOTT LOBBY
  - PLOUGH
  - COMMONWEALTH BALLROOMS 1, 2/3 & 4
  - HERITAGE BALLROOM
  - LANCASTER MARRIOTT

**LAUNCHMUSICCONFERENCE.COM**

**CALLIOPE WREN**

**EASTWOOD DRIVE**

**EMOSPACEBIRD**

**GINA FRITZ**

**JAKE ALBI**

**SARAAMONGO**

**SONGBIRD**

**WYATT SILVA**

**DAD ROCK NIGHT** 4/24

**90s vs. 2000s** 4/25

**PARKY**

**MCRAD • YOURY**  
CASABLANCA THE GAWD  
REGGAELAR PEOPLE  
III FOR THE ROAD & MORE!

**2 DAYS** OF  
INDUSTRY PANELS

**130** LIVE PERFORMANCES

**MORE INFO INSIDE**



# LETTER FROM THE DIRECTOR

**Welcome to the 18th annual LAUNCH Music Conference & Festival in Lancaster, PA!**

We are thrilled to have you join us for another year of music, learning, and community. This year's lineup of panels and panelists is fantastic, and we are so grateful for their participation!

We are excited to welcome Blasko from 10th Street Management to LAUNCH Lancaster for the very first time. Blasko has personally curated four of our Friday panels, offering a unique and very well thought-out opportunity for musicians, and aspiring music professionals alike, to gain invaluable industry insights. Make sure to check out the entirety of our 2026 panelists, and panel program!

Special thanks to York College, and their Music Business & Technology Program, an invaluable partner to LAUNCH, each year. Thanks to Master Tour, Kevon Glickman, and SoundExchange, and our bevy of Music Educators, as well! Their breakouts are sure to be incredibly insightful.

THE NIGHTTIME WILL BE STELLAR, with an incredible schedule of 130 performances across 12 stages over three action-packed nights. WALK to ANY stage within MINUTES! Open to the public too! Individually ticketed stages, FREE stages, and/or the incredibly low-priced ALL MUSIC Badge (proudly just \$39!).

Beyond the music and education, this weekend is about hanging out together and building our vibrant music community, while enjoying the welcoming and phenomenal community of Lancaster, PA. From our shops, to restaurants/bars, to historic landmarks, to our residents, Lanc City is AWESOME. A great place to bond with new friends, and a great place to explore.

SO...Let's make professional progress. Let's form relationships. Let's turn some heads. Let's make memories. **LET'S HAVE A BLAST!**

**Jeremy Weiss**  
LAUNCH Founder & Executive Director

Left: Jeremy Weiss at LAUNCH Lancaster.

## THE LAUNCH LANCASTER TEAM

<b>JEREMY L. WEISS</b>	Director / Founder
<b>KYLE KITCHING</b>	Associate Director
<b>DAN MEYER</b>	Production Manager
<b>DAKOTA BAKER</b>	Box Office Supervisor
<b>DEBORAH "ZUKE" SMITH</b>	Panel Coordinator
<b>ROB "BLASKO" NICHOLSON</b>	Panel Advisor
<b>KATIE HACKENBERG</b>	Art Director, Graphic Design Lead
<b>MIKE WELSH</b>	Additional Art Direction
<b>BRAHM BEAN</b>	Executive Staff
<b>ZAC THOMAS</b>	Executive Staff
<b>ADEN GETZ</b>	Administrative Assistant
<b>NATE BLOUSE</b>	Administrative Assistant
<b>SHAWN YOUNG</b>	York College Student Coordinator
<b>JENNIFER JESTER</b>	Millersville U Student Coordinator
<b>DEATHWALTZ MEDIA</b>	Marketing
<b>MAXINE WEISS</b>	LAUNCH Merchandising
<b>CALI ANDERSON</b>	LAUNCH Merchandising



**CI RECORDS  
& SKATES**

112 WEST ORANGE ST  
LANCASTER PA

**JUST A COUPLE OF BLOCKS AWAY!  
15% OFF YOUR PURCHASE**

**IN-STORE 4/23 thru 4/25  
WITH YOUR LAUNCH BADGE**

SHOP ONLINE FROM ANYWHERE 24 HOURS A DAY : **CIRECORDSANDSKATES.COM**



This year marks 18 years of LAUNCH Music Conference & Festival in Lancaster, Pennsylvania.

LAUNCH has been lucky to host some awesome Marquee talent like Panic! at the Disco, August Burns Red, PnB Rock, Killswitch Engage, & more.

We have also been grateful to host some of the greatest up-and-coming artists this industry has to offer. You never know when you are going to see an early Twenty One Pilots rock a burrito shop or Meghan Trainor belting on a small acoustic stage.

That's the beauty of LAUNCH. Real musicians. Real Music Industry Pros. Together in **a community that encourages real connections for each person that decides they are ready to... LAUNCH.**

## ATTENDING LAUNCH LANCASTER

### WEEKEND STANDARD BADGE

Register to attend either in advance or the weekend of the event! Standard badges **include entry to all conference and live events.**

### ALL MUSIC BADGE

It's all in the name! Entry to every venue and every show.

### VIP BADGE

The VIP Badge **includes everything a standard badge does, plus a LAUNCH Lancaster T-shirt, and an enhanced attendee welcome bag!** (to be picked up at LAUNCH registration)

### A LA CARTE

You can **purchase a ticket to any specific show in advance or directly at the door of the venue.** See *Festival Schedule* for entry rates to each show

### GET YOUR BADGE!

#### Badge Purchase & Pickup:

Located on Commonwealth Ballroom level at Lancaster County Conv Ctr & Marriott

**Hours:** Thurs 4/23 4PM-9PM

Fri 4/24 & Sat 4/25 10AM-5PM

## ENJOY THE BEST OF BOTH WORLDS!

LAUNCH Music Conference & Festival offers a uniquely- scheduled weekend for emerging artists, industry pros, fans, and more to connect, network, and advance their careers.

Make the most of your weekend by **attending both conference and festival programming.** You could encounter some really cool connections!

*Check the conference schedule page for a complete list of panels, round table discussions, and networking opportunities.*

# Triforce ProAudio

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LANCASTER, PA

(717) 964-8744

INFO@TRIFORCEPROAUDIO.COM



# LAUNCH LANCASTER PANELISTS 2026

## CRAIG ALVIN

Craig Alvin is an award-winning audio engineer based in Muscle Shoals, Alabama. Over a three decade career, he has worked across genres, earning Grammy-winning credits with Kacey Musgraves and a stellar reputation for capturing compelling sounds and expert mixing.



## RICKY ARMELLINO

Ricky Armellino is a rock producer, songwriter, composer, and touring musician from Lancaster, Pennsylvania. Known for Hawk, This or the Apocalypse, and Ice Nine Kills, he brings experience from 70-plus tours, major-label releases, and credits in video games and film.



## BLASKO

Blasko is one of the rare figures to experience the music industry from every angle, building a multi-decade career through heavy metal with Ozzy Osbourne, Rob Zombie, Grammy-winning artists, Liquid Death, and today's intersection of music, branding, creativity, and AI.



## ASHLYN BRUNI

Ashlyn Bruni is a Los Angeles-based record label executive and A&R at Hopeless Records, specializing in punk, rock, and metal. Previously with 5B Artist Management, she has built a strong foundation in artist discovery and development across the independent music space.



## LAURA CATANA

Laura Catana is an advocate for independent artists. From co-founding Cuba's first independent urban music label, Guámpara Music, to leading content and social media strategy at Symphonic Distribution, she empowers artists through storytelling, connection, and resources for success.



## JOE CAVISTON

Joe Caviston is a digital marketing expert, live event promoter, and founder of the Electric City Music Conference and Steamtown Music Awards. With 20-plus years in music, marketing, and events, he also serves as Director of Marketing and Communications at Central Penn College.



## CHRIS DAVIS

Chris Davis is guitarist for metalcore band The Ghost Inside and a multi-faceted content creator. Beyond the stage, he connects with fans through Twitch, YouTube, and the Late For Load In podcast, sharing music, gear, production, and life on the road.



## BROOKS DAWSON

Brooks Dawson is a seasoned entertainment industry professional based in Lancaster, Pennsylvania, with experience in tour marketing, artist management, and live event promotion. As Director of Tour Marketing at Foundations Artist Management, he leads campaigns for a roster of 30-plus touring acts.



## MARISSA DEVITO

Marissa DeVito is a music industry veteran whose career spans studios, major labels, and music tech. After leadership roles at Republic, Island, Def Jam, Motown, and SoundCloud, she now consults across music, tech, and nonprofit spaces and teaches at Berklee.



## ANDREW ELLINGTON

Andrew is a passionate music industry professional whose career spans touring, producing, managing, booking, venue ownership, talent buying, and talent agency work. Drawing on lifelong musical roots and broad industry experience, he helps clients navigate opportunities and achieve their creative goals.



## SUZ FATTORINI

Suz is a licensed therapist and founder of The Rock/Star Advocate. With 20-plus years of industry experience, she helps creative professionals build sustainable careers through growth mindset, productivity, and work-life balance, and hosts the podcast *Redefine the Hustle*.



## GREGORY FERRAILO

Gregory Ferraiolo is co-founder of Musician Indie Coalition and Skill Tree Records. Across 18-plus years in the industry, he worked with Nile Rodgers, contributed to 200 plus releases, coordinated events for artists including Prince and Dave Matthews, and now leads ConcertCollab.



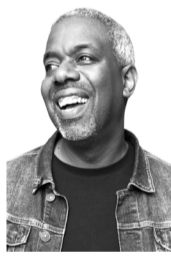
## KEVON GLICKMAN

Kevon Glickman is a music executive and attorney with 39 years of experience in royalties, management, and entertainment law. His career spans Ruffhouse Records, Sony, Warner, publishing, film, artist management, and major cases involving leading artists, labels, and brands.



## SEAN GLOVER

Sean Glover is the Director of Industry Engagement at SoundExchange, where he works with artists, managers, and industry partners to support creator education and fair compensation. A fourtime Billboard Hip Hop and R&B Power Player, he champions transparency and artists' rights.



## BRANDEN HARPER

Branden Harper is known for his impact on the music industry through his work with Master Tour, helping artists and their teams streamline touring logistics, schedules, finances, communication, and day-to-day operations while navigating the complex demands of life on the road.



## GOLDIE HARRIS

Goldie Harris is a music executive, strategist, DJ, and educator serving as Director of Streaming & Commerce at EMPIRE. Previously at UnitedMasters and now also at Hofstra University, she champions artist-first strategy, DSP partnerships, digital growth, and music industry education.



## BARRY HEYMAN

Barry Heyman is an attorney with 20-plus years of experience in music, entertainment, intellectual property, and digital media law. Founder of Heyman Law and Program Coordinator at Five Towns College, he advises creative talent, entrepreneurs, and media businesses.



## MONIKA JULIEN

Monika Julien is an Assistant Teaching Professor in Drexel University's Music Industry Program, where she teaches music marketing, entrepreneurship, and oversees Mad Dragon Music Group. With 10-plus years of industry experience, she has led campaigns for Red Bull, Converse, Spotify, and more.



## CHRIS KEENEY

Chris is a professional guitarist, recording engineer, and educator based in Lancaster, Pennsylvania. Over 20 years, he has performed internationally, worked in theater and Middle Eastern music, engineered with central Pennsylvania studios, and now specializes in mixing, mastering, and immersive audio.



## JOSH KOREL

Josh Korel is a former tour manager (Motionless in White) and founder of Contend MGMT. In addition to artist management, he is an entrepreneur, co-owner of Asesinato Tequila, and co-host of the Late for Load In podcast on music, touring, and business.



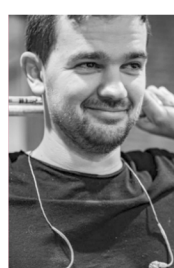
## GRANT MCFARLAND

Grant McFarland is a Lancaster-based producer and engineer known for high-level work in rock and metal. From Atrium Audio to Think Loud and Rock Lititz, he has earned acclaim through Grammy-nominated productions, international artist collaborations, and award-winning studio work.



## DAN MEYER

Dan Meyer is Tour Manager for Galactic Empire and a multifaceted music industry professional. He works as a Production Manager, Live Sound Engineer, mix engineer, educator, and Studio Manager and Chief Engineer at Think Loud Studios, spanning live events, recording, and instruction.



## HEATHER MUNDINGER

Heather Mundinger is Head of Marketing at Vocana, an independent music streaming and discovery platform. With experience at SoundCloud, TikTok, and Venice Music, she supports independent artists through digital strategy, artist development, partnerships, and community-driven music platforms.



## RANDY NICHOLS

Randy Nichols is an artist manager and music industry operator with 20-plus years of experience spanning artist development, touring, digital strategy, and live events. He manages at Fly South Music and is a leading voice in ticketing reform and artist advocacy.



## ULF OESTERLE

Dr. Ulf Oesterle has built a career at the intersection of the music business and higher education. He teaches at Murray State University and serves as Director of Marketing for After Dark Presents, with experience spanning labels, radio, management, and strategy.



## LOU PLAIA

Lou Plaia is a seasoned music industry professional whose career spans Atlantic and Lava Records, ReverbNation, Sentic, and Hot Rats Entertainment. A longtime marketing, artist development, and artist services executive, he also teaches Artist Management at Five Towns College.



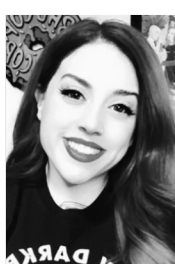
## RICHARD PRINZI

Richard Prinzi is an experienced business owner with a strong background in the accounting industry. Skilled in budgeting, tax preparation, and small business management, he is best known for serving self-employed clients, with a concentration in the entertainment business.



## LAURA ROSE

Laura Rose is CEO of Riot Squad Media and talent buyer and operations coordinator at Creative Concerts. A forward-thinking music industry professional and community builder, she curates high-impact events, supports regional artists, and helps shape independent festival and live music culture.



## NEIL SHEEHAN

Neil is a music entrepreneur specializing in indie artists. He founded HM and Standby Records, has spoken at SXSW, MusicBiz, and A2IM, and currently serves as President of Vocana, a social streaming platform empowering artists through fan engagement and analytics.



## CARSON SLOVAK

Carson Slovak is a Lancaster-based producer and engineer known for his work in rock and metal. Co-founder of Atrium Audio and Think Loud Studios, he has earned acclaim for Grammy-nominated productions, international artist collaborations, and award-winning studio work.



## JASON SPIEWAK

Jason Spiewak is a veteran music industry professional, producer, pianist, and songwriter. Co-founder of Noble Steed Studios and Rock Ridge Music, he has extensive A&R, label, and independent marketing experience, with credits spanning diverse artists, chart-topping releases, and charitable music initiatives.



## DAVID STINGLE

David is a musician, drummer, and engineer specializing in recording, production, mixing, and Dolby Atmos. Based at Grammy-winning West West Side Music, he helps indie artists refine their sound, connect with fans, and bring their music to life.



## KEVIN SUTTON

Kevin C. Sutton is a Brooklyn-based music entrepreneur with 20-plus years in sales, marketing, and artist development. Founder of 11:22 MMG and 11:22 Solutions, he helps artists and creatives build sustainable careers, connect with brands, and achieve long-term business success.



## TERRY TOMPKINS

Terry Tompkins is Program Director and Associate Professor of Music Industry at Hofstra University. With 25 years in A&R, artist management, festival production, and academia, he discovered John Legend and has extensive experience guiding artists, conferences, and industry research.



## CHUCK TREECE

Chuck Treece is a Philadelphia-born musician and skateboarding pioneer. Founder of McRad, a session and touring multi-instrumentalist, he has performed with Billy Joel, Pearl Jam, Bad Brains, and ACTiVATE, earning a 2010 Pew Fellowship and continuing to innovate with Punkadelic.



## MADISON VANDERHORST

Madison is Senior Associate of A&R and Client Development at Symphonic Distribution and works with Oath Management. She supports independent artists in branding, promotion, release strategy, and career development, with a focus on Alt/Heavy Rock.



## JEREMY WEISS

Jeremy Weiss is founder of The CI Companies, including CI Records, LAUNCH Music Conference & Festival, and Christmas Burns Red. He has produced 2,500+ shows, managed artists worldwide, and developed festivals and industry events showcasing independent and touring talent.



## SHAWN YOUNG

Shawn Young, PhD is Director of Music & Entertainment Industry Studies at York College. A former Army Band member, performer, and manager, he publishes on music culture, serves as MEIEA Vice President, and is an education ambassador for the MLC.



# LAUNCH LANCASTER WOULD LIKE TO THANK OUR 2026 PANELISTS FOR DONATING THEIR TIME & EXPERTISE!

THURSDAY, APRIL 23<sup>RD</sup>

COMMONWEALTH BALLROOM 01

5:30 PM DOORS ALL AGES | 21+ TO DRINK  
\$10 ADV / \$15 D.O.S. | FREE WITH ANY LAUNCH BADGE

5:45	MUSE TO SIRENS	
6:30	ELLE TARANIS	
7:15	PREACHERS	
8:00	AITA	
8:45	THE AFTER HOURS	
9:30	EMOSPACEBIRD	
10:15	MO VAN ZANDT	

COMMONWEALTH BALLROOM 04

5:45 PM DOORS ALL AGES | 21+ TO DRINK  
\$10 ADV / \$15 D.O.S. | FREE WITH ANY LAUNCH BADGE

6:00	EMO KID EATING A SANDWICH	
6:45	GRANDEUR	
7:30	A GREATER DANGER	
8:15	OBSOLESCENCE	
9:00	MANTICORE	
9:45	MINDS OF SYMMETRY	
10:30	MAKING A MOCKERY	



MARRIOTT LOBBY

MADE POSSIBLE BY THE MARIA FISHER FOUNDATION  
FREE & OPEN TO THE PUBLIC | FREE W/ STANDARD & VIP PASS

6:00	MARY JANE KNIGHT	
6:45	LUKAS KOCHANSKY	
7:30	SEPHALEXX	
8:15	SONGBIRD	

PENN SQUARE STAGE

PRODUCED BY YORK COLLEGE & YCP MUSIC GROUP  
FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

5:15	BELLA ROSA	
6:00	VICTORIA TYLER	
6:45	THE SPOTS	
7:30	CHELSEA LYN MEYER	
8:15	SOUL DIVE	
9:00	TWEED SUGAR	

PLOUGH

MADE POSSIBLE BY THE MARIA FISHER FOUNDATION  
FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

9:00	CONNOR DALY	
9:45	ALEX BRUBAKER DUO	
10:30	MYLA ONDRA	

RURAL CITY TAPROOM

FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

6:00	MAX BARTOS	
6:45	ELANA DUGGAN	
7:30	MATT TARKA	
8:15	CHRISTINE IRIZARRY	
9:00	RONNIE CREMER	

SOUTH COUNTY BREWING

FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

6:30	MT GRIBLEY	
7:15	ELIZABETH MCCORVEY	
8:00	ZAC THOMAS (ACOUSTIC)	

FRIDAY, APRIL 24<sup>TH</sup>

COMMONWEALTH BALLROOM 01

5:30 PM DOORS ALL AGES | 21+ TO DRINK  
\$10 ADV / \$15 D.O.S. | FREE WITH ANY LAUNCH BADGE

5:45	MARILYN HUCEK	
6:30	CLOSE TO MIDNIGHT	
7:15	7 HRS AHEAD	
8:00	EASTWOOD DRIVE	
8:45	ABSOLIGHT	

COMMONWEALTH BALLROOM 04

5:45 PM DOORS ALL AGES | 21+ TO DRINK  
\$10 ADV / \$15 D.O.S. | FREE WITH ANY LAUNCH BADGE

6:00	WORLD OF CHAOS	
6:45	III FOR THE ROAD	
7:30	FOREVER MORTAL	
8:15	INGAW	

COMMONWEALTH BALLROOM

9:00 PM DOORS 18+ TO PARTY | 21+ TO DRINK  
\$15 ADV / \$20 D.O.S. | FREE WITH ANY LAUNCH BADGE  
9:00 90s VS. 2000s DJ PARTY!

HERITAGE BALLROOM

6:00 PM DOORS ALL AGES | 21+ TO DRINK  
\$10 ADV / \$15 D.O.S. | FREE WITH ANY LAUNCH BADGE

6:30	LIL PEEBO	
7:00	CASABLANCA THE GAWD	
7:30	CARINA MARIE	
8:00	MATHEMATICAL JAZZ	
8:30	JACK SOCIAL	
9:00	KID ROSE	
9:30	JAYBIRD THE PRIME	

MARRIOTT COURT ROOM

6:00 PM DOORS MADE POSSIBLE BY VOCANA  
FREE & OPEN TO THE PUBLIC | FREE W/ STANDARD & VIP PASS

6:15	BACK FROM ZERO	
6:45	MIKA LYNCH	
7:15	DREAM PERSCRIPTION	
7:45	ALEA	
8:15	IMPOSTERS	
8:45	THE PHOENIX WITHIN	

MARRIOTT LOBBY

MADE POSSIBLE BY THE MARIA FISHER FOUNDATION  
FREE & OPEN TO THE PUBLIC | FREE W/ STANDARD & VIP PASS

6:00	RICK GEORGE	
6:45	ELANA DUGGAN	
7:30	RECHII	
8:15	LAUREN MINEAR	

PENN SQUARE STAGE

PRODUCED BY YORK COLLEGE & YCP MUSIC GROUP  
FREE & OPEN TO THE PUBLIC | FREE W/ STANDARD & VIP PASS

5:15	CALLIOPE WREN	
6:00	TRAINWRECK BOYFRIEND	
6:45	DURTY ROTTEN PARROTS	
7:30	TAIJA NEW	
8:15	THE ONLY BAY ALLSTARS	
9:00	NOAH RICHARDSON	

PLOUGH

MADE POSSIBLE BY THE MARIA FISHER FOUNDATION  
FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

9:00	BRAHM BEAN	
9:45	THE VIERLING DUO	
10:30	TIMOTHY LAROQUE	

RURAL CITY TAPROOM

FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

6:00	ALEX JULIA	
6:45	ALEX STANILLA	
7:30	KELSEY PIERCE	
8:15	MATTHEW SNARE	
9:00	NICK WILKINSON	

SOUTH COUNTY BREWING

FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

6:15	HEATHER MALL	
7:00	IZZY IMAMURA	
7:45	WYATT SILVA	
8:30	MARIA ARROYO	
9:15	CAITLYN SHOREY	

**SATURDAY, APRIL 25<sup>TH</sup>**

**COMMONWEALTH BALLROOM 01**

5:30 PM DOORS ALL AGES | 21+ TO DRINK  
\$10 ADV / \$15 D.O.S. | FREE WITH ANY LAUNCH BADGE

5:45	GINA FRITZ	
6:30	UNFAMILIAR	
7:15	LYNDHURST	
8:00	DONT.BELONG	
8:45	IARA	

**COMMONWEALTH BALLROOM 04**

5:45 PM DOORS ALL AGES | 21+ TO DRINK  
\$10 ADV / \$15 D.O.S. | FREE WITH ANY LAUNCH BADGE

6:00	TRINITY WISEMAN	
6:45	CONCOURSE	
7:30	THE LAST POST	
8:15	MAX BARTOS & THE MISFIT TOYS	

**COMMONWEALTH BALLROOM**

9:00 PM DOORS 18+ TO PARTY | 21+ TO DRINK  
\$15 ADV / \$20 D.O.S. | FREE WITH ANY LAUNCH BADGE  
9:00 DAD ROCK! DJ PARTY!

**HERITAGE BALLROOM**

6:00 PM DOORS ALL AGES | 21+ TO DRINK  
\$10 ADV / \$15 D.O.S. | FREE WITH ANY LAUNCH BADGE

6:30	BIGCHEFTHC	
7:00	NOVAKAINE	
7:30	CRIMSON RED	
8:00	RAY PEARSON	
8:30	SARAAMONGO	
9:00	ONEWAYN	
9:30	SAGE DILETTANTE	

**MARION COURT ROOM**

6:00 PM DOORS  
\$5 COVER CHARGE | FREE W/ ANY LAUNCH BADGE

6:15	MY MOM IS HERE	
6:45	ZAC THOMAS	
7:15	THE ONLY BAY ALLSTARS	
7:45	REGGAELAR PEOPLE	
8:15	YOURY	
8:45	MCRAD	

**MARRIOTT LOBBY**

MADE POSSIBLE BY THE MARIA FISHER FOUADATION  
FREE & OPEN TO THE PUBLIC | FREE W/ STANDARD & VIP PASS

6:00	MATT SNARE	
6:45	LAVENDER FIRE	
7:30	CONNOR DALY	
8:15	KELSEY PIERCE	

**PENN SQUARE STAGE**

PRODUCED BY YORK COLLEGE & YCP MUSIC GROUP  
FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

5:15	COALFIRE RUN	
6:00	ABSOLIGHT	
6:45	THE INSIDE OUT	
7:30	MOXIE POE	
8:15	LOLITSLEA	
9:00	BIG FAT MEANIES	

**PLOUGH**

MADE POSSIBLE BY THE MARIA FISHER FOUADATION  
FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

9:00	SONGBIRD	
9:45	SUSIE MCCOLLUM	
10:30	BELLA ROSA	

**RURAL CITY TAPROOM**

FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

6:00	JAKE ALBI	
6:45	ELIZABETH MCCORVEY	
7:30	ALEX BRUBAKER DUO	
8:15	SILAS PIPER	
9:00	WYATT SILVA	

**SOUTH COUNTY BREWING**

FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

6:15	BRAHM BEAN	
7:00	CAITLIN SHOREY	
7:45	SETH AARON	
8:30	DANNY WHITECOTTON	
9:15	KATHRYN	

**FIND YOUR GENRE:**

-  Rock / Alt / Indie
-  Metal / Hardcore
-  Punk / Pop-Punk / Emo
-  Electronic
-  Hip-Hop / R&B
-  Pop / Singer-Songwriter
-  Folk / Americana / Country
-  Jazz


**DIGITAL EPK**




**CASABLANCA THE GAWD**  
**WELCOME TO GROWN MAN MUSIC**

COM 120 PASS ENTERTAINMENT

**DON'T SQUAN**



**THIS**

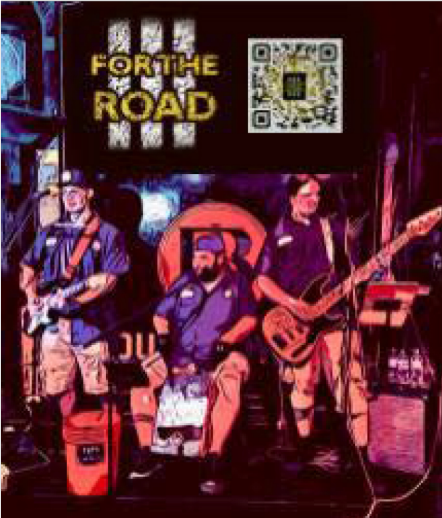
SATURDAY 8:15PM  
COMMONWEALTH BALLROOM



MAX BARTOS & THE MISFIT TOYS




**FOR THE ROAD**




**Ill For The Road**  
Live @ Launch 4/ /26  
Commonwealth 4 @ 6:45

**TAIJA NEW**



PENN SQUARE | FRIDAY | 7:30PM



**CIGAR LOUNGE**

FREE & OPEN TO THE PUBLIC | FREE WITH STANDARD & VIP PASS

7:30	SILAS PIPER	
8:30	LOGAN	

# CONFERENCE SCHEDULE

FRIDAY, APRIL 24<sup>TH</sup>

ALL PANELS HOSTED AT:  
Lanc County Conv Ctr & Marriott, Commonwealth Ballroom,  
25 South Queen Street, Lancaster, PA 17603

**10:00 AM MORNING MINGLE**  
Snacks & Networking

**10:30 AM COUNTDOWN TO LIFTOFF**  
Welcome to the 18<sup>th</sup> Annual LAUNCH!

A little jump start to your LAUNCH Music Conference weekend! LAUNCH Conference Director, Jeremy Weiss kicks off the 18th Annual LAUNCH Music Conference. Jeremy goes over the framework of LAUNCH 2026, and how to make the most of your LAUNCH experience.

Jeremy Weiss

**10:45 AM MISSION CONTROL**  
The Real Playbook for Artist Growth in 2026

Ready for liftoff? This panel brings together an exceptional team of industry pros to break down what *actually* drives artist growth in 2026 — from building or identifying your audience, to crafting a clear identity, storytelling, recognizing or building leverage, and strategies that *actually* move the needle *now*. Sharpen your skills, strengthen your vision, and build a foundation that lasts. **Come ready to level up.**

**MODERATOR:** Blasko

**PANELIST(S):** Laura Catana, Madison Vanderhorst, Randy Nichols, Kevon Glickman, Andrew Ellington, Terry Tompkins

**11:40 AM FUEL THE THRUSTERS**  
Turning Passion Into a Sustainable Career

In this panel, we'll explore how passion pairs with smart strategy to create real momentum—and how that game-changing advocate might just be *you*. Why passion still matters—and how to design a creative life that actually lasts.

**MODERATOR:** Blasko

**PANELIST(S):** Ashlyn Bruni, Jason Spiewak, Kevin Sutton, Monika Julien, Brooks Dawson, Ulf Oesterle

## CONCURRENT BREAKOUT

### HOUSTON, WE HAVE A CONTRACT

#### Understanding Contracts & Band Agreements

When is it time to call an attorney? What are you actually signing? Legal language can feel like language from another galaxy. Let experienced professionals translate contracts, band agreements, and deal points into plain English so you can protect your work, your money, and your relationships before small misunderstandings become major problems.

**PANELIST(S):** Kevon Glickman, Barry Heyman

**12:35 PM HUMAN AT THE HELM**  
Using AI Without Killing the Soul

AI can accelerate your process—but you're still the captain. This panel explores how artists are using AI to spark ideas, refine demos, streamline marketing, and boost output while protecting their unique voice and art. This panel will discuss what's real, what's hype, where the risks are—and how artists can use, and benefit from, AI without losing control. Learn how to work faster and smarter without losing the heart of your creativity.

**MODERATOR:** Blasko

**PANELIST(S):** Grant McFarland, Jason Spiewak, Barry Heyman, Randy Nichols, Joe Caviston, Heather Munding

**1:30 PM CLEARED FOR LANDING**  
What Buyers Really Want

Buyers, agents, promoters, ticketing pros, venue operators—they're the ones deciding who gets the slot. So what are they actually listening for? What makes an artist bookable, promotable, and scalable in a real market? In this no-filter conversation, you'll hear directly from the decision-makers about what moves you from inquiry to offer—and how to position yourself (or your client) for bigger shows and better opportunities. **Bring your questions. This is your chance to ask the people who decide who boards the craft, yourself.**

**MODERATOR:** Jeremy Weiss

**PANELIST(S):** Brooks Dawson, Andrew Ellington, Laura Rose, Gregory Ferraiolo, Kevin Sutton

## CONCURRENT BREAKOUT

### LAUNCH PAD OR FLIGHT SCHOOL?

#### Education vs. Real-World Experience

Do you need a degree? Or just experience? This panel explores how formal education, hands-on work, mentorship, and self-directed learning can work together—not compete—in building a long-term career. Discover how to combine knowledge and action to prepare for real success in the evolving music industry.

**MODERATOR:** Lou Plaia

**PANELIST(S):** Randy Nichols, Monika Julien, Goldie Harris, Ulf Oesterle, Terry Tompkins, Shawn Young, Chris Keeney

**2:25 PM INDEPENDENT ORBIT**  
Building a Career Without Waiting for Clearance

In today's landscape, no one's handing out permission slips. Artists & industry entrepreneurs are founders, CEOs, marketers, and community builders all at once. Every one of you is a start-up. This panel dives into what it really means to think like a startup: clarifying your mission, and how to build & maintain momentum without gatekeepers.

**PANELIST(S):** Chris Davis, Josh Korel, Ricky Armellino, Dan Meyer, Gregory Ferraiolo, Neil Sheehan

**3:20 PM CAN YOU HANDLE THE TRUTH?**  
Marketing Edition

A new twist on our most popular panel!! How confident are you in your band image and marketing? How much do you want real feedback from people who work with bands every day? The panel reviews artist submissions PUBLICLY with brutally honest feedback. How's the band name? The logo? The photos and artwork? The website? The social posts? What is the band doing right, and what can they improve on?

**MODERATOR:** Zuke Smith

**PANELIST(S):** Blasko, Ashlyn Bruni, Laura Catana, Brooks Dawson, Andrew Ellington, Goldie Harris, Randy Nichols, Ulf Oesterle, Jason Spiewak, Kevin Sutton, Madison Vanderhorst, Heather Munding

SATURDAY, APRIL 25<sup>TH</sup>

**10:00 AM MORNING MINGLE**

Snacks & Networking

**10:30 AM SOUNDS IN SPACE: FROM ANALOG TO ATMOS**

Recording, Engineering & Producing

They say there's no sound in space—but with the right environment, your music can travel anywhere. Join top engineers and producers as they share best practices for capturing, shaping, and elevating your sound. From analog warmth to immersive Atmos mixes, this session explores how to make sure your art cuts through the noise and is heard loud and clear.

**MODERATOR:** Craig Alvin

**PANELIST(S):** Grant McFarland, Carson Slovak, Ricky Armellino, David Stingle, Chris Keeney

**11:25 AM INCREASING YOUR GRAVITATIONAL PULL**

Monetizing the Galaxy

This panel explores how to leverage your sonic identity across every medium—positioning your music not just as a product, but as the foundation for a multichannel business that spans streaming, storytelling, and direct fan engagement. Learn how to position your songs/yourself for opportunity—and how to properly monetize and safeguard the success when it arrives.

**MODERATOR:** Chris Davis

**PANELIST(S):** Goldie Harris, Lou Plaia, Sean Glover, Laura Catana, Ricky Armellino, Neil Sheehan, Josh Korel

**12:20 PM WOMEN IN MUSIC**

Breaking Barriers & Shaping Futures

A powerful conversation with trailblazing women across the industry—from agents and executives to promoters and innovators. Hear firsthand how they've navigated challenges, claimed space, and reshaped the music landscape. This isn't just a panel—it's a celebration of leadership, resilience, and the future women are building in music.

**MODERATOR:** Monika Julien

**PANELIST(S):** Open to any female panelist who wants to join in



**MASTER TOUR**

**CONCURRENT BREAKOUT**

**OWNING YOUR FUTURE**

**MADE POSSIBLE BY MASTERTOUR**

**Building a Sustainable Career in Music**

What does it mean to truly own your future in the music industry? In this moderated conversation, Branden Harper, President of Master Tour, and Richard Prinzi from the Professional Tax Alliance discuss how artists and touring professionals can take control of both the operational and financial sides of their careers. From organizing the complex realities of life on tour to managing finances behind the scenes, the discussion explores how better systems, better knowledge, and the right support can help the next generation of music professionals build sustainable careers.

**PANELIST(S):** Branden Harper (President, Master Tour), Richard Prinzi (Founder/Owner, Professional Tax Alliance)

A SPECIAL THANKS TO



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**1:15 PM**

**INTERSTELLAR**

Touring the Universe

Every artist is searching for inhabitable markets. This session dives into the mechanics of touring—attracting agents, booking strategically, managing logistics, marketing shows, and building momentum city by city. Hear from seasoned pros who've mapped the terrain or done the tours themselves, and learn how to turn touring into sustainable expansion.

**MODERATOR:** Kevin Sutton

**PANELIST(S):** Andrew Ellington, Jeremy Weiss, Josh Korel, Chris Davis, Dan Meyer, Chuck Treece

**2:10 PM**

**ORBITING STABILITY**

Mental Health in the Mission

Being an artist today often means being *everything*—creator, manager, marketer, accountant, visionary. It's no wonder so many feel overwhelmed, anxious, isolated, or simply exhausted. This honest conversation opens space to talk about burnout, imposter syndrome, fear, and the emotional cost of chasing the dream. You're not alone—and you don't have to navigate it alone. **Let's chart healthier ways forward.**

**MODERATOR:** Suz Fattorini

**PANELIST(S):** Andrew Ellington, Ricky Armellino, Marissa DeVito, Liv Carter



**CONCURRENT BREAKOUT**

**SOUND EXCHANGE 101 WORKSHOP**

**This Session Will Offer a Deeper Understanding of SoundExchange...**

As the premier technology platform providing royalty solutions for sound recordings and music publishing Sound Exchange is proud to serve creators everywhere—including artists, music companies, and labels. In this session, we will share how to leverage SoundExchange's data and tech products to simplify music business operations and ensure fair, efficient compensation.

**PRESENTER:** Sean Glover

**3:05 PM**

**CAN YOU HANDLE THE TRUTH?**

**Public Critique & Evaluation of LAUNCH Artists**

The time-honored **CLASSIC** and **MOST POPULAR** and entertaining panel in **LAUNCH MC&F's 18-year history!** A public review of music by **LAUNCH 2026** Artists who volunteer their music for scrutiny by **LAUNCH** panelists.

**MODERATOR:** Zuke Smith

**PANELIST(S):** Craig Alvin, Ricky Armellino, Chris Davis, Gregory Ferraiolo, Kevon Glickman, Josh Korel, Randy Nichols, Lou Plaia, Laura Rose, Carson Slovak, David Stingle, Neil Sheehan

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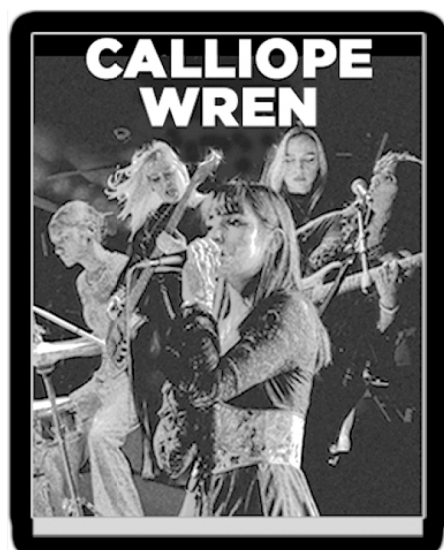
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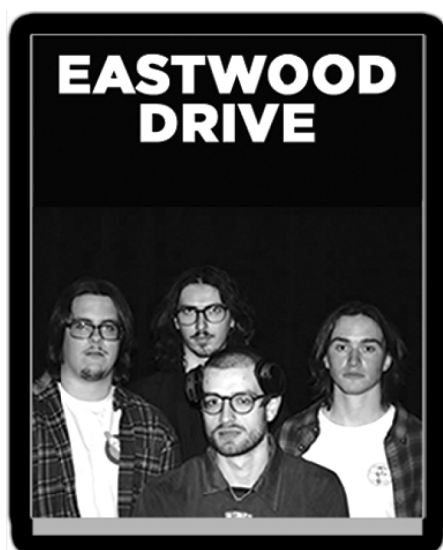


# LAUNCH LANCASTER 2026 FEATURED ARTISTS

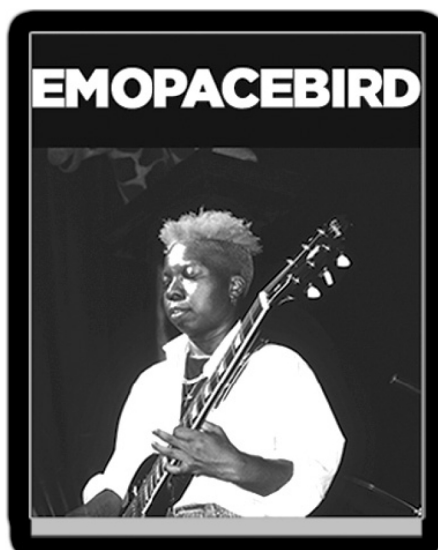
SEE PAGES 5 & 6 FOR ALL PERFORMANCES & DETAILS!



**CALLIOPE  
WREN**  
FRIDAY, APRIL 24<sup>TH</sup>  
PENN SQUARE STAGE  
5:15 PM



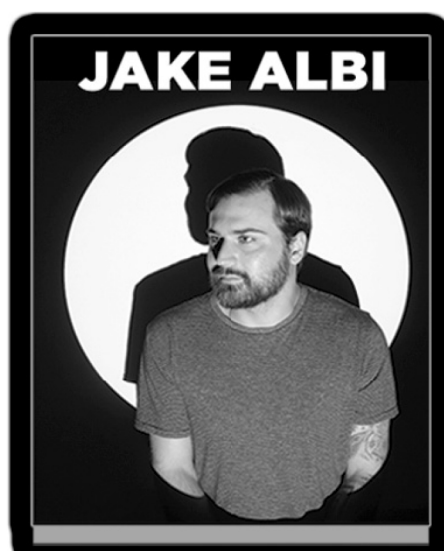
**EASTWOOD  
DRIVE**  
FRIDAY, APRIL 24<sup>TH</sup>  
COMMONWEALTH  
BALLROOM 01  
8:00 PM



**EMOPACEBIRD**  
THURSDAY, APRIL 23<sup>RD</sup>  
COMMONWEALTH  
BALLROOM 01  
9:30 PM



**GINA FRITZ**  
SATURDAY, APRIL 25<sup>TH</sup>  
COMMONWEALTH  
BALLROOM 01  
5:45 PM



**JAKE ALBI**  
SATURDAY, APRIL 25<sup>TH</sup>  
RURAL CITY TAPROOM  
6:00 PM

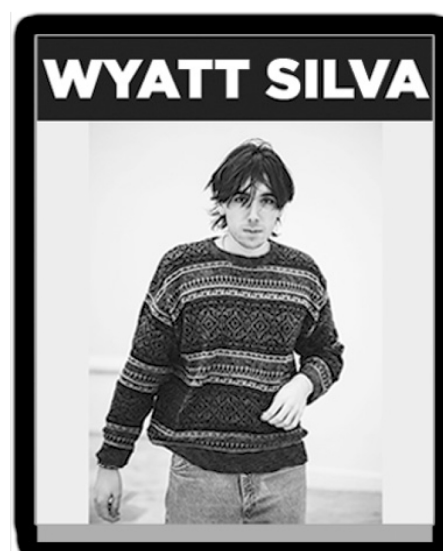


**SARA AMONGO**  
SATURDAY, APRIL 25<sup>TH</sup>  
HERITAGE BALLROOM  
8:30 PM



**SONGBIRD**  
THURSDAY, APRIL 23<sup>RD</sup>  
MARRIOTT LOBBY  
8:15 PM

SATURDAY, APRIL 25<sup>RD</sup>  
PLOUGH  
9:00 PM



**WYATT SILVA**  
FRIDAY, APRIL 24<sup>TH</sup>  
SOUTH COUNTY BREWING  
7:45 PM

SATURDAY, APRIL 25<sup>TH</sup>  
RURAL CITY TAPROOM  
9:00 PM

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