

FREE • TAKE ONE • FREE • TAKE ONE

# THE SWEET SIXTEEN OF LAUNCH

MUSIC CONFERENCE AND FESTIVAL

APRIL 25TH-28TH 2024  
DOWNTOWN LANCASTER PA

## OFFICIAL 2024 EVENT GUIDE

**THE IRON ROSES** **DEADLANDS**

**EKOH**

**DRIVER'S LICENSE**

Pennsylvania  
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4d DLN: 71 717 603  
3 DOB: 04/16/2009  
4b EXP: 04/17/3009  
1 CONFERENCE  
2 LAUNCH MUSIC  
8 112 W ORANGE ST  
LANCASTER PA, 17603  
15 SEX: AST 18 EYES: ORANGE  
16 HGT: 6'-02"  
9 CLASS: C  
9a END: NONE  
12 RESTR: NONE  
5 DD: 1234567890123  
456789012345  
DUPS: 00  
4a ISS: 04/25/2024  
DL  
ORGAN DONOR

**PLUS**

ARCANE NOIR VARIETY TROUPE  
THE HONEST HEART COLLECTIVE  
THE MAGUAS • MARO DELO • GINA FRITZ  
MAKING A MOCKERY • THE AFTER HOURS  
LAYUL • SIR ECHO • SUICIDE PUPPETS • & MANY MORE!

**2 DAYS**  
OF  
INDUSTRY PANELS

**135**  
LIVE  
PERFORMANCES

MORE INFO  
INSIDE

**CONFERENCE BY DAY • FESTIVAL BY NIGHT**





# A LETTER FROM THE DIRECTOR

## Of The Sixteenth Annual LAUNCH Music Conference & Festival



Welcome to the 16th edition of LAUNCH Music Conference & Festival!

Most of us, on our 16th birthdays, focus on that pivotal moment: the day we finally get our license to drive.

We will finally have full control of our route, our schedule, the places we wish to explore, and our final destination. (Some of us were also playing guitar poorly during this period of our lives (see photo), don't let the impeccable style fool ya.)

This year, I implore you to take the wheel of your career, your passions, your goals, and your creativity.

May you acquire the best practices. May you learn to discern between the times you should roll along steady as she goes, the times you should proceed with caution, and the times you should open the throttle and race towards your dream. Learn to follow the signs, and when to blow right past them!

LAUNCH is a place for comradery. It's a place where relationships are forged, insights are heard, techniques are acquired, and memories are made. It's all of us, gathering with one thing in common: the journey.

Let's all pile in and enjoy the ride, together!

Happy Sweet Sixteen to LAUNCH!

- Jeremy Weiss, LAUNCH Founder & Director

## LAUNCH 2024 | STAFF

Jeremy Weiss - Director, Founder  
Dakota Baker - Associate Director  
Deborah "Zuke" Smith - Panel Program Coordinator  
Dan Meyer - Head of Production  
Michael Welsh - Director of Digital Media & Marketing  
Tammy Eno - Registration & Box Office Coordinator  
Amber Morell - Associate Production Coordinator  
Ashley Macharelli - Staff Coordinator  
Reilly Bomboy - Executive Staff  
Ashley Cintron - Executive Staff  
Sheldon Hanley - Executive Staff  
Jon Jed - Executive Staff  
Keira O'Neal - Social Media Manager  
Matt Kester Productions - Sound Designer  
Shawn Young - York College Team Coordinator  
Jennifer Jester - Millersville Univ. Team Leader  
Nicole Galbraith - Production Associate  
Olivia Weiss - Administrative Assistant  
Scarlett Weiss - Administrative Assistant  
Stella Weiss - Administrative Assistant  
Maxine Weiss - Administrative Assistant  
Kristin Oles - Registration  
Joe Caviston - Secret Marketing Easter Egg  
Goodthree- Graphic Consulting/Design

## LAUNCH LEARNS TO DRIVE

The Sweet Sixteen of LAUNCH Music Conference & Festival is officially here and we're so glad you made it to the party!

Grab your keys, start your engines, let's go for a ride!

## ATTENDING LAUNCH 2024

### Standard

Register to attend either in advance or the weekend of the event! Standard badges include entry to all Conference events. They grant discounted entry rates to marquee events! (See festival schedule for marquee show rates.)

### Music Only

This year we are excited to offer a Music Only badge for the first time! This badge grants entry to ALL evening performances and showcases throughout the weekend.

### VIP One

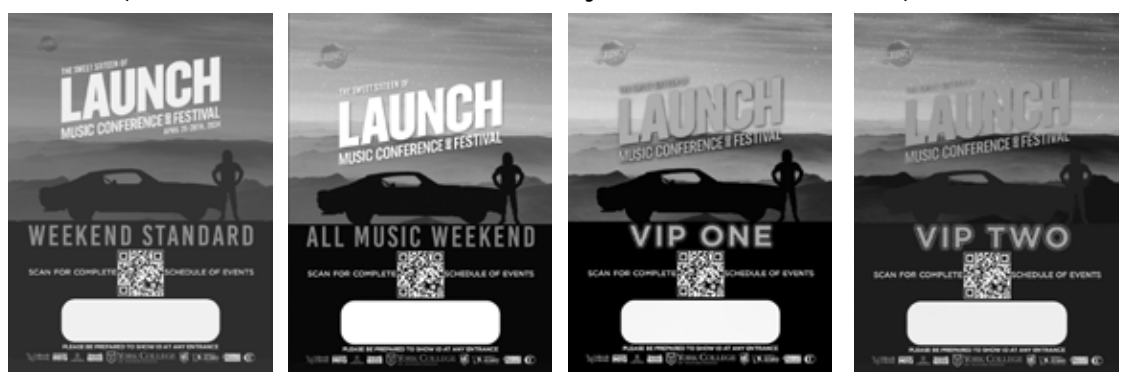
The VIP One include everything a standard badge does but also grants FREE ENTRY to all Marquee events, a LAUNCH 2024 t-shirt and additional weekend perks!

### VIP Two

The VIP Two badge grants includes every perk that the VIP One badge offers while also acting as your invite to the exclusive VIP-only party at this years event!

### A La Carte

You can purchase a ticket to any specific show directly at the door of the venue. (See Festival Schedule for entry rates to each show.)





## NEW TO LAUNCH IN 2024

LAUNCH is hosting the first ever SPACE JAM open mic/jam session Friday night at 11pm - Open to all LAUNCH 2024 badge-holders to hang out and perform! Also, back by popular demand, are the Celestial Coaching Round Table networking sessions Friday & Saturday afternoon. We're additionally excited to announce that we are staging music at Rural City Taproom for the first time ever this year, conveniently located just minutes from the Convention Center!

## FIRST ROAD TRIP: DALAS, TX

LAUNCH provides a unique opportunity for artists, music industry professionals, fans and more to meet, network, and further their careers all during one weekend in beautiful historic Downtown Lancaster, PA. See the conference schedule page for a full list of panels, mentoring, and networking opportunities.

**GRAB YOUR 2024**  
**LAUNCH**  
 MUSIC CONFERENCE & FEST  
**MERCHANDISE**



**VISIT THE LAUNCH STORE**  
 AT THE LANCASTER COUNTY CONV CTR

*The Magnas*

**"SETTLED"**  
 LIMITED EDITION COLORED VINYL LP AVAILABLE NOW

 [www.cirecords.com](http://www.cirecords.com)  
 OR STREAM NOW

**LIVE FRIDAY APRIL 26TH AT**  
 GALACTIC ROOM  
 STAGE  
 THE LANCASTER COUNTY CONV CTR

**8:30PM** **LAUNCH**  
 MUSIC CONFERENCE & FESTIVAL

At York College of Pennsylvania, we believe that a life of passion and purpose is built by learning and experiencing every day.

TALENT

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by Effort







[ycp.edu](http://ycp.edu)



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IMMG Studios is a state-of-the-art immersive mixing environment certified by Dolby Labs.

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# 2024 MUSIC INDUSTRY PROFESSIONALS



## Eva Alexiou-Reo

Eva is an experienced Chief Executive/Director in the Music Industry, skilled in event planning, financial negotiation, and project development.

23+ years of Business Development in the Music Business.



## Dr. Barry Atticks

Dr. Barry Atticks teaches music production courses at Millersville University. He has worked as a sound designer and a music engineer in New York and a sound effects and music editor in Los Angeles. He has

received awards in Educator of the Year and for the use of Technology in Education. He has been able to travel around the globe with students and is currently the president of ATMI and a member of AES.



## Dakota Baker

Dakota Baker is a member of The CI Companies where he assumed the roles of Label Director at CI's own independent record label and Associate Festival Director at LAUNCH Music Conference & Fest.

He also manages box office functions for CI productions year-round on shows of all sizes, including Christmas Burns Red festival.



## Michael Caporizzo

Mike "Caps" Caporizzo is an educator, audio engineer, and guitarist from Ithaca, NY. Mike has recorded and produced in studios and live music venues across the country. Mike is

the director of the Sound Recording Technology program and strives to instill in his students the mastery of fundamental concepts, keen problem-solving skills, and collaborative skills.



## Casey Cavaliere

Casey Cavaliere is a multi-talented American musician, producer, podcast host, manager, and consultant with a successful career in the music industry.

He is often most recognized for his role as the guitarist of the Wonder Years.



## Joe Caviston

Joe Caviston is the Director of Communications for Central Penn College. He is also one-half of Screaming Infidelities EMO Night, and founder

of the Electric City Music Conference. He often consults on digital marketing for various bands, businesses, and start-ups.



## Jeanne Hoffmann

Jeanne concentrates her practice on intellectual property and business litigation. She has extensive experience handling matters in both the state and federal courts. She has a wealth of

knowledge and experience with many forms of contracts that individuals and businesses encounter in the industry.



## Sultan Jason

Sultan Jason, founder of 'Professional Studios', is a respected vet in the indie music scene, working with artists like

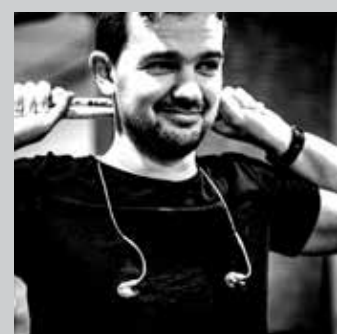
Two Chains and Lil Durk. He has booked Fetty Wap, PnB Rock, and more, making him a notable figure in entertainment.



## Kasey Karlsen

Kasey Karlsen is the lead vocalist for the band Deadlands, captivating audiences with her intense vocals and electrifying stage presence. She has toured with Nita Strauss, showcasing her unrivaled range

and versatility. She is also a social media maven, sharing behind-the-scenes glimpses, promoting shows, and engaging fans with her edgy allure.



## Dan Meyer

Dan Meyer is a multifaceted professional in the music industry, serving as the Tour Manager for the galaxy's foremost metal band, Galactic Empire. He also excels as a Production Manager and Live Sound Engineer for various

events, is a skilled mix engineer and educator, and is dedicated to delivering exceptional results and sharing his passion for music with others.



## Christian Noll

Christian Noll is currently the Licensing Assistant at ABKCO Music & Records, an independent label and publisher, and works closely with

the licensing team to pitch music for film, television, and commercial projects.



## Romain Palmiere

Romain Palmieri is the co-founder and CEO of Groover, a music promotion company empowering independent artists. Groover, created in 2018 built a community of nearly 400k independent artists from over 180

countries. Before founding Groover, he co-founded the record label December Square and released music projects with his indie pop project, Sévigné.



## Brent Rambler

My name is Brent Rambler and I co-manage/play guitar in August Burns Red. One of my roles as manager is to help cultivate content and grow our social media networks. I

also work on everything from logistics, budgeting, and travel booking to running our own webstore and marketing.



## Brian Rosenblatt

Brian's practice is focused on entertainment, intellectual property, and litigation. His entertainment practice concentrates on

transactions, media clearance and liability, advertising, injury, defamation, 1st Amendment issues, and corporate matters.



## Alexa Scranton

Alexa is a graduate of York College with a B.A. in Music Prod & Entrepreneurship and an M.A. in Entertainment Marketing & Production.

She currently works at YCP where she is a resource for students that may need guidance or assistance with their mental health.



## Chris Swartz

Chris Swartz, talent agent in Philadelphia with FATA Booking Agency, represents notable clients including Suave Gonzales and Mystery Skulls.

Many of his clients come from non-traditional backgrounds and require unique development strategies.



## Dan Timmons

Dan Timmons has a successful career in sound design and editing for movies, TV, and documentaries. He received a Peabody award for his work on the documentary

Midnight Traveler and has claimed nominations including one for music editing on Disney's Hamilton.



## Nate Walker

Nate Walker is a versatile musician known for his ability to write, record, produce, and mix. His compositions have been featured on various

platforms. Walker has toured extensively and has worked with some of the industry's largest artists.





### Daral Boles

Daral Boles has spent over 20 years working as a mental health counselor specializing in trauma and addiction. In her current

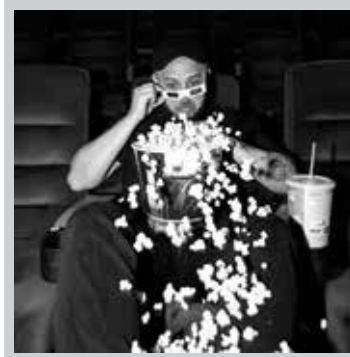
practice as a coach, Daral works from the belief that people are innately creative, resourceful and whole.



### JB Brubaker

JB Brubaker is the lead guitarist, and manager for two-time Grammy nominated metal band, August Burns Red. ABR has toured the world many times over and have

released nine full length albums. Brubaker has experience working with labels, self-releasing music, touring production, merchandising, and more.



### Matt Burns

Matt Burns has played in touring bands, built and ran an all ages venue (rest in power, The Talent Farm!), engineered at a recording studio,

and finally landed as label manager at Smartpunk Records.



### Joyce Dollinger

Joyce Dollinger, Esq., is a Partner at Alter, Kendrick & Baron, LLP in copyright, music publishing, & more. She has worked in the legal departments at music publishing companies; co-founded

management companies, record labels and concert promotion businesses; and has held leadership roles at several industry trade organizations.



### Alan Douches

Alan is CEO & founder of West West Side Music. He has mastered albums for many artists like Cannibal Corpse, Clutch, Killswitch Engage, Fallout Boy, My Chemical Romance

and more. With three Grammys received, he embraces the sound of original indie artists.



### Kevon Glickman

Glickman is a well traveled entertainment lawyer, manager, publisher, producer, promoter, and radio station owner, with admissions to the bar in NY, NJ, & PA. Kevon staged the NYC debut of GWAR, has litigated major artists and brands, and is the owner of Respect Management LLC and Blingnot Media.



### Chris Keeney

Chris is a guitarist, recording engineer, & educator, based in Lancaster, PA. As a musician, he has worked with national and international artists over 20 years. He has worked with

a number of established studios. Since 2020, he has worked with t IMMG Studios as a mixing & mastering engineer, specializing in Atmos.



### Liza Levy

Liza Levy is the President of Salt Lick Incubator, a non-profit organization devoted to supporting emerging talent via grants. She has worked for Universal Music Group

in the catalog division, and served as talent relations liaison for Berklee College of Music.



### Grant McFarland

Producers, Carson Slovak and Grant McFarland have become known for their consistent quality output and super-efficient workflow among

regional, national, and international artists, including August Burns Red, Erra, Everclear, and many more!



### Anya Parker-Lentz

Landau Agency founder Anya Parker-Lentz takes a human-first approach to everything she does. Connecting with other artists and musicians like her, she is half of the sister synth-pop

duo, The Parkers; works with clients refining their social media strategies and loves bumping brains with other creatives.



### Rachel Phennig Hales

Rachel began her career on tour with the Black Eyed Peas, and then with Lynyrd Skynyrd. She is the Author of Tour Book with interviews from dozens of touring professionals. As Experience Manager at Rock Lititz, she focuses on building the live

event culture on campus, and supporting the crews who create these technically driven, immersive works of art.



### Lou Plaia

Lou Plaia co-founded ReverbNation and joined Sentic Music Group as its A&R Director. Plaia was the Head of Marketing and Artist Development for

Atlantic Records imprint, Lava Records. And from 1990-2002, Plaia was VP of Strategic Marketing at Atlantic Records.



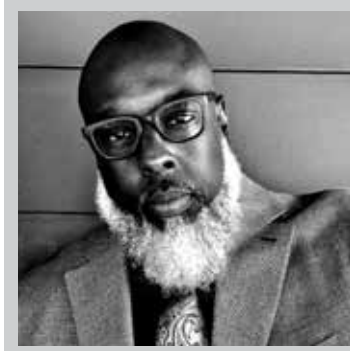
### Carson Slovak

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### Zuke Smith

Deborah Smith, founder of zuke-tunes, is a Vocal Coach and Artist Mentor specializing in pop/rock. She also acts as a consultant for developing artists and is the Panelist Coordinator for the LAUNCH Music Conference & Festival.



### Kevin Sutton

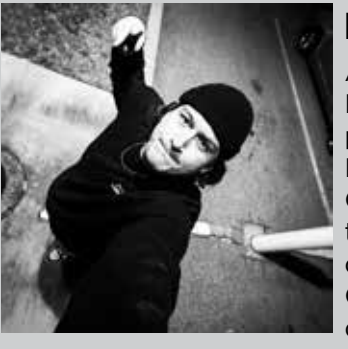
Kevin C. Sutton, a sales, marketing, and advertising professional, has amassed over \$10 million in sales for Fortune 500 companies. He has assisted artists like Wu-Tang Clan, secure distribution deals, and secure bookings. Sutton has created strategic marketing plans for major outlets and founded 11:22 MMG.



### Jeremy Weiss

Jeremy Weiss started his booking career at age 15. Since then he has developed a number of business entities including CI Records, CI Productions, a all ages music

venue, a vinyl & skate shop and the very music conference & festival that you are reading the guide for right now, LAUNCH!



### Mike Welsh

After studying Music Production & Entrepreneurship at YCP, Mike joined The CI Companies. He is the Director of Media & Marketing at CI Records, CI Productions, LAUNCH

Music Conference & Festival & more! He's been the lead on artwork creation and marketing on a number of albums, live events, and tours.



### Shawn Young

Shawn Young is Director of Music Industry Studies and Associate Professor of Music at York College of Pennsylvania. Young currently serves as a member of the Board

of Directors for MEIEA, is a Grammy U Mentor, and recently became an Educational Ambassador for the MLC.



# PERFORMANCE SCHEDULE

Folk/Country/Americana	
Rock/Alternative/Indie	
Punk/Emo/Pop Punk	
Pop/Singer-Songwriter	
Hip-Hop/R&B	
Hard Rock/Metal/Hardcore	

## THURSDAY, APRIL 25TH

Commonwealth Ballroom 1 - Lanc County Conv Center  
\$10 | Standard Badge: Free | VIP Badge: Free

Set Time	Artist	Genre
6:00 - 6:30 PM	TIWA	
6:45 - 7:15 PM	THE JOHNSON IMPLICATION	
7:30 - 8:00 PM	TWIST IT	
8:15 - 8:45 PM	SANTOSHA	
9:00 - 9:30 PM	HEARTBENT	

### PAY ONE ADMISSION FOR BOTH SALONS

Commonwealth Ballroom 4 - Lanc County Conv Center  
\$10 | Standard Badge: Free | VIP Badge: Free



Set Time	Artist	Genre
6:30 - 6:50 PM	SSIKRATS	
7:00 - 7:20 PM	CRIMSON RED	
7:30 - 7:50 PM	RICH	
8:00 - 8:20 PM	THE NEIGHBORS ARE PISSED	
8:30 - 8:50 PM	DRAMII J	
9:00 - 9:20 PM	WAYLEN DOTTERY	
9:30 - 9:50 PM	TONERUTH	

Vine St Commons - Lanc County Convention Center  
\$10 adv. | \$12 D.O.S. | Standard Badge: Free | VIP: Free



Set Time	Artist	Genre
5:45 - 6:15 PM	COAL	
6:15 - 6:45 PM	WITHOUT THE ACCENT	
6:45 - 7:15 PM	THE DANGER OF FALLING	
7:15 - 7:45 PM	DINOSAURS IN PARIS	
7:45 - 8:15 PM	AILMENTS	
8:15 - 8:45 PM	ZIGGY SIXX	
8:45 - 9:15 PM	THE PHOENIX WITHIN	
9:15 - 9:45 PM	FALLBRIGHT	
9:45 - 10:15 PM	HEAVY ON THE HEART.	

Lancaster City - Penn Square  
Free | Open to the Public



Set Time	Artist	Genre
5:15 - 5:45 PM	ZETA RAE	
6:00 - 6:30 PM	VALENDINA	
6:45 - 7:15 PM	WOULD YOU KINDLY?	
7:30 - 8:00 PM	ELLE TARANIS	
8:15 - 8:45 PM	MAN MUST EXPLORE	
9:00 - 9:30 PM	LOOK BACK LUNA	

Marriott Lobby  
Free | Open to the Public

Set Time	Artist	Genre
6:00 - 6:30 PM	MICHAEL DAUGHTRY	
6:45 - 7:15 PM	OMAR FELICIANO	
7:30 - 8:00 PM	SAMANTHA DELUCA	
8:15 - 8:45 PM	THE LAST POST	

PLOUGH  
Free | Open to the Public

Set Time	Artist	Genre
9:00 - 9:30 PM	ALEX BRUBAKER	
9:45 - 10:15 PM	CARLY CONROY	
10:30 - 11:00 PM	CHRISTINE IZARRY	

Tellus360  
\$10 adv. | \$12 D.O.S. | Free w/ LAUNCH Badge | 21+ To Enter

Set Time	Artist	Genre
5:45 - 6:15 PM	LAKEHAVEN	
6:30 - 7:00 PM	NAIVE NATURE	
7:15 - 7:45 PM	QUIET	
8:00 - 8:30 PM	CARSON ADAY	
8:45 - 9:15 PM	THE AFTER HOURS	
9:30 - 10:00 PM	JENNY KERN	
10:15 - 10:45 PM	LUNISON	

## FRIDAY, APRIL 26TH

Commonwealth Ballroom 1 - Lanc County Conv Center  
\$10 | Standard Badge: Free | VIP Badge: Free

Set Time	Artist	Genre
6:15 - 6:45 PM	STONEHOUSE BREAKDOWN	
7:00 - 7:30 PM	WAKE UP JOHN	
7:45 - 8:15 PM	VOAYGR	
8:30 - 9:00 PM	MAKENA TATE	
9:15 - 9:45 PM	III FOR THE ROAD	
10:00 - 10:30 PM	PUBLIC DISCO PORCH	

### PAY ONE ADMISSION FOR BOTH SALONS

Commonwealth Ballroom 4 - Lanc County Conv Center  
\$10 | Standard Badge: Free | VIP Badge: Free



Set Time	Artist	Genre
5:45 - 6:15 PM	GENERATION UNDERGROUND	
6:30 - 7:00 PM	SEGLOCK	
7:15 - 7:45 PM	LOC DAWGS	
8:00 - 8:30 PM	DETENTION	
8:45 - 9:15 PM	TRUSS	
9:30 - 10:00 PM	TORNADO TORNADO	
10:15 - 10:45 PM	DOGBEACH	

Vine St Commons - Lanc County Convention Center  
\$20 Adv. | \$25 D.O.S. | Standard Badge: \$12 | VIP: Free



Set Time	Artist	Genre
6:00 - 6:30 PM	ALOAT	
6:30 - 7:00 PM	HEADWAYS	
7:00 - 7:30 PM	FREE FRIENDS	
7:30 - 8:00 PM	WAVIER.	
8:00 - 8:30 PM	WITHER AWAY	
8:30 - 9:15 PM	FAUXTROT	
9:15 - 10:30 PM	THE MAGUAS	



**Lancaster City - Penn Square**  
Free | Open to the Public



Set Time	Artist	Genre
5:15 - 5:45 PM	XPRESIDENTS	
6:00 - 6:30 PM	INTERNET TEARS	
6:45 - 7:15 PM	THE INSIDE OUT	
7:30 - 8:00 PM	MARO DELO	
8:15 - 8:45 PM	WEEPING COSMONAUT	
9:00 - 9:30 PM	M4TR	

**Marriott Lobby**  
Free | Open to the Public

Set Time	Artist	Genre
6:00 - 6:30 PM	SHAKEY JOE KAMBIC	
6:45 - 7:15 PM	RUDDY TURNSTONE	
7:30 - 8:00 PM	REES SHAD	
8:15 - 8:45 PM	VIOLET CLARE	

**PLOUGH**  
Free | Open to the Public

Set Time	Artist	Genre
9:00 - 9:30 PM	KATE NYX	
9:45 - 10:15 PM	MARIA KRAUSS	
10:30 - 11:00 PM	MELANIE PEARL	

**Tellus360**  
\$10 | Standard Badge: Free | VIP: Free | 21+ To Enter

Set Time	Artist	Genre
5:45 - 6:15 PM	CHRIS SCHELER	
6:30 - 7:00 PM	LIVES LOST	
7:15 - 7:45 PM	MAGGIE MILES	
8:00 - 8:30 PM	DIE TIRED	
8:45 - 9:30 PM	THE HONEST HEART COLLECTIVE	

**Rural City Taproom**  
Free | Open to the Public

Set Time	Artist	Genre
6:00 - 6:30 PM	NICK POLITO	
6:45 - 7:15 PM	DESKJOBS	
7:30 - 8:00 PM	CARLY CONROY	
8:15 - 8:45 PM	ANCHOR END	
9:00 - 9:30 PM	RETROVAI	

# SATURDAY, APRIL 27TH

**Marriott Lobby**  
Free | Open to the Public

Set Time	Artist	Genre
6:00 - 6:30 PM	DAVE GODDESS DUO	
6:45 - 7:15 PM	ADAM LIPPMAN	
7:30 - 8:00 PM	CORINNA JOY	
8:15 - 8:45 PM	RASHA JAY	

**Vine St Commons - Lanc County Convention Center**  
\$16 adv. | \$20 D.O.S. | Standard Badge: \$10 | VIP: Free



Set Time	Artist	Genre
5:45 - 6:15 PM	ASHES REIGN	
6:15 - 6:45 PM	RENOVARE	
6:45 - 7:15 PM	AMERICAN DREAM MACHINE	
7:15 - 7:45 PM	AS BEINGS	
7:45 - 8:15 PM	MAKIN A MOCKERY	
8:15 - 8:45 PM	GINA FRITZ	
8:45 - 9:30 PM	DEADLANDS	

**AFTERPARTY!!!! - VINE ST COMMONS**  
\$18 Adv. | \$25 D.O.S | FREE w/ LAUNCH Badge

Set Time	Artist	Genre
10:30 - 11:00 PM	SUICIDE PUPPETS	
11:00 - 12:30 PM	ARCANE NOIR VARIETY TROUPE	Burlesque Show

**Freedom Hall - Lancaster County Convention Center**  
\$18 adv. | \$24 D.O.S. | Standard Badge: \$12 | VIP: Free



Set Time	Artist	Genre
6:20 - 6:40 PM	PARIS HEART	
6:40 - 7:00 PM	DBL	
7:00 - 7:20 PM	MISTER MOTIVATION	
7:20 - 7:40 PM	TAIGENZ	
7:40 - 8:00 PM	SPVCEMVN	
8:00 - 8:20 PM	MELO GRIFFITH	
8:20 - 8:40 PM	JORDAN LIVINGOOD	
8:40 - 9:00 PM	LAYUL	
9:20 - 10:00 PM	EKOH	

**Commonwealth Ballroom 1 - Lanc County Conv Center**  
\$10 Adv. | \$12 D.O.S. | Standard Badge: Free | VIP Badge: Free

Set Time	Artist	Genre
6:15 - 6:45 PM	LANCE	
7:00 - 7:30 PM	LISE	
7:45 - 8:15 PM	JULIANA HALE	
8:30 - 9:00 PM	THE PARKERS	
9:15 - 9:45 PM	MARIA ARROYO	
10:00 - 10:30 PM	DINA & ARTEM	

**PAY ONE ADMISSION FOR BOTH SALONS**

**Commonwealth Ballroom 4 - Lanc County Conv Center**  
\$10 Adv. | \$12 D.O.S. | FREE W/ LAUNCH BADGE



Set Time	Artist	Genre
5:45 - 6:15 PM	ALL SYSTEMS GO	
6:30 - 7:00 PM	MY COUSIN'S GIRLFRIEND'S HOUSE	
7:15 - 7:45 PM	WAVE BREAK	
8:00 - 8:30 PM	RODERIK	
8:45 - 9:15 PM	LYNDHURST	
9:30 - 10:00 PM	TWIST & WRITHE	

**PLOUGH**  
Free | Open to the Public

Set Time	Artist	Genre
9:00 - 9:30 PM	ZIGGY SIXX	
9:45 - 10:15 PM	SONGBIRD	
10:30 - 11:00 PM	MAGGIE MARRE	

**Lancaster City - Penn Square**  
Free | Open to the Public



Set Time	Artist	Genre
5:15 - 5:45 PM	JULIAN KING	
6:00 - 6:30 PM	DREAMSTEREO	
6:45 - 7:15 PM	SHARK EARRINGS	
7:30 - 8:00 PM	ZAC HOINA	
8:15 - 8:45 PM	GRANDEUR	
9:00 - 9:30 PM	MEDIUM RARE	

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Set Time	Artist	Genre
5:45 - 6:15 PM	SIR ECHO	
6:30 - 7:00 PM	WITCH WEATHER	
7:15 - 7:45 PM	OLD DAGGERS	
8:00 - 8:30 PM	25TH HOUR	
8:45 - 9:30 PM	THE IRON ROSES	



**Rural City Taproom**  
Free | Open to the Public

Set Time	Artist	Genre
6:00 - 6:30 PM	AKA HARLEY	
6:45 - 7:15 PM	ELLE TARANIS	
7:30 - 8:00 PM	BRYAN STUTZMAN	
8:15 - 8:45 PM	MJ BOYD	
9:00 - 9:30 PM	JACKSON COLE	

# CONFERENCE SCHEDULE

## FRIDAY, APRIL 26TH

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Time	Session Information
10:00 - 10:25 AM	<b>MORNING MINGLE</b> Coffee & Networking
10:25 AM	<b>COUNTDOWN TO LIFTOFF</b> Welcoming You to The Sixteenth Annual LAUNCH!  A little jump start to your LAUNCH Music Conference weekend! LAUNCH Conference Director, Jeremy Weiss kicks off the 16th Annual LAUNCH Music Conference.
10:30 - 11:25 AM	<b>SPACE HARMONY</b> Navigating The Album Life Cycle in 2024     This panel aims to provide attendees with a comprehensive look at the modern album life cycle, addressing challenges and opportunities at each stage. By delving into new and emerging technology, marketing strategies, and long-term brand-building universal patterns, we hope to empower independent artists and managers with the tools to help them continually navigate the rapidly evolving music industry in a designed, meaningful, and lasting way.  MODERATOR: Matt Burns & Casey Cavaliere PANELISTS: Lou Plaia, Anya Parker-Lentz, Romain Palmieri
11:30 - 12:25 PM	<b>SOUNDS IN SPACE</b> Recording, Engineering, & Producing  It's been said that there is no sound in space. With the right physical circumstances, there actually is! Let's hear from some of the top recording engineers and producers as to their best practices, pursuant to making SURE their clients are heard LOUD AND CLEAR across the vast expanses of the music industry.  MODERATOR: Alan Douches PANELISTS: Casey Cavaliere, Chris Keeney, Grant McFarland, Carson Slovak, Sultan Jason
12:30 - 1:25 PM	<b>HITCHIKER'S GUIDE TO THE GALAXY</b> Publishing, Sync Licensing, Audio Streaming and Live Streaming  In furtherance of a song's success, we often see tracks "hitchin' a ride" on a big film, TV show, commercial, sporting event, etc. These types of opportunities can often catapult a track, and an artist, to the fore of pop culture! Collaborations in song writing & studio performances can drastically expand an artist's reach and monetization. This panel will tackle the "how," as well as how to properly protect and monetize these opportunities.  MODERATOR: Lou Plaia PANELISTS: Nate Walker, Joyce Dollinger, Christian Noll, Kevon Glickman
1:30 - 2:25 PM	<b>INTERSTELLAR</b> Touring  We all want to find inhabitable markets! This is the pursuit as old as the music business. Let's talk booking, attracting an agent, tour management, logistics, marketing, the WORKS, with a seasoned team who's either mapped the universe, or explored it themselves  MODERATOR: Casey Cavaliere PANELISTS: , Dan Meyer, Chris Swartz  <b>HOUSTON, WE HAVE A PROBLEM!</b> - Breakout in Vine St. Commons Understanding Contracts & Band Agreements  When is it time to hire an attorney? Legal jargon can spin you out of control. Let the experts run it through the universal translator for you  MODERATOR: Brian Rosenblatt PANELISTS: Jeanne Hoffmann, Joyce Dollinger, Kevon Glickman
2:30 - 3:00 PM	<b>CELESTIAL COACHING ROUND TABLES</b>  We want you, the artist, to help steer the conversation. We will have round tables set up with selected panelists at each table. Artists will start the conversation by sharing what they love about the biz and how it drives them crazy. Panelists and artists sharing the table will help steer the artists in a more productive direction.
3:00 - 3:50 PM	<b>INCREASING YOUR GRAVITATIONAL PULL</b> Artist Management & Development  An exceptional team, emanating expert advice, experience, and ideas, is among the most important elements in building and growing a base to support you/your client's art. Double the mass, and you double the gravity! A great artist manager will help you develop the necessary skills to succeed..  MODERATOR: Lou Plaia PANELISTS: JB Brubaker, Casey Cavaliere, Rachel Phennig Hales, Liza Levy, Kevon Glickman



# SATURDAY, APRIL 27TH

Time	Session Information
10:00 - 10:30 AM	<b>MORNING MINGLE</b> Coffee & Networking
10:30 - 11:25 AM	<b>ARBSOLUTE MAGNITUDE</b> Publicity & Marketing, Social Media  Behind so many success stories in life are the lesser-known influencers- the folks with the specific skill sets who perpetuate the ultimate break-through that leads to the ultimate success of the mission. When it comes to phenomenal talent the right publicist and marketing director can be the difference between unsung and world renown! This person can often be YOU, as well!  MODERATOR: Mike Welsh PANELISTS: Brent Rambler, Kasey Karlsen, Kevon Sutton, Joe Caviston, Anya Parker-Lentz
11:30 - 12:25 PM	<b>GUARDIANS OF THE GALAXY</b> Buyers, Agents, Ticketing - The Event Space  EVERYONE wants to know, "WHAT is a buyer or promoter looking for from my music/my client, that will make them want to book them?! How do I get booked, or placed on the bigger shows, and/or built in markets?" ASK THEM YOURSELVES!!  MODERATOR: Dakota Baker PANELISTS: Jeremy Weiss, Joe Caviston, Kevin Sutton, Eva Alexiou-Reo, Mike Welsh
12:30 - 1:25 PM	<b>AD ASTRA</b> Maintaining Your Mental Health  You wear multiple hats but it feels like nothing is being accomplished. You are the creator, singer, songwriter, publicist, accountant, booking agent, self manager, etc. You feel like you're struggling to survive.. Are you afraid? Do you have imposter syndrome? Anxiety? Maybe you're just plain exhausted. We invite you to share what is overwhelming you about being an artist today. Let's examine the emotional costs of the work, and avoid the horrors of feeling despondent and alone..  MODERATOR: Zuke Smith PANELISTS: Daral Boles, Alexa Scranton, Dakota Baker
1:30 - 2:10 PM	<b>JEDI TEMPLE</b> Secondary Education and the Music Industry  More and more often, and by virtue of the wide-spread growth of collegiate program offerings, many of us are pursuing a degree in performance, or music business/music technology. Are you a Jedi yet? Or could you benefit from a period of master-level instruction at the secondary ed level? These instructors will discuss the merits and benefits, and you can determine if it's the right course of action for you!  MODERATOR: Shawn Young PANELISTS: Lou Plaia, Barry Atticks, Dan Timmons, Michael Caporizzo
2:15 - 2:45 PM	<b>CELESTIAL COACHING ROUND TABLES</b>  We want you, the artist, to help steer the conversation. We will have round tables set up with selected panelists at each table. Artists will start the conversation by sharing what they love about the biz and how it drives them crazy. Panelists and artists sharing the table will help steer the artists in a more productive direction.
2:45 - 4:00 PM	<b>CAN YOU HANDLE THE TRUTH?</b> Public Critique & Evaluation of LAUNCH Artists  The time-honored CLASSIC and MOST POPULAR and entertaining panel in LAUNCH MC&F's 16-year history! A public review of music by LAUNCH 2024 Artists who volunteer their music for scrutiny by LAUNCH panelists.  INVOLVING DOZENS OF INDUSTRY PROFESSIONALS

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**ZIGGY SIXX**

GALACTIC BALLROOM  
Thurs 4/25  
8:15 pm

PLOUGH  
Sat 4/27  
9:00 pm

SATURDAY | 7:45 PM  
LAUNCH MUSIC CONFERENCE & FESTIVAL  
**APRIL 27, 2024**

**Juliana Hale**

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SATURDAY | 5:15 PM  
LAUNCH MUSIC CONFERENCE & FESTIVAL  
APRIL 27, 2024

**JULIAN KING**

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# LAUNCH 2024 | FEATURED ARTISTS



## EKOH

**SATURDAY, APRIL 27TH**  
Freedom Hall



## THE IRON ROSES

**SATURDAY, APRIL 27TH**  
Tellus 360



## DEADLANDS

**SATURDAY, APRIL 27TH**  
Vine St Commons



## The Magnas

**SATURDAY, APRIL 27TH**  
Tellus 360



## ARCANE NOIR

VARIETY TROUPE

**FRIDAY, APRIL 26TH**  
Vine St Commons



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**FRIDAY, APRIL 26TH**  
Tellus 360

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