

FREE TAKE ONE FREE TAKE ONE FREE TAKE ONE FREE TAKE ONE



OCT  
2ND-5TH  
2025

# CONFERENCE BY DAY FESTIVAL BY NIGHT!



**DROP DEAD, GORGEOUS**



FRIDAY, OCT 3<sup>RD</sup>  
RBC DEEP ELLUM | 10:00 PM

**Mark  
Lettieri  
Group**

FRIDAY, OCT 3<sup>RD</sup>  
PUZZLES | 9:00 PM

**THE ONLY BAY  
ALLSTARS**

FRIDAY, OCT 3<sup>RD</sup>  
PUZZLES | 9:45 PM

**THE AFTER HOURS**

FRIDAY, OCT 3<sup>RD</sup>  
WILL CALL | 9:00 PM

**VIOLENT FIASCO**

SATURDAY, OCT 4<sup>TH</sup>  
TX TEA ROOM | 11:30 PM

**NEODYM**

FRIDAY, OCT 3<sup>RD</sup>  
WILL CALL | 8:15 PM

**ELLE TARANIS**

THURSDAY, OCT 2<sup>ND</sup>  
WILL CALL | 6:45 PM

**NEARLY 100 LIVE PERFORMANCES OF ALL  
GENRES ALL WEEKEND THROUGHOUT DEEP ELLUM!**

TWO FULL DAYS OF PANEL PROGRAMMING FEATURING INDUSTRY PROS FROM ACROSS THE COUNTRY!

FOR ATTENDANCE OPTIONS AND DIGITAL SCHEDULE, PLEASE VISIT:

**LAUNCHMUSICCONFERENCE.COM/DALLAS**



A HUGE THANK YOU TO



FOR THEIR TREMENDOUS SUPPORT OF LAUNCH DALLAS 2025!

AND A SINCERE  
THANK YOU TO ALL  
OUR BRAND PARTNERS:





# 2025

## EVENT MAP

MASTER  
TOUR

VISIT: [EVENTRIC.COM](http://EVENTRIC.COM)

YouTube @TralieceB  
IG @traliece\_b

TRALIECE  
SINGER, VIOLINIST, VIBE CURATOR.  
THE SECRET TO YOUR  
UNFORGETTABLE EVENT.

TRALIECE.CO

THE  
AFTER  
HOURS

7pm  
10/03

@WILL CALL

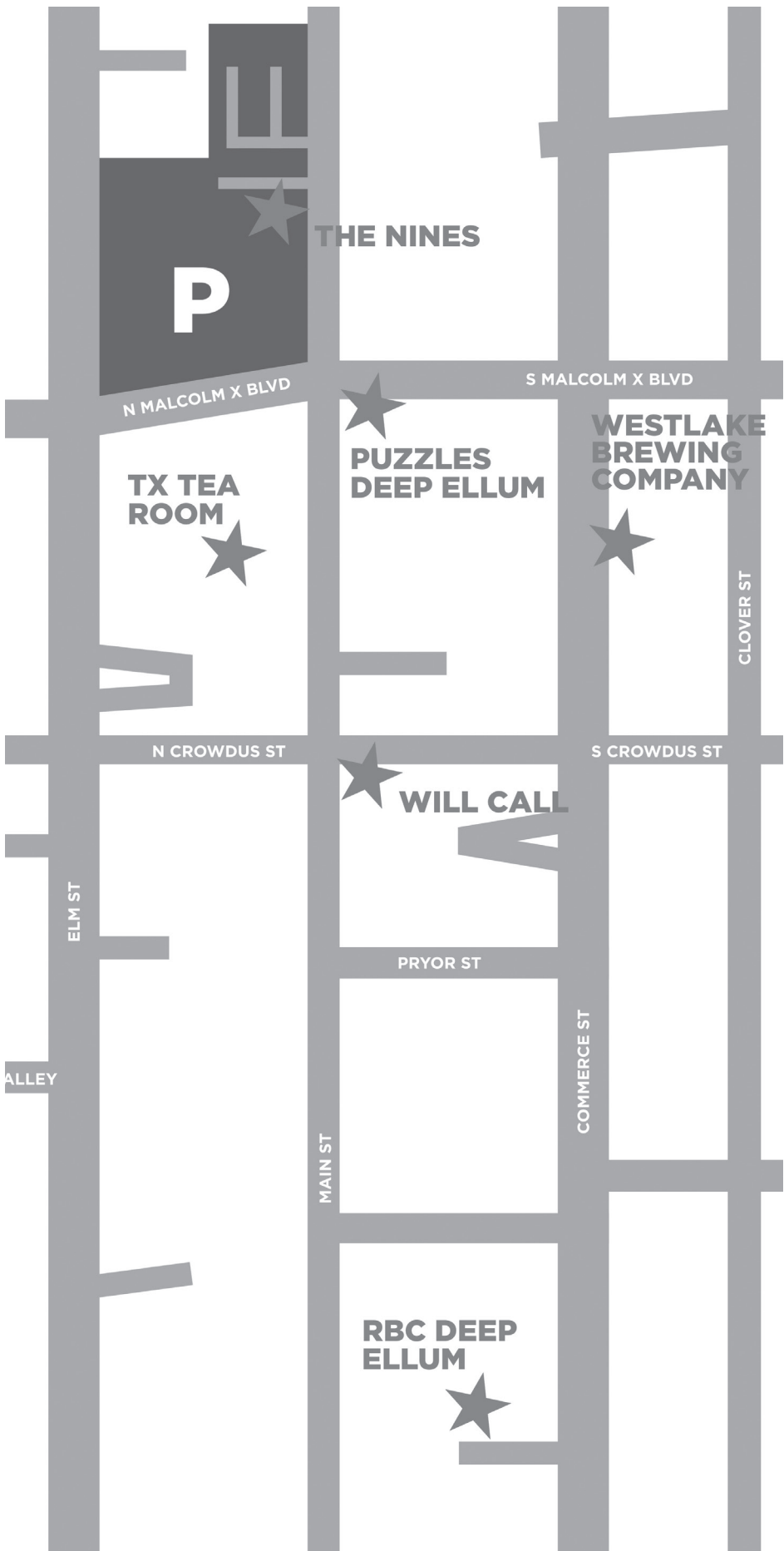
Fri

NEODYM

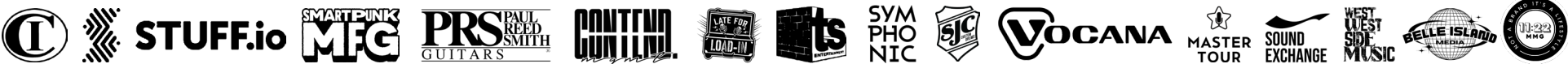
WILL CALL  
10/3 | 8:15 PM

STEALING  
HANDSHAKES

PUZZLES DEEP ELLUM  
SAT, OCT 4TH | 9:00 PM



[LAUNCHMUSICCONFERENCE.COM/DALLAS](http://LAUNCHMUSICCONFERENCE.COM/DALLAS)





# LETTER FROM THE DIRECTOR

LAUNCH is BACK in Texas for the 2nd Annual LAUNCH Music Conference & Festival—Dallas!

Year one was a fantastic chance to ingratiate ourselves to the amazing music and creative communities of Dallas, and the Deep Ellum area. Now that we're all settled in and comfortable, I am looking forward to this familiar mission, smooth ride, and to deepening the LAUNCH connection to attendees, old and new, and the greater community!

LAUNCH Dallas 2025 is partnered with Texas's own Stuff.io, an intriguing and ingenious company, who has forged an entirely new path to fan engagement and revenue for artists. Don't sleep on your chance to meet with these fine people and learn about their incredible, game-changing partnerships! We at LAUNCH are incredibly grateful for the support of Stuff.io, and that of all of our amazing brand partners!

Deep Ellum has been a favorite area of mine for decades. The venues, the independent shops, and the amazing food, all remarkably walkable, are a real treasure. I, and all of us at LAUNCH Central Command, are so psyched to touch down in this "creative oasis"!

Our panelist team is AWESOME this year, featuring colleagues and newcomers from across many disciplines in the Music Industry, and from across the country. Each is prepared to share effective practices, solutions, and their time with YOU, the attendee! Make sure you take this chance to introduce yourself, your goals in the industry, and/or your art to these incredible people. Attend the panels, the roundtables, the networking parties, etc. Shoot your shot, or shoot the breeze. LAUNCH is about RELATIONSHIPS and RESULTS.

The Thursday, Friday, and Saturday nighttime live music programming is SO good. Whether conference attendee, or resident of the community, COME OUT and SUPPORT these magnificent venues, and exceptional artists! There is something for EVERY music preference!

The CI Companies, Third String Ent, and LAUNCH are proud to bring you the 2025 LAUNCH Music Conference & Festival—Dallas, TX. See you at a panel or at a show!

**Jeremy Weiss**  
*LAUNCH Founder & Executive Director*

Left: Jeremy Weiss & Mike Ziemer.  
*1st Annual LAUNCH Dallas MC&F.*



## THE LAUNCH DALLAS TEAM

**JEREMY WEISS**  
**MIKE ZIEMER**  
**KYLE KITCHING**  
**DAN MEYER**  
**JEWEL PATANI**  
**KATIE HACKENBERG**  
**DEBORAH "ZUKE" SMITH**  
**MIKE WELSH**  
**SHELBY BEADLE**  
**MERLE HERRING**  
**REILLY BOMBOY**  
**JENNIFER JESTER**  
**BRAUM BEAN**  
**RYAN BLISS**  
**JOE TRIPLETT**  
**DEATHWALTZ MEDIA**  
**DAKOTA BAKER**

Director / Founder  
Co-Director  
Associate Director  
Production Manager  
Executive Assistant  
Art Director, Graphic Design Lead  
Panel Coordinator  
Concept / Additional Art Direction  
Administrative Assistant  
Administrative Assistant  
Administrative Assistant  
Millersville U Student Coordinator  
Production Assistant  
Production Assistant  
Production Assistant  
Marketing  
Consulting

SYMPHONIC

**You Make the Music.  
We Handle the Rest.**

Dedicated support, marketing strategy, and  
global distribution in one powerful platform.







# YEARS IN DALLAS, TEXAS!

After seventeen fruitful years of LAUNCH Music Conference & Festival in Lancaster, Pennsylvania. The CI Companies is teaming up with Third String Productions to bring LAUNCH to Dallas, Texas for year two!

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.**

# 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.*

# ATTENDING LAUNCH DALLAS

## WEEKEND STANDARD BADGE

Register to attend either in advance or the weekend of the event! Standard badges **include entry to all conference events, and most live events.** See festival schedule for *marquee show rates.*

## 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**, but also **grants FREE ENTRY to Marquee events, a LAUNCH Dallas 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.

# THE LAUNCH PASSPORT

Get ready to explore the LAUNCH Music Conference with the LAUNCH Passport! Your mission? **Embark on an interstellar journey by attending six panels and eight performances, collecting stamps in your official LAUNCH Passport along the way.** As you navigate the musical cosmos, you'll gain out-of-this-world insights from industry experts and discover star-studded performances that are truly light-years ahead!

**Pick up your passport at Mission Control (registration)** and chart your course through the weekend.

But here's where it gets even more exciting—brought to you by Vocana and their sincere devotion to developing artists and young professionals, you'll have the chance to win cash prizes just for completing your journey! The prizes (listed on the back of your passport) will be awarded to lucky winners selected at random from the turned-in passports. So fuel up, suit up, and prepare for liftoff! Stop by their booth for a qualifying stamp towards winning one of the cash prizes!

**PROUD SPONSOR  
OF THE LAUNCH  
DALLAS PASSPORT:**

**VOCANA**

**WHERE  
INDEPENDENT  
MUSIC THRIVES.**



**VISIT [VOCANA.CO](https://www.vocana.co)  
OR STOP BY OUR  
BOOTH AT LAUNCH!**

|   |                      |  |  |
|---|----------------------|--|--|
| <b>PASSPORT</b><br><b>PASSEPORT</b><br><b>PASSEPORTE</b>  |                      | <b>LAUNCH MUSIC CONFERENCE &amp; FESTIVAL</b>  |  |
| Type / Type / Tipo  | Code / Code / Código | Passport / No. du Passeport / No. do Passaporte  |  |
| P   | LMC&F                | 202575226  |  |
| Suriname/ Norm / Normas<br><b>DALLAS</b><br>Given Names / Prénoms / Nombres<br><b>WILL C</b><br>Nationality / Nationalité / Nacionalidade<br><b>LAUNCH DALLAS</b><br>Date of birth / Date de naissance / Fecha de nacimiento<br><b>13 April 2009</b><br>Place of birth / Lieu de naissance / Lugar de nascimento<br><b>TEXAS</b><br>Date of issue / Date de délivrance / Fecha de expedición<br><b>02 June 2025</b><br>Validity / Validité / Validez<br><b>05 October 2025</b><br>International / Normes Spéciales / Antecedentes<br><b>SEE PAGES</b> |                      | Sex / Sexe / Sexo<br><b>ASTR</b><br>Authority / Autorité / Autoridade<br><b>LAUNCH</b><br>Department of Space<br><b>LAUNCH</b> |  |

**LAUNCH MUSIC CONFERENCE & FESTIVAL 2025**

**P A S S P O R T**

WIN A CHANCE FOR **2025** BY GETTING YOUR PASSPORT STAMPED AT PANELS & SHOWCASES!

QUALIFY FOR **2025 LAUNCH** BY ATTENDANCE STAMPS IN THE PANEL & SHOWCASE CATEGORIES

- GET STAMPS FOR HAVING ATTENDED (A) OR MORE PANELS & BE ENTERED TO WIN: **2025**
- GET STAMPS FOR HAVING ATTENDED (B) OR MORE PERFORMANCES & BE ENTERED TO WIN: **2025**
- COMPLETE BOTH & BE ENTERED TO WIN: **2025**
- ADDITIONAL DRAWINGS FOR MERCH & MORE!

MADE POSSIBLE BY LUNCH AND

**VOCANA**  
[www.vocana.io](http://www.vocana.io)

YOUR CHANCE TO BE ELIMINATED FOR MAKING THE MOST OF YOUR LAUNCH EXPERIENCE

\*PASSPORTS MUST BE SUBMITTED BY THURSDAY OCTOBER 2ND AT THE LAUNCH STORE, LOCATED BY PETER DINKOVICH'S BAR.

\*WINNERS WILL BE ANNOUNCED ON LAUNCH SOCIAL MEDIA BY TUESDAY OCTOBER 7TH AND NOTIFIED BY TEXT MESSAGE.

#STUFF10  
#VOCANA  
#LAUNCHMUSICCONFERENCE  
#LAUNCHFESTIVAL  
#LAUNCH2025



# LAUNCH DALLAS PANELISTS 2025

## LAURA CATANA

Laura Catana is a passionate advocate for independent artists and co-founder of Cuba's first independent urban label, Guámpara Music. Now Director of Content & Social Media Strategy at Symphonic Distribution, she leads teams in the U.S. and Colombia, creating content that empowers artists. Laura is dedicated to fostering connections and supporting artist success.



## CASEY DIORIO

Chicago-born, Dallas-based producer, musician, and engineer Casey Diorio has worked with Bowling for Soup, The Polyphonic Spree, Ryan Tedder, Snoop Dogg, André 3000, and more. As owner of Valve Studios, he's recorded for Marvel, Disney, and Netflix, and composed for Borderlands 4. A UNT graduate, former Valve frontman, and Grammy Recording Academy voting member, Casey continues shaping modern music.



## BEV FOWLER

Bev Fowler leads PRS's global strategy for building and nurturing relationships with artists across genres. With a passion for music and a keen eye for talent, she connects PRS with influential players while showcasing the innovation of PRS instruments. Overseeing partnerships, endorsements, and collaborations, she ensures PRS remains a trusted brand on stages and in studios worldwide.



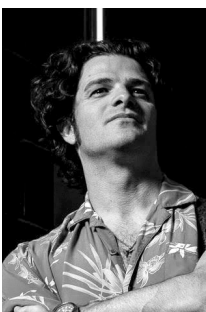
## JENNIFER JESTER

Dr. Jennifer Jester is a musician, songwriter, educator, entrepreneur, and board-certified music therapist. A global performer on low brass, vocals, and percussion, she has worked with ensembles from the River City Brass Band to off-Broadway productions. Currently Assistant Professor at Millersville University, she also leads jazz group *Dr. Jester and the Kings of Swing* and holds a DMA from UCLA.



## MARK LETTIERI

Mark Lettieri is a GRAMMY® Award-winning guitarist, composer, and producer recognized for his versatility and signature sound. A member of the acclaimed jazz/funk collective Snarky Puppy, he tours globally and records extensively. Leading the Mark Lettieri Group, he blends funk, rock, soul, and jazz, while also working as an in-demand session musician and releasing boundary-pushing solo albums worldwide.



## FIONA BLOOM

Fiona Bloom is a music industry veteran and founder of The Bloom Effect, representing global talent. With 30+ years' experience in promotions, management, marketing, and more, she advises top artists and serves on boards like CoMuse and Women in Music. Formerly, she ran hip-hop labels and live production, known for turning connections into lucrative deals.



## SAQUANNA DANIELS

SaQuanna Daniels is a brand strategist at Belle Island Media Group, specializing in artist development and event curation. She leads the Unlocked Potential Workshop, helping creatives turn ideas into action. With a nonprofit and arts background, SaQuanna inspires artists and entrepreneurs to build authentic, impactful brands.



## SHEILA DOHMANN

Sheila Dohmann is Vice President of Marketing at Stuff.io, driving new models of digital ownership for music and fan engagement. With 20+ years in media, sports, and tech—including leadership roles at ESPN, Qatar Foundation, and the 2022 FIFA World Cup™—she leverages culture and storytelling to connect global audiences and empower creators to monetize and share their work directly with fans.



## BRANDEN HARPER

Branden Harper is known for his impact on the music industry through his work with Master Tour, the leading tour management software for artists and their teams. By optimizing logistics, schedules, and finances with itinerary, expense tracking, and communication tools, Harper has streamlined touring operations and helped countless musicians navigate the complex demands of life on the road.



## KRISTINA KIRKENAER-HART

Kristina Kirkenaer-Hart is a strategic arts leader with 20+ years in cultural tourism and nonprofit arts across the U.S. and Europe. As Director of Cultural Tourism and Dallas Music Office, she oversees major funding and cultural strategies. A dancer and educator, she leads artist development, grantmaking, and community engagement initiatives.



## JUSTIN LYONS

Dallas-based guitarist Justin Lyons is celebrated for his versatility across Rock, Gospel, Jazz, Hip Hop, Punk Pop, K-Pop, and more. Known for his high-energy performances, he has worked with Lil Wayne, Chrissette Michele, Tank, Tamela Mann, and Bobby Brown. Currently touring with Machine Gun Kelly, he also composes and produces with Grammy-winning artists while pursuing solo projects.



## NATASHA BRITO

Natasha Brito, Founder and CEO of AUSTERE, creates iconic digital brands through avant-visuals and strategy across music, tech, fashion, and lifestyle. She's led campaigns for Fortune 500 brands and artists like Pizza Hut, Doritos, Xbox, Spiderman, and Lea Michele. Natasha also produced AUSTERE Magazine and coaches musicians on branding and career growth.



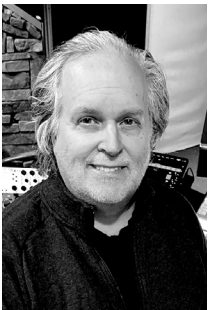
## CHRIS DAVIS

Chris Davis is the guitarist for metalcore band The Ghost Inside, shaping their sound since 2016 with powerful riffs and emotional depth. He's also a content creator on Twitch and YouTube and co-hosts the "Late For Load In" podcast. Chris shares guitar demos, industry insights, and connects with fans through storytelling and real-time interaction both on stage and online.



## ALAN DOUCHES

Alan Douches is a 3x Grammy-winning mastering engineer and founder of West West Side Music, with over 17,000 credits spanning genres like Fall Out Boy and Mastodon. He supports independent artists and labels, pioneers ATMOS mixing, and aims to make professional mastering accessible to all, shaping the sound of independent music since 1989.



## BARRY HEYMAN

Barry Heyman, founder of Heyman Law, is a music and entertainment attorney with 20+ years' experience. He advises on contracts, intellectual property, and industry strategy. A trained pianist and global DJ, Barry deeply understands creative talent. He represents artists and companies and leads the Music & Entertainment Industry Studies program at Five Towns College.



## JOSH KOREL

Josh Korel, founder of Contend MGMT, is a former tour manager turned artist manager with extensive music industry experience. He co-hosts the Late for Load In podcast, offering unique insights on touring, music, and business. Josh is also a co-owner of Asesinato Tequila and other ventures, combining his entrepreneurial spirit with his passion for artist management.



## DANIEL MCCARTNEY

Daniel McCartney is a seasoned music agent at 33 & West Agency in Los Angeles. Previously, he spent nearly a decade at United Talent Agency (UTA), representing artists like Young Thug and Demi Lovato. He's also founder of The Continuation Foundation, a nonprofit focused on supporting the mental health of touring and studio musicians.





JON MCNARY

Jonathan McNary is Music Office Manager at Visit Dallas, with experience across Dallas, Austin, and Los Angeles music scenes. Holding a B.S. in Integrative Studies from UNT, he blends business, communication, and music expertise. Jonathan is also a producer, mixing engineer, and partner at The Creatives Factory, helping shape and grow Dallas’ music industry.



WILLIAM METZGER

William Metzger represents creatives across entertainment, specializing in copyright, trademarks, contracts, and career strategy. A former musician and co-author of The Music Agenda, he leads veteran-owned Affiant Records. As a Recording Academy member, he helps Emmy winners and Billboard artists protect and grow their careers.



GAVIN MULLOY

Gavin Mulloy is a Dallas-based creative director and promoter credited with revitalizing Deep Ellum’s live music scene. He manages Cure for Paranoia and works with At The Helm Presents. Starting at the Granada Theater, he helped reshape key venues like Trees and The Bomb Factory. Gavin is also active in events like the Erykah Badu Birthday Bash and Legacy Hall’s Box Garden.



CHRIS MUSGRAVE

With over 20 years of experience in live events, Chris is a sought-after consultant in tour management, production, logistics, and financials. He is Chief Innovation Officer at OSA International and Director of the annual Live Production Summit, where his leadership fosters collaboration and innovation at one of the industry’s premier conferences.



ULF OESTERLE

Ulf Oesterle has built a career at the intersection of music and higher education, teaching nearly 20 years at Syracuse University while managing artists, running an indie label, hosting a radio show, and booking talent. He now directs marketing for After Dark Presents, oversees music business internships at Hofstra University, and reaches global audiences as a TikTok creator with 350M+ views.



RICHARD PRINZI

Richard Prinzi is an experienced business owner with a demonstrated history of working in the accounting industry. Prinzi is a strong entrepreneurial professional skilled in Budgeting, Tax Preparation, and Small Business Management. He’s best known for serving the self-employed with a concentration in the entertainment business.



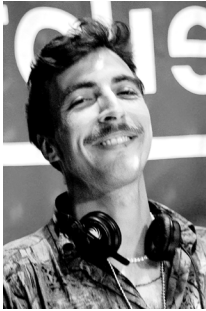
JESSICA ROFFE

Jessica Roffe is a seasoned Music Industry Executive with expertise in artist relations, marketing, production, and royalty distribution. As Associate Director of Industry Relations at SoundExchange, she leads impactful campaigns and partnerships. She has managed talent for MTV, HBO, and Telemundo, and consulted for AT&T, Canela Media, and Televisa/Univision.



DORIAN PERRON

Dorian Perron co-founded Groover, connecting artists with media, labels, and industry pros for guaranteed feedback and coverage. The platform boasts 3,000+ curators and 500,000+ artists, with over 1 million shares and 1,000+ signings. He also created the indie blog Indeflagration, Studio Flagrant, and performs as DJ Dorian Flagrant. He’s spoken at SXSW, MaMA, and Reeperbahn.



NEIL SHEEHAN

Neil specializes in indie music and entrepreneurship, founding and selling HM, a band management and promotion firm, and Standby Records. A frequent speaker at SXSW, MusicBiz, and A2IM, he is now President of Vocana, a social streaming platform offering unique payment models, merch integration, and robust listener analytics for indie artists.



JON SINKO

Jon Sinko, a New Jersey native now based in Orange County, CA, has over 25 years in global product creation and licensing. He’s held executive roles at adidas, Element Skateboards, and Igloo, collaborating with athletes, artists, and major brands. Inspired by punk rock’s DIY and positive mental attitude ethos, Jon leads teams to craft standout products and stories while having fun.



DAVID STINGLE

David Stingle is a multi-skilled New York engineer specializing in recording, production, and Dolby ATMOS mixing. Working at 3x Grammy-winning West West Side Music, he has built expertise with independent artists while advancing spatial audio as a unique marketing tool for rock and indie music. As drummer for touring alt/punk band Sir Echo, David brings songs to life with creative vision.



JOSHUA STONE

Joshua Stone is CEO and co-founder of Stuff.io, a Web3 media company redefining how music and entertainment are owned, collected, and experienced. With a background in publishing technology and consumer platforms at AT&T and Fandango, he now partners with artists and brands to create new fan engagement models using blockchain and digital collectibles.



KEVIN C. SUTTON

Kevin C. Sutton, Brooklyn native and Grambling State graduate, has 20+ years in sales, marketing, and music. Founder of 11:22 MMG, he grew a studio into a multimedia and artist development firm. Kevin’s worked with legends like Wu-Tang Clan and helped artists gain major exposure. He also leads Freeway’s Freedom Thinkers Academy and authored Dreams Don’t Work Unless You Do.



JAY TOOKE

Jay Tooke is an award-winning Canadian producer, drummer, and mix engineer based in Muscle Shoals. Known for his organic production style, he’s worked with artists like Cody Johnson, Randy Houser, and Cody Jinks. With three GMA awards and multiple chart-topping singles, Tooke blends authenticity, rhythm, and emotional depth across genres.



JEREMY WEISS

Jeremy Weiss is the founder of The CI Companies, which includes CI Records, CI Productions, LAUNCH Music Conference, and Christmas Burns Red. He’s signed notable acts like August Burns Red, produced over 2,500 shows, and expanded LAUNCH to Dallas. Weiss is dedicated to supporting independent artists through events, releases, and industry partnerships.



NAT YAEGER

Nat Yaeger, a Canadian musician and music executive, manages vncm\_ (Atlantic/WMG). He’s championed artists like Arden Jones and Flyana Boss. Based in Dallas, Nat focuses on authentic artist relationships and innovative digital strategies, supporting emerging talent and guiding them through the music industry with passion and forward-thinking vision.



MIKE ZIEMER

Since 2002, Mike Ziemer has grown from interviewing bands to founding Third String Productions, producing 400+ Texas events annually, including So What?! Music Festival (20K-25K attendees). He co-owns Flip A Switch Music Group, Legacy Music Group, and multiple venues, partnering with major festivals. His work spans two decades, shaping Texas’ live music scene.



LAUNCH DALLAS 2025 WISHES TO SINCERELY THANK OUR ESTEEMED PANELISTS FOR THEIR TIME AND EXPERTISE!



# PERFORMANCE SCHEDULE

## THURSDAY, OCT 2<sup>ND</sup>

### TX TEA ROOM

6:30 PM DOORS

\$5 DOS / ADV | FREE WITH BADGE | ALL AGES | 21+ TO DRINK

|       |                   |             |
|-------|-------------------|-------------|
| 7:00  | KATY CAIN         | <div></div> |
| 7:45  | LOLA KINSEY       | <div></div> |
| 8:30  | CHLOE CLEMENTE    | <div></div> |
| 9:15  | HOLY PINTO        | <div></div> |
| 10:00 | LESLIE AUSTIN     | <div></div> |
| 10:45 | ARISTIDE GAROFALO | <div></div> |
| 11:30 | KING BOOTY DISCO  | <div></div> |

### PUZZLES DEEP ELLUM

6:30 PM DOORS

\$7 ADV / \$10 DOS | FREE WITH BADGE | ALL AGES | 21+ TO DRINK

|       |                       |             |
|-------|-----------------------|-------------|
| 6:45  | KEROSENE SUNSET       | <div></div> |
| 7:30  | CINEMA FOR THE BLIND  | <div></div> |
| 8:15  | MARQUIS OF VAUDEVILLE | <div></div> |
| 9:00  | THE CAPSULES          | <div></div> |
| 9:45  | BY THE GOOD NIGHT     | <div></div> |
| 10:30 | BRAEKER               | <div></div> |



### WILL CALL

6:30 PM DOORS

FREE & OPEN TO PUBLIC | ALL AGES | 21+ TO DRINK

|      |              |             |
|------|--------------|-------------|
| 6:45 | ELLE TARANIS | <div></div> |
| 7:30 | THREADER     | <div></div> |
| 8:15 | AUGUSTUS     | <div></div> |
| 9:00 | SUSANN       | <div></div> |
| 9:45 | ANALIESE     | <div></div> |

### THE NINES

6:30 PM DOORS

\$5 ADV / DOS | FREE WITH BADGE | 21+

|      |                  |             |
|------|------------------|-------------|
| 6:45 | G R X Y          | <div></div> |
| 7:15 | OTR TAE          | <div></div> |
| 7:45 | TRALIECE         | <div></div> |
| 8:15 | BLESSEDBUTBROKEN | <div></div> |
| 8:45 | YBC HUNCHO       | <div></div> |
| 9:15 | JENNY LAMPZ      | <div></div> |

### WESTLAKE BREWING (ACOUSTIC)

7:00 PM DOORS

FREE & OPEN TO THE PUBLIC | 21+

|       |                  |             |
|-------|------------------|-------------|
| 7:15  | TATIANA LIMA     | <div></div> |
| 8:00  | PAYTON RILEY     | <div></div> |
| 8:45  | HAVEN VICTORIA   | <div></div> |
| 9:30  | THE BLUE FIDDLES | <div></div> |
| 10:15 | MALCANTHEARYOU   | <div></div> |

#### FIND YOUR GENRE:

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

## FRIDAY, OCT 3<sup>RD</sup>

### TX TEA ROOM

6:30 PM DOORS

\$5 DOS / ADV | FREE WITH BADGE | ALL AGES | 21+ TO DRINK

|       |                          |             |
|-------|--------------------------|-------------|
| 7:00  | JACK SOCIAL              | <div></div> |
| 7:45  | CAITLIN SHOREY           | <div></div> |
| 8:30  | BAYLEE NICOLE            | <div></div> |
| 9:15  | LUKE HERBERT             | <div></div> |
| 10:00 | ABSOLIGHT                | <div></div> |
| 10:45 | THE WARHAWKS             | <div></div> |
| 11:30 | DEADSLED FUNERAL COMPANY | <div></div> |

### PUZZLES DEEP ELLUM

6:30 PM DOORS

FREE COVER COURTESY OF PRS | ALL AGES | 21+ TO DRINK

|      |                       |             |
|------|-----------------------|-------------|
| 7:30 | POWER TAKE OFF        | <div></div> |
| 8:15 | BAILEY EHROGOTT       | <div></div> |
| 9:00 | THE ONLY BAY ALLSTARS | <div></div> |
| 9:45 | MARK LETTIERI GROUP   | <div></div> |

### RBC DEEP ELLUM

7:00 PM DOORS

\$27 ADV / DOS | FREE WITH VIP & ALL MUSIC BADGE  
HALF PRICE WITH WEEKEND BADGE | 18+ | 21+ TO DRINK

|       |                     |             |
|-------|---------------------|-------------|
| 7:15  | STVTES              | <div></div> |
| 8:15  | BEGOTTEN            | <div></div> |
| 9:00  | BLEEDING TRUTH      | <div></div> |
| 10:00 | DROP DEAD, GORGEOUS | <div></div> |

### WILL CALL

6:30 PM DOORS

FREE & OPEN TO PUBLIC | ALL AGES | 21+ TO DRINK

|      |                                |             |
|------|--------------------------------|-------------|
| 6:45 | A JOKE AND THE OLD FOLK’S HOME | <div></div> |
| 7:30 | COULDN’T BE HAPPIERS           | <div></div> |
| 8:15 | NEODYM                         | <div></div> |
| 9:00 | THE AFTER HOURS                | <div></div> |
| 9:45 | THE CAPSULES                   | <div></div> |

### THE NINES

6:30 PM DOORS

\$5 ADV / DOS | FREE WITH BADGE | 21+

|      |                |             |
|------|----------------|-------------|
| 6:45 | ST4RBOY!       | <div></div> |
| 7:15 | KATIANA CASTRO | <div></div> |
| 7:45 | YOUNG S.H.O.   | <div></div> |
| 8:15 | KAGE           | <div></div> |
| 8:45 | ROEINN         | <div></div> |
| 9:15 | NEGRO STACKS   | <div></div> |

### WESTLAKE BREWING (ACOUSTIC)

7:00 PM DOORS

FREE & OPEN TO THE PUBLIC | 21+

|       |                 |             |
|-------|-----------------|-------------|
| 7:15  | TRIBE & KING    | <div></div> |
| 8:00  | MATTHEW MORGAN  | <div></div> |
| 8:45  | NATHAN STOREY   | <div></div> |
| 9:30  | ALICE JACKSON   | <div></div> |
| 10:15 | TIMOTHY LAROQUE | <div></div> |
| 11:00 | LAUREN MINEAR   | <div></div> |



FIND YOUR GENRE:

Rock / Alt / Indie

Metal / Hardcore

Punk / Pop-Punk / Emo

Electronic

Hip-Hop / R&B

Pop / Singer-Songwriter

Folk / Americana / Country

Jazz

SATURDAY, OCT 4<sup>TH</sup>

TX TEA ROOM

6:30 PM DOORS

\$5 DOS / ADV | FREE WITH BADGE | ALL AGES | 21+ TO DRINK

7:00

FURTHER NORTH

7:45

MELO GRIFFITH

8:30

CLOSE TO MIDNIGHT

9:15

GENE ROSS

10:00

SIR ECHO

10:45

TARANIS

11:30

VIOLENT FIASCO

PUZZLES DEEP ELLUM

6:30 PM DOORS

\$7 ADV / \$10 DOS | FREE WITH BADGE | ALL AGES | 21+ TO DRINK

6:45

MOMENTS OF...

7:30

BLESSEDBUTBROKEN

8:15

RISE UP LIGHTS

9:00

STEALING HANDSHAKES

9:45

BUDDY RED

10:30

JOHN DEMENA

11:15

ELEVENTEEN

RBC DEEP ELLUM

9:00 PM DOORS

\$13 ADV / \$15 DOS | FREE WITH ANY LAUNCH BADGE | 18+

9:00

TRON RAVE

WILL CALL

6:30 PM DOORS

FREE & OPEN TO PUBLIC | ALL AGES | 21+ TO DRINK

6:45

IMPOSTERS

7:30

LOC DAWGS

8:15

LIAR LIAR

9:00

WEEPING COSMONAUT

9:45

AWAITING ABIGAIL

THE NINES

6:30 PM DOORS

\$5 ADV / DOS | FREE WITH BADGE | 21+

6:45

AX2 & DEJAH DEJ

7:15

DBL

7:45

CALLMESHOTTI

8:15

STELLY

8:45

ALMIGHTY LORD WRECKA

9:15

TROYMAN

WESTLAKE BREWING (ACOUSTIC)

7:00 PM DOORS

FREE & OPEN TO THE PUBLIC | 21+

7:15

MALCANTHEARYOU

8:00

SASHA MAE

8:45

CAITLIN SHOREY

9:30

ZAC HOINA

10:15

JOE ALLEN CHRISTI

11:00

RAFFY MUNOZ

THE EIGHTEENTH ANNUAL

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TO ATTEND | LODGING

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Will Call | Deep Ellum

Friday, October 3 at 7:30

couldntbehappiers.com

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ROYALTIES IN THE U.S. AND ALL AVAILABLE ROYALTIES WORLDWIDE



# CONFERENCE SCHEDULE

FRIDAY, OCTOBER 3<sup>RD</sup>

ALL PANELS HOSTED AT PUZZLES  
2824 MAIN ST, DALLAS, TX 75226

ALL CONCURRENT PANELS & BREAK-OUTS  
WILL BE HOSTED AT TX TEA ROOM  
2815 MAIN ST, DALLAS, TX 75226

10:30 AM MORNING MINGLE

Coffee & Networking

10:45 AM COUNTDOWN TO LIFTOFF

Welcome to the  
Second Ever LAUNCH Dallas!

A little jump start to your LAUNCH Music Conference weekend! LAUNCH Conference Directors Mike Ziemer & Jeremy Weiss kick off the 2nd Annual LAUNCH Dallas Music Conference.

11:00 AM HOUSTON, WE HAVE A PROBLEM

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:** William Metzger  
**PANELIST(S):** Barry Heyman, Joshua Stone

11:50 AM SOUNDS IN SPACE

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. From Analog to Atmos, let's get into it.

**MODERATOR:** Alan Douches  
**PANELIST(S):** David Stingle, Jay Tooke,  
Jon McNary, Casey Diiorio

CONCURRENT PANEL  
WOMEN IN MUSIC

Breaking Barriers & Shaping Futures

An empowering and enlightening new panel "Women in Music" where trailblazing women leaders from diverse sectors of the music industry come together to share their unique experiences and insights. Our panel comprises influential women who are reshaping the music landscape—from trailblazing agents to visionary executives and forward-thinking promoters.

Each panelist brings a wealth of knowledge, having navigated the highs and lows of their careers with resilience, creativity, and determination. This is more than just a panel; it's a celebration of women's contributions to the music world.

**MODERATOR:** Laura Catana  
**PANELIST(S):** Fiona Bloom, Kristina Kirkenaer-Hart,  
Natasha Brito, SaQuanna Daniels,  
Jennifer Jester

12:40 PM HITCHHIKER'S GUIDE TO THE GALAXY

Publishing, Sync Licensing,  
Audio, & 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. We also see brand new ways to offer content, and monetize it, as well. Collaborations, song writing, studio performances, new ways to engage & offer unique experiences to fans... This panel will tackle how to monetize ALL opportunities.

**MODERATOR:** TBD  
**PANELIST(S):** Neil Sheehan, Alan Douches,  
Dorrian Perron, William Metzger,  
Jessica Roffe, Joshua Stone

ALL PANELS ARE HELD AT PUZZLES UNLESS  
LABELED 'CONCURRENT,' IN WHICH CASE  
THEY TAKE PLACE AT TX TEA ROOM!

12:40 PM CONCURRENT BREAKOUT  
ACCOUNTABILITY WORKSHOP

Hosted by Kevin Sutton & SaQuanna Daniels

Join Kevin Sutton and SaQuanna Daniels for an interactive accountability workshop where artists and entrepreneurs come together to sharpen their focus and elevate their goals. Through engaging games, real-world lessons, and practical tools, you'll discover how to hold yourself accountable, stay consistent, and turn vision into action. Walk away with strategies you can immediately apply to achieve your dreams.

1:30 PM PRS WORKSHOP

Sponsor & Endorsement Deals Demystified

Chances are most of us want endorsement deals from companies. There's an even greater chance that most of us have no idea where to begin or how they work! Find out how it works from both the company and artist experience.

**MODERATOR:** Mark Lettieri  
**PANELIST(S):** Bev Fowler, Justin Lyons,  
Jon Sinko, Chris Davis

CONCURRENT PANEL  
SPACE HARMONY

Navigating the Album Life Cycle in 2025

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:** William Metzger  
**PANELIST(S):** Alan Douches, Daniel McCartney,  
Jay Tooke, Josh Korel

2:20 PM CELESTIAL COACHING  
ROUNDTABLES

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.

2:50 PM CAN YOU HANDLE THE TRUTH?  
Marketing Edition

The time-honored CLASSIC and MOST POPULAR and entertaining panel in LAUNCH MC&F's 17-year history! A public review of music by LAUNCH 2025 Artists who volunteer their ONLINE PRESENCE for scrutiny by LAUNCH panelists.

**PANELIST(S):** Daniel McCartney, Kevin Sutton,  
Laura Catana, Josh Korel,  
Chris Musgrave, Ulf Oesterle & more!

4:00 PM MARK LETTIERI MASTERCLASS  
Do Not Miss the Mark Lettieri Masterclass!

Mark will touch on things like phrasing, soloing, rhythm guitar approaches for funk and groove music, baritone guitar concepts, gear, and tone. He will also share insights on composition, arrangement, and production for instrumental music, as well as music business and social media. Audience participation is ALWAYS welcome and encouraged! Seize this remarkable opportunity to learn and hear from one of the very BEST!

Mark Lettieri is a GRAMMY® Award-winning guitarist, composer, and producer known for his dynamic versatility and signature sound.



SATURDAY, OCTOBER 4<sup>TH</sup>

10:30 AM MORNING MINGLE  
Coffee & Networking

11:00 AM ABSOLUTE MAGNITUDE  
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:** Fiona Bloom  
**PANELIST(S):** Ulf Oesterle, Dorrian Perron, Laura Catana, Natasha Brito, Kevin Sutton, Sheila Dohmann

  
MASTER TOUR

**CONCURRENT BREAKOUT**  
**MASTER TOUR**  
Tour Prep, Band as a Business, presented by MASTER TOUR

Master Tour hosts an invaluable discussion designed to demystify the complexities of touring for artists, tour staff, and industry professionals. This communal-based session will delve deep into the essential pillars of effective tour management: meticulous organization, strategic financial planning, and robust protection strategies. The goal of this interactive forum is to empower attendees with the tools and knowledge necessary to navigate the challenges of the road, ultimately fostering more productive, sustainable, and successful touring careers.

**MODERATOR:** Branden Harper (Master Tour President)  
**PANELIST(S):** Richard Prinzi (President of Professional Tax Alliance), Chris Musgrave

11:50 AM INCREASING YOUR GRAVITATIONAL PULL  
Artist Management & Development (Including Early Artist Development)

An exceptional team, disseminating 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:** Nat Yaeger  
**PANELIST(S):** Fiona Bloom, Josh Korel, Mike Ziemer, Neil Sheehan, Kevin Sutton

**ELLE TARANIS**

THURSDAY, OCTOBER 2ND 6:45 PM

WILL CALL BAR- DEEP ELLUM

2712 MAIN STREET, DALLAS, TEXAS

ELECTRIFYING POP-PUNK!





**Haven Victoria**  
Singer & Songwriter



Now Streaming

@havenvictoriamusic

12:40 PM GUARDIANS OF THE GALAXY  
Buyers / Agents / Ticketing  
Event Space / Tour Prep

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(S):** Jeremy Weiss & Mike Ziemer  
**PANELIST(S):** Daniel McCartney, Gavin Mulloy, Chris Musgrave

**CONCURRENT BREAKOUT**  
12:40 PM JEDI TEMPLE  
Higher Education & 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:** TBD  
**PANELIST(S):** Jennifer Jester, Ulf Oesterle, Barry Heyman

1:30 PM INTERSTELLAR  
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’ve either mapped the universe, or explored it themselves.

**MODERATOR:** TBD  
**PANELIST(S):** Daniel McCartney, Josh Korel, Jeremy Weiss, Chris Davis, Jon McNary, David Stingle

  
SOUND EXCHANGE

**CONCURRENT PANEL**  
**SIMPLIFYING DIGITAL ROYALTY SOLUTIONS WITH SOUNDEXCHANGE**  
Presented by Sound Exchange

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

**Hosted by Jessica Roffe**

2:20 PM CELESTIAL COACHING ROUNDTABLES

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.

2:50 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 17-year history! A public review of music by LAUNCH 2025 Artists who volunteer their music for scrutiny by LAUNCH panelists.

**PANELIST(S):** Neil Sheehan, Chris Davis, Jay Tooke, William Metzger, Alan Douches, Kevin Sutton, John Sinko, & more!



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# SUSTAINABILITY IN THE MUSIC INDUSTRY: IT'S NOT AS HARD AS YOU THINK

When people hear the word “sustainability” in the music industry, they often picture complicated spreadsheets, expensive overhauls, or someone trying to turn an entire festival into a solar powered utopia overnight. But it really does not have to be that way. Just like learning a new song, you start with a few easy chords before you attempt the full guitar solo. For venues and events, that means starting small, gaining confidence, and then adding a little more each year. Anything is better than nothing, and those little wins can quickly snowball into something huge.

One of the easiest ways to begin is with waste management. First, set up a good recycling system. Once you have mastered that, move on to composting. The real magic happens when you educate your guests and crew. Put up fun, clear signs so they know exactly where to toss things. Not only will this keep your event cleaner and greener, it will also send people home with new habits they can use every day. Another easy win is checking with your energy provider to see if they offer a green energy program. This can help you cut down on your indirect emissions from electricity, also known as Scope 2 emissions, without much extra effort. And if you really want to take things to the next level, start tracking your emissions. Once you know where the biggest impacts are, you can focus your energy and budget where it matters most.

BY: MARAWAN IBRAHIM



The truth is that the music industry can have a massive positive impact if we start making sustainability a priority. It is not about being perfect; it is about getting started. Swap one thing, try something new, then keep going. Before you know it, you will be hosting shows that make people dance all night without leaving a heavy footprint behind.

At Nimblist, we know how intimidating it can be to keep track of all this. That is why we launched the Planet First Initiatives (PFI) department. We help events and venues measure their emissions, make sense of the numbers, and create smart strategies to reduce them. We have worked on everything from small shows to massive fundraisers, including the Robin Hood Annual Benefit, which featured The Weeknd and Keith Urban. We began with easy changes such as removing beef from catering and sourcing things locally to reduce trucking emissions. We then moved on to larger initiatives, including a full recycling and composting program. At the end of it all, we were able to tell a powerful and inspiring story about the event’s sustainability journey, one that can encourage others to set and pursue their own sustainability goals.

One of the most important elements in all of this is collaboration. Working together with artists, event organizers, and vendors allows everyone to share ideas, align on goals, and amplify the impact of each initiative. Proper planning and clear communication between all parties make the process smoother and the results far greater. If we are going to change the way the industry operates and protect the planet, we will need to do it together. Because the best way to keep the music playing for generations to come is to make sure the planet can keep up with the beat.



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## THE VISION

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## THE VISION

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- **Patented DRM:** Decentralized Encrypted Assets (DEA) ensure secure, true ownership.
- **Direct Audience Access:** Capture buyer data and remarket directly to your fans.



# LAUNCH DALLAS 2025 FEATURED ARTISTS

SEE PAGES 3 & 4 FOR ALL PERFORMANCES & DETAILS!



## DROP DEAD, GORGEOUS



FRIDAY, OCT 3<sup>RD</sup>  
RBC DEEP ELLUM | 10:00 PM

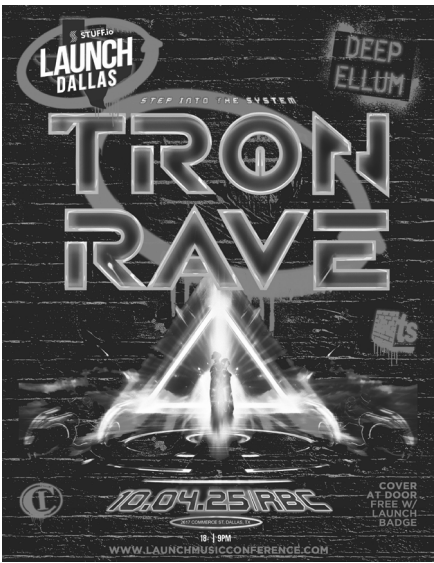


## Mark Lettieri Group

FRIDAY, OCT 3<sup>RD</sup>  
PUZZLES | 9:45 PM

## THE ONLY BAY ALLSTARS

FRIDAY, OCT 3<sup>RD</sup>  
PUZZLES | 9:00 PM



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2025

RBC DEEP ELLUM

FRIDAY, OCT 3<sup>RD</sup>



10:00

DENVER, CO

DROP DEAD, GORGEOUS



7:15

STVTES

NORTH TX

8:15

BE//GOTTEN

DALLAS, TX

9:00

Bleeding South

FORT WORTH, TX



SCAN FOR COMPLETE  
CONFERENCE &  
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# TROJAN RAVE

ts



10.04.25 / RBC

2617 COMMERCE ST, DALLAS, TX

18+ | 9PM

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