

B E Y O N D L A B E L S

CONCERTS FROM THE **LIBRARY** OF **CONGRESS**

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TECHNOFILES
MUSIC, TECHNOLOGY
AND THE ENTREPRENEUR

Wednesday, November 5, 2014 ~ 7:30 pm
Montpelier Room
Library of Congress, James Madison Building

This program is supported by donors like you! Learn more about the Friends of Music donor program on page 4.

Presented in association with the Future of Music Coalition, the American Folklife Center, and the Library of Congress Science, Technology and Business Division



Future of Music Coalition
Education, Research and Advocacy for Musicians



Please request ASL and ADA accommodations five days in advance of the program at 202-707-6362 or ADA@loc.gov.

Latecomers will be seated at a time determined by the artists for each program.

Children must be at least seven years old for admittance to the program.

Other events are open to all ages.



Please take note:

Unauthorized use of photographic and sound recording equipment is strictly prohibited.

Patrons are requested to turn off their cellular phones, alarm watches, and any other noise-making devices that would disrupt the performance.

When applicable, reserved tickets not claimed by five minutes before the beginning of the event will be distributed to stand-by patrons.

Please recycle your programs at the conclusion of the program.

The Library of Congress
Montpelier Room, James Madison Building
Wednesday, November 5, 2014 — 7:30 pm

TECHNOFILES
MUSIC, TECHNOLOGY
AND THE ENTREPRENEUR

PANEL DISCUSSION & NETWORKING SESSION



KEYNOTE SPEAKER & MODERATOR

PANOS PANAY

Founder, Sonicbids;

**Founding Managing Director, Institute for Creative
Entrepreneurship, Berklee College of Music**

PANELISTS

DAVID DUFRESNE

CEO, Bandzoogle

EMILIEN MOYON, PhD

**Director, Global Entertainment and Music Business Program,
Berklee College of Music, Valencia Campus**

CASEY RAE

**Vice President for Policy and Education,
Future of Music Coalition**

ETHAN SCHIFF

Co-Founder and CEO, New Torch Entertainment

NICK SUSI

Co-Founder and Chief Creative Officer, New Torch Entertainment

About the Speakers

Panos Panay is the founding managing director of Berklee ICE (Institute for Creative Entrepreneurship), as well as a passionate entrepreneur and active startup mentor in the creative media space. As the founder of Sonicbids, he created the leading platform for bands to book gigs and market themselves online, building a subscriber network of 550,000 bands and 35,000 promoters from over 100 countries. He led the company as CEO for 13 years, from its inception until after its successful acquisition by Backstage LLC, in a deal backed by Guggenheim Partners.

Panay is widely credited for spotting and capitalizing early on three distinct emerging trends in the music business over the last decade: the shift to a primarily online means of marketing; the emergence of an “artistic middle class;” and the shift from a record-label funded industry to a consumer brand-funded music business.

He writes weekly about startups and entrepreneurship for blogs and publications such as *The Huffington Post*, *Forbes*, *The Wall Street Journal*, *Accelerators* and *Fast Company*; and guest lectures at universities including MIT, Boston University, Brown University, and Bentley College. He speaks often at industry events like SXSW, MIDEM and CMJ. As a passionate arts and business advocate, Panay serves on a number of boards including being the chair of Berklee College of Music’s Presidential Advisory Council for six years. He is a die-hard supporter of the English football club Arsenal F.C.

Awards include: *Fast Company*’s Fast 50 honor; *Inc Magazine*’s Inc 500; Mass Hi-Tech All Stars; Berklee College’s Distinguished Alumnus Award; and *The Boston Business Journal*’s “40 under 40.” Sonicbids and Panay were also profiled in a chapter in the *Financial Times*-published book *Outsmart* by best-selling author Jim Champy. Panay is a native of Cyprus, holds a Music Business & Management degree from Berklee College of Music, and lives with his wife Kimberly in Watertown, Massachusetts.

Casey Rae is the vice president for policy and education at the Future of Music Coalition. He is also a musician, recording engineer, educator and journalist. Rae regularly speaks on issues such as emerging business models, creators' rights, technology policy and intellectual property at major conferences, universities and in the media. He has testified before Congress on artist issues and routinely engages leaders in the music, cultural and technology sectors to build bridges and bolster engagement in key policy conversations. Rae has written dozens of articles on the impact of technology on the creative community in scholarly journals and

other publications, and is a regular commentator on the impact of technology on creators in media outlets such as NPR, *The Washington Post*, *The New York Times*, *Politico*, *Billboard*, *The Los Angeles Times*, *Gizmodo*, *The Hill*, *Ars Technica*, Sirius XM Radio, and more. Casey is an adjunct professor at Georgetown University, and also serves on the board of directors of the National Alliance for Media Arts and Culture. He is the principal of Heru.us, a media, technology and policy consultancy. In his "spare time," he runs the DC-based label Lux Eterna Records and publishes *The Contrarian Media*.

David Dufresne is the CEO of Bandzoogle, the most powerful platform for musicians to build their website, engage their fans, and sell their music and merchandise directly. Bandzoogle works with tens of thousands of bands and musicians to help them create a strong base for their online strategy. Dufresne's background is in the Canadian venture capital industry, where he worked at firms investing in web, mobile, enterprise software and video game startups. He's an obsessive music fan, occasional DJ, hall-of-fame soccer player, and dad of two young daughters.

As an associate professor at the Berklee College of Music's Valencia campus, **Emilien Moyon** teaches Business Model Innovation, Entrepreneurship, and Strategy. He holds a PhD in Strategic Management and his research focuses on the business model innovation process. Moyon's academic work has been published in top academic journals, such as *International Studies of Management and Organization*, and *Management International*. He has also presented at international conferences. Moyon is a co-founder of the Business Model Community, an academic community involving more than 250 researchers worldwide. He is also the founder and director of TEDxBerkleeValencia.

Nick Susi is the chief creative officer of New Torch Entertainment, a New York-based music company that he co-founded with his partner Ethan Schiff to develop artists they are truly passionate about. Born to two music teacher parents that inspired his love for music, he grew up in Connecticut and currently resides in Brooklyn. Susi earned a degree in Music Business & Management at Berklee College of Music and has spoken at industry events including ReThink Music.

Ethan Schiff is co-founder and CEO of the New York-based music company New Torch Entertainment. A born musician, he became passionate about the music industry while studying Music Business Management at Berklee College of Music and booking local shows on campus. He currently manages three artists, most notably Betty Who (RCA Records), and lives in Queens, New York.

Make a charitable gift to the Library's internationally recognized concert series featuring legendary artists from around the world. The Library needs your support to help grow, advance and make universally accessible its unparalleled performing arts programs.

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Donors to the Library's concert series (at various levels) are recognized through special programs for their commitment to enriching the patron experience. Every donor at every level counts! Be a Friend of Music.

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Give online at loc.gov/philanthropy/#friends_music or contact Jan Lauridsen, Assistant Chief, Music Division at 202-707-5503 | concerts@loc.gov.

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Sponsor a Concert with Special Recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Guest Associate Producer for a Concert	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

CONCERTS FROM THE LIBRARY OF CONGRESS

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TECHNOFILES

EXPLORING HOW TECHNOLOGY INFLUENCES THE WAYS WE CREATE, PERFORM AND EXPERIENCE MUSIC

THURSDAY, OCTOBER 16–9PM

ATLAS PERFORMING ARTS CENTER

INTELLIGENCE IN THE HUMAN-MACHINE

WEDNESDAY, NOVEMBER 5–7:30PM

MONTPELIER ROOM, MADISON BUILDING (LM-619)

TECHNOLOGY AND THE ENTREPRENEUR: THE EVER-EVOLVING LANDSCAPE OF THE MUSIC INDUSTRY

**Panos Panay, Berklee Institute for
Creative Entrepreneurship, Sonicbids and
Casey Rae, Vice President for Policy and
Education, Future of Music Coalition**

Attend a discussion and networking session presented for a very wide group of stakeholders—musicians, producers, managers, engineers, booking agents—working where culture, creativity and commerce overlap.

Presented in cooperation with the Future of Music Coalition and the American Folklife Center

WEDNESDAY, NOVEMBER 12–7PM

LOCATION TO BE REVEALED

RECOVERING AND PRESERVING SOUND IMAGES: An Encounter with IRENE Peter Alyea, Digital Conservation Specialist, Preservation Reformatting Division

Developed in collaboration with the Lawrence Berkeley National Laboratory, the IRENE System images historical recordings and reconstructs the sound from those images. Peter Alyea demonstrates how this new technology has given voice to previously inaccessible sound recordings.

WEDNESDAY, DECEMBER 10–7PM

PICKFORD THEATER, MADISON BUILDING (LM-302)

THE AESTHETICS OF DATA Jonathan Berger, Ph.D, Denning Family Provostial Professor in Music, Stanford University

Much of Jonathan Berger's music is inspired by data. In this lecture he will discuss the use of medical and neuroscience imaging in his recent opera, *Theotokia*, and in his current collaboration with the Kronos Quartet, *My Lai*. Berger will also describe interpretive, diagnostic, and therapeutic implications of complex numerical data.

Technofiles is presented by the Library's Music Division and Science, Technology and Business Division

Concerts from the Library of Congress

The Coolidge Auditorium, constructed in 1925 through a generous gift from ELIZABETH SPRAGUE COOLIDGE, has been the venue for countless world-class performers and performances. GERTRUDE CLARKE WHITTALL presented to the Library a gift of five Stradivari instruments which were first heard here during a concert on January 10, 1936. These parallel but separate donations serve as the pillars that now support a full season of concerts made possible by gift trusts and foundations that followed those established by Mrs. Coolidge and Mrs. Whittall.



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Support for Concerts from the Library of Congress comes from private gift and trust funds and from individual donations which make it possible to offer free concerts as a gift to the community. For information about making a tax-deductible contribution please call (202-707-5503), e-mail (jlau@loc.gov), or write to Jan Lauridsen, Assistant Chief, Music Division, Library of Congress, Washington, DC 20540-4710. Contributions of \$250 or more will be acknowledged in the programs. All gifts will be acknowledged online. Donors can also make an e-gift online to Friends of Music at www.loc.gov/philanthropy. We acknowledge the following contributors to the 2014-2015 season. Without their support these free concerts would not be possible.



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Friday, November 7, 2014 – 8:00 pm

PIERRE LAURENT-AIMARD, piano

Works by Bach, Beethoven and Brahms

Coolidge Auditorium (Tickets Required)

*In the event a program is sold-out in advance,
RUSH tickets are available at the door beginning two hours prior to every event.*



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