



## MN Music Summit: Amplifying Biz Essentials

June 20-21

[mnmusicsummit.org](http://mnmusicsummit.org)

Presented by:



### FOR IMMEDIATE RELEASE

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June 9, 2020

The [Minnesota Music Coalition \(MMC\)](http://mnmusiccoalition.org) presents its 10th annual [MN Music Summit](http://mnmusicsummit.org) June 20-21, 2020 ONLINE.

Free and open to any artists, industry professionals, and music fans of all backgrounds, this year's theme of the MN Music Summit is **Amplifying Biz Essentials**, providing opportunities for musicians and fans to gather remotely to discuss timely issues affecting artists, and our regional and statewide music communities. The 2-day festival and conference includes industry panels, music community conversations, performances by Minnesota's top artists, and a "Demo-rama" to showcase music demos with a panel of industry artists and collaborators.

The 2020 Summit kicks off on Saturday with several industry panels led by Twin Cities' top music business professionals, MMC member artist performances by [Sym1](#) and [Samantha Moon](#), and evening performances by eclectic world musician [Greg Herriges](#), songwriter/folk artist [Gambler's](#)

[Daughter](#), and rap group [Mixed Blood Majority](#). Sunday afternoon we continue the conference with live performances by MMC member artists [d'Lakes](#), [Haldy](#), [Annie and the Bang Bang](#), and [Kashimana](#), more expert industry panels, and a music community conversation on racial equity in the music industry. The grand finale will feature music by the electro-pop/acoustic duo [Aby Wolf & Eric Mayson](#), and songwriter [Ben Weaver](#).

Attendance of all Music Summit events is free. Registration is recommended for attendees of online-only workshops and conversation events. All panels and concerts will be hosted on Streamyard, and live-streamed on facebook and youtube.

Learn more here: <https://mnmusicsummit.org/>

Register here: <https://mnmusicsummit.org/register>

## MN Music Summit: Amplifying Biz Essentials Schedule

### Saturday, June 20th:

- 10:00am:** Welcome and Community Centering
- 10:30am:** Management & Booking for the Emerging Artist
- 11:30am:** The Artist's Image: Communicating Your Brand
- 1:00pm:** Press Kit Analysis & Critique
- 2:30pm:** Protect Your Art: Copyright, Streaming, & Entities
- 3:30pm:** Demo-rama: Song Analysis & Critique
- 5:00pm** SYM1
- 5:30pm:** Samantha Moon

### Sunday, June 21st:

- 12:00pm:** d'Lakes
- 12:30pm:** Haldy
- 1:00pm:** Music for Media: A Comprehensive Guide for Film, TV, & Commercials
- 2:00pm:** Uncovering Career Opportunities in Minnesota
- 3:00pm:** Annie and the Bang Bang
- 3:30pm:** Kashimana
- 4:00pm:** Hitting the Road: Touring for the Emerging Musician
- 5:00pm:** Community Conversation on Racial Equity in the Music Industry

### MUSIC

- 7:30pm:** Greg Herriges
- 8:00pm:** Gambler's Daughter
- 8:45pm:** Mixed Blood Majority

### MUSIC

- 7:30pm:** Aby Wolf & Eric Mayson
- 8:30pm:** Ben Weaver

This activity is made possible by the voters of Minnesota through a grant from the Metropolitan Regional Arts Council, thanks to a legislative appropriation from the arts and cultural heritage fund. It is also made possible through support of the St. Paul Cultural Star Program, Hellmuth & Johnson, Mendoza Law, The Current, Wild Sound Recording Studio, and True Facade Pictures.

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### About the Minnesota Music Coalition

The Minnesota Music Coalition is a statewide network of artists, industry professionals and music supporters who care about creating and sustaining a vibrant popular music community. The Coalition welcomes all Minnesota musicians of all races, genders, and cultural identities.

[mnmusiccoalition.org](http://mnmusiccoalition.org)

In 2020, Minnesota Music Coalition welcomes a new Executive Director, Joanna Schnedler into leadership of the organization. Ms. Schnedler comes to the MMC from her role as Executive Director at the Minnesota Theater Alliance, and previous positions at the Fitzgerald Theater/Minnesota Public Radio, Theatre de la Jeune Lune, Great Northern Union Chorus, and social enterprise Rebuild Resources.

### About featured musicians

#### ***Greg Herriges***

Greg Herriges plays a mix of original and traditional “progressive world music” on guitar and bouzouki (Greek lute), with a unique approach honed by his studies of Asian, Middle Eastern, and other international styles. An award-winning composer and performer, he spins new webs out of everything from Indian ragas to Turkish folk and American surf-jazz. He is also an author of music books and a soundtrack artist for theater and film.

Link: <http://www.gregherriges.com/>

#### ***Gambler’s Daughter***

Gambler’s Daughter is the musical persona and band of singer/songwriter Jessa Roquet. Roquet’s first full length album, Serotinous Skin, harnesses her poetic lyricism and folk sensibilities, bringing them from the evocative and ethereal to places of grit and gravity. Through a sonically diverse landscape, Serotinous Skin ties together themes of self awareness, grief, love, longing, and the transformative beauty that can come through life’s vicissitudes.

Link: <https://www.gamblersdaughter.com/>

#### ***Mixed Blood Majority***

Mixed Blood Majority is a Minneapolis based rap group comprised of rappers Crescent Moon (Kill the Vultures) and Joe Horton (No Bird Sing), and producer Lazerbeak (Doomtree, Lizzo). Following the release of their self-titled debut, the group quickly became a staple of the stacked Minneapolis rap scene, headlining the Fifth Element stage at Soundset, playing a slew of First Avenue Mainroom shows including an electric cameo at Doomtree Blowout X, and offering main support for rap luminaries such as Aceyalone, Sage Francis, and the legendary Slick Rick.

Link: <https://www.doomtree.net/press/mixedbloodmajority/>

### ***Ben Weaver***

Ben Weaver is a songwriter and poet who travels by bicycle. He uses his music as a tool to strengthen relationships between people and their local ecosystems, with a focus on protecting fresh water.

Link: <https://benweaver.net/>

### ***Aby Wolf & Eric Mayson***

***Aby*** - Aby Wolf is a passionate collaborator with an elastic skillset. Whether writing vocal arrangements for Dessa's wildly successful appearances with the Minnesota Orchestra, fulfilling commissions from American Composers Forum, Prairie Fire Lady Choir, and Cedar Cultural Center, or performing with everyone from The New Standards and Doomtree to Chastity Brown and JT Bates' Grain Trio, Aby brings a palpable element of joy to whatever endeavor she pursues. Thanks to a 2019 Arts on Tour grant from the Minnesota State Arts Board, Wolf will soon tour greater Minnesota with her newest musical collaboration, Champagne Confetti- an 11-piece electroacoustic chamber ensemble featuring strings, percussion, keys, and vocal harmonies.

Link: <http://abywolf.com/>

***Eric*** - As the “poster child of entropy”, it’s no surprise that Eric Mayson’s music and live performance is a journey from disbelief into knowing and back again. He understands music as a way to move through space. In an aerial shot, Mayson’s wide-ranging style stretches from minimalist electropop to smooth R&B, progressive soul, and straight hip-hop, while visiting grinning pop, rock and roll, and operatic arrangements.

Link: <http://ericmayson.com/>