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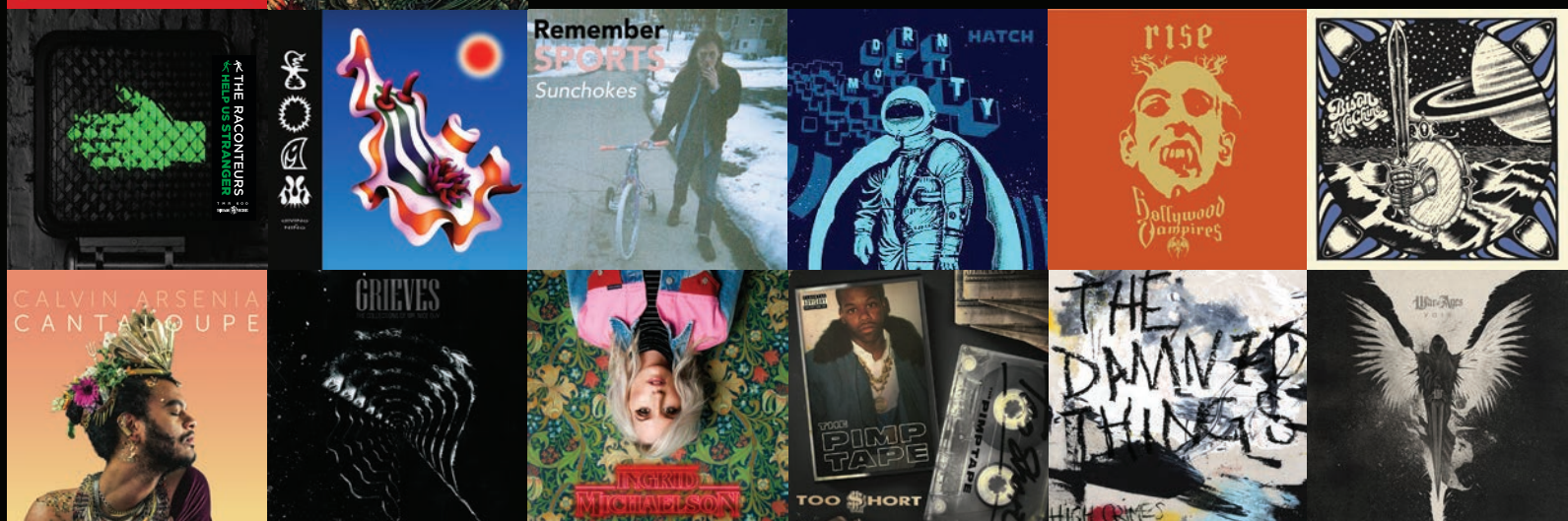


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AUDIOPHILE LISTENING ROOM

Please be sure to check out during both days of the conference in **Studio 2** an audiophile listening room, organized by Musical Surroundings Inc., of Oakland, Calif.

SEE PAGE 21 FOR FULL SCHEDULE



MAKING VINYL HOLLYWOOD 2019

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President & Executive Producer of 'Making Vinyl'

Larry Jaffee

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MAKING VINYL SCHEDULE OF EVENTS

DAY ONE (MONDAY, OCT. 14)

REGISTRATION OPENS AT 8:30 AM

CONFERENCE STARTS AT 9:00 AM

9:00 – 9:10 am

Welcome: Bryan Ekus & Larry Jaffee, Making Vinyl

9:10 – 9:30 am

Michael Des Barres: The Magic of Vinyl

An all-around entertainer, Musician/DJ/Actor Michael Des Barres is a European Marquis, raised in England and living in Los Angeles. As the host of Little Steven's Underground Garage on SiriusXM Radio Channel 21, he is heard by more than 6 million listeners, five days a week (5 am-8 am and 9 pm-midnight PT). He has appeared in over 150 hours of American television (MacGyver) and more than 40 feature films, and has sold over 7 million albums as both a recording artist and songwriter. His latest single, "Crackle and Hiss" on Wicked Cool Records, is about the magic of vinyl.

9:30 – 9:50 am

Bandcamp: Bridging the Digital with Physical

Bandcamp started as a digital platform for independent musicians. Ten years later, it is now offering news records, as well as downloads and the musicians who sell physical goods make 10 times the money than those who do not, says Andrew Jervis, its head of artist and label relations.

Speaker: *Andrew Jervis, Bandcamp*

9:50 – 10:05 am

Physical Media Sales By the Numbers

David Bakula, Nielsen Music's Head of Analytics & Insights, oversees the research company's global music industry analytics, label and major brand relationships in the U.S. and Canada. We find out the latest physical media trends.

10:05 – 10:50 am

The State of the Business

More than a dozen years into the format comeback nobody expected, has the revival plateaued? Our diverse panel including representatives from retail, manufacturing, distribution and an indie label in what they observing in the trenches.

Moderator: *Michael Fremer, Analog Planet*

Panelists: *Michael Kurtz, Record Store Day; Dean Tabaac, Amped Distribution; Liz Dunster, Erika Records; Rosie Lopez, Tommy Boy Records; Justin Kristal, Copycats Media*

10:50 – 11:00 am

Tech Spotlight: TBA

11:00 – 11:30 am **NETWORKING BREAK**

11:30 – 11:50 am

Jampol Artist Management: We Manage Legends

Jeff Jampol explains what the vinyl comeback has meant to managing the estates of legends, such as The Doors, Janis Joplin, Otis Redding, The Ramones, John Lee Hooker, the Mamas and Papas, Charlie Parker, and Peter Tosh.

Speaker: *Jeff Jampol, JAM Inc.*

11:50 am – 12:30 pm

Bootstrap or Outside Funding to Jump on the Vinyl Bandwagon?

Launching a startup is hard enough, but raising enough money for vinyl pressing or mastering services comes with its own challenges. Hear how you get past the first year and figure out financing needs for future growth.

Moderator: *Larry Jaffee, Making Vinyl*

Panelists: *Dan Lauricella & Remi Foulon, New Orleans Record Press; Caren Kelleher, Gold Rush Vinyl; Gudmundur Örn Isfeld, RPM Records ApS; Piper Payne, Infrasonic Sound*

12:30 – 12:50 pm

Straight Out of New Orleans: Label Owner/Artist Lilli Lewis

For 25 years, Red Hot Louisiana Records has been releasing albums on CD and LP from local musicians from the Big Easy, including such luminaries as Cyril Neville. Besides managing the label, singer/pianist Lilli Lewis somehow finds time to record and put out her own records.

Speaker: *Lilli Lewis, Red Hot Louisiana Records*

12:50 – 2:00 pm **LUNCH**

2:00 – 2:45 pm

How Vinyl Figures in the Overall Release Strategy

There's no question vinyl is a growing revenue stream for indie labels. To what extent, does physical factor in digital album rollouts, and any difference between that thinking for new releases and reissues? What are indie labels hearing in regard to QC?

Moderator: *Lisa Hresko, A2IM. Panelists: Felicia Risolo, Epitaph/-Anti; Joe Abajian, Fat Beats; Lindsay Scharpiro, Mom + Pop*

MAKING VINYL SCHEDULE OF EVENTS

DAY ONE (MONDAY, OCT. 14)

2:45 – 3:30 pm

Vinyl: More Sustainable Than You Think

Yes, a record's primary consumable may be derived from a fossil fuel, but today's record is not like yesteryear's from the perspective of raw materials including lead-free PVC and recycled paper. Hear from the environmental-minded record label, pressing plant, PVC supplier, a printing firm, and a professor who has proven that digital music leaves a bigger carbon footprint than physical media.

Moderator: Sarah Murray, Music + Sustainability Consultant. Panelists: Kyle Devine, University of Oslo; Sam Gay, Stoughton Printing Co.; Liz Dunster, Erika Records; Parks Vincent, NinjaTune; Ashby Baum, Westlake

3:30 – 3:35 pm

QC Research from Vinyl Junkies

Consumer advocate Sam Pennachio explains his grading system that gets the VJ Seal of Approval for choice records.

3:35 – 4:05 pm **NETWORKING BREAK**

4:05 – 4:55 pm

Focus on Restoration & Preservation

Vintage recordings require tender loving care because the archives are full of gems waiting to be released for the first time or reissued sounding better than ever. Our panelists restore old tapes and even cylinders, advocate for audiophiles, clean records, maintain music archives, and refurbish lathes.

*Moderator: Michael Fremer, Analog Planet
Panelists: Bob Levi, LA/OC Audio Society; Jon Hafter, Archivist; Len Horowitz, History of Recorded Sound (HRS); Charles Kirmuss, Kirmuss Audio; Greg Reiersen, Rare Form Mastering*

4:55 – 5:20 pm

Blue Note Records: 80 Years Old

The vast jazz catalog of Blue Note Records has been spruced up for the "Tone Poet" and 80th anniversary series. Series producer Joe Harley explains the thinking that goes into which LPs are selected for mastering directly from the original analog master tapes by engineer Kevin Gray (who will share the session with Joe) at his facility called Coherent Mastering.

Speakers: Joe Harley, Blue Note & Kevin Gray, Coherent

5:20 – 5:40 pm

Lifetime Achievement Award for Bernie Grundman

Blue Note is among the countless labels for whom Bernie Grundman has mastered and cut acetates. His credits include: Michael Jackson, Quincy Jones, Stevie Wonder, Van Halen, Prince, The Carpenters, Steely Dan, Herb Alpert, Barbara Streisand, Steve Vai, Mary J. Blige, Maroon 5, and Outkast, among thousands of other top recording artists.

Award Presenter: Steve Vai

6:00 – 8:00 pm

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MAKING VINYL SCHEDULE OF EVENTS

DAY TWO (Tuesday, Oct. 15)

9:00 – 9:20 am

Carl Sagan's 1972 Space Record Won a 2017 Packaging Grammy

"The Voyager" set the bar in terms of a vinyl boxed set in the digital age. Learn the packaging philosophy of its creator, Lawrence Azerrad, LAD Design.

9:20 – 10:00 am

Presentation of the 2019 Making Vinyl Packaging Awards

More than 30 judges on both side of the Atlantic sifted through 234 submissions in 15 categories for vinyl, CD and cassette.

10:00 – 10:30 am

The Return of the Cassette?!?

Vinyl isn't the only physical format that has made a comeback. Hear from a new French tape manufacturer, a Souther California retailer that also releases new cassettes, a veteran of bulk tape-loader machinery, and moderated by a USC professor who is fascinated by the cassette revival as a sociological phenomenon.

Panelist: Joanna Demers, USC Thornton School of Music; Jean-Luc Renou, Mulann; Sean Bohrman, Burger Records; Robert John Hadfield, Audiomover; David Hill, Tapematic

10:30 – 11:00 am **NETWORKING BREAK**

11:00 – 11:45 am

Where's the Merch?

Today's album releases are more than the music in whatever format. Hear from some of the leading suppliers of artist merchandise, such as t-shirts, posters, mugs, etc., including A to Z Media, Awesome Merch, DIY Media, and intheclouds. *Moderator: Jim Kaplan, Record Collector News. Panelists: Luke Hodson, Awesome Merch; Sarah Robertson, A to Z Media; Tony Van Veen, DIY Media/Merchly; Dan Marter, intheclouds*

11:45 – 11:50 am

Tech Spotlight #2

Speaker: Harm Theunisse, Symcon Group

11:50 am – 12:35 pm

Distributing Time-Sensitive Physical Music

Our diverse panel includes representatives from UPS, a major entertainment distributor, a major label, and a retailer.

Moderator: Chuck Gorman, Distribution Consultant. Panelists: Roxanne Rosello, UPS; Jocelynn Pryor, Alliance Entertainment; Billy Fields, WMG; Rand Foster, Fingerprints

12:35 – 2:00 pm **LUNCH BREAK**

2:05– 2:20 pm **W Hotels Is Also a Record Label and Record Studio**

Our host not only gives you a comfortable bed, but it also recently launched W Records, a global label, and recording studios in four of its locations, including Hollywood, Seattle, Barcelona, and Bali. Hear from Maurice Bernstein, the principal of Giant Step Marketing, which launched W Records, as well as the careers of Amy Winehouse, Daft Punk, and Janelle Monae, to name a few.

Speaker: Maurice Bernstein, Giant Step Marketing

2:20 – 2:40 pm **Women In Vinyl: A Website**

A panel at last year's Making Vinyl in Detroit inspired Jenn D'Eugenio, of Furnace Manufacturing, to launch an online community of women who work in vinyl in various capacities. Hear what she's learned in the first year from giving a voice to diversity in the industry.

Speaker: Jenn D'Eugenio, Founder & Curator, Women in Vinyl; Jett Galindo, The Bakery

2:40-3:00 pm

Tale of 2 Record Clubs: Run Out Groove & Vinyl Moon

Last year we heard from Vinyl Me, Please, which has set the bar in record clubs. Run Out Groove founder Matt Block explains how his WMG-owned club allows its members to decide what gets released, while Vinyl Moon founder Brandon Bogajewicz gives his take on curating for a fan community of music lovers.

Speakers: Brandon Bogajewicz, Vinyl Moon; Matt Block, Runout Groove

3:00 – 3:40 pm

Last Night a DJ Saved My Life – and Format

Session sponsored by Pioneer DJ. The DJ nightclub market saved the vinyl format during the wilderness years. Hear from some of LA's luminary spinners who know how to get people move on a dance floor.

Moderator: Joseph Abajian, Fat Beats. Speakers: DJ Shortcut; DJ Nu-mark; DJ Jab; DJ Cut Chemist.

3:40 – 4:00 pm **"Specialized in the IMPOSSIBLE: First Polaroid, Now a Lathe?"**

Austrian entrepreneur Florian "Doc" Kaps, of Vienna-based Supersense, is credited with saving Polaroid instant film from extinction in 2008 by starting "The Impossible Project." His latest project PHONOCUT aims to solve another impossible analog dream: an affordable, all new, quality lathe.

END OF CONFERENCE AT 4:00 pm

Making Vinyl Opening Speaker

Michael Des Barres Redefines Renaissance Man

New Single 'Crackle & Hiss' A Love Letter to Vinyl

By Donna Balancia

Michael Des Barres and The Mistakes hit a downtown LA stage on Aug. 28. Armed with a new single “Crackle & Hiss” b/w “Stop in the Name of Love,” the band, his fifth in five decades, is getting noticed and it’s gaining popularity and fans.

The single is “an homage to vinyl,” says Des Barres, who is no stranger to attracting attention. Everywhere he goes, his naturally fun personality draws people in. People usually know him as the British rocker who co-starred on the 1980s TV show *MacGyver* as the villain Murdoc, as well as other popular programs, as well as films.

He’s won a new lease on life since emerging as a DJ on XM Sirius satellite radio, Channel 21 (Little Steven’s Underground Garage), garnering more than 6 million listeners, five days a week (5 am-8 am and 9 pm-midnight PST).



Had the quick-witted Des Barres gone in another direction, the charming theater major could have been easily a comedian, always armed with random stream of consciousness observations and self-deprecating jokes.

“What I bring to the table is three-chord, unabashed Rock ‘n’ Roll,” Des Barres explains. “I’ve never played anything else. Even when I joined Power Station [to play Live Aid!], that was funky and [he replaced as lead singer] Robert Palmer was soul. I adored and knew him years ago. But Rock ‘n’ Roll has been always my thing.”

It was foggy and depressing in Derbyshire for the 13-year-old Des Barres, who was transfixed by Muddy Waters at the time. “Then the Beatles came along.” His love of music and music propelled him through his school years.

He started acting at 16, and appeared in *To Sir, With Love* (starring Sidney Poitier). “My father is a Marquis and therefore I have that title, but he was an embezzler. At birth my education was paid for. I attended boarding school. I read every book in the library. I learned about Marcus Aurelius and Oscar Wilde. I had an incredible education, but I was an exhibitionist. I wanted to be loved. It was the same then, as it is today.”

His early 1970s rock band Silverhead (whose two albums was released by Universal in the U.S.) was “everything erotic, sensual and dirty sweet. We wore mascara for weeks [at a time].” Appearances aside, Des Barres didn’t care about stardom because he saw how it swallowed up the greats. “It’s a caricature and a lot of people die from it at 27.”

(Editor’s Note: The following article appeared recently in CaliforniaRocker.com and is excerpted here with permission from its publisher.)

Des Barres credits his wife Britta for his positive outlook. They married in December 2018 after being together for 10 years. "Britta is an amazing woman." They often travel the world together.

He's deejayed for XMSirius from home in southern California for the past five years, and he thanks enthusiastically Little Steven Van Zandt (last year's Making Vinyl keynoter) for this new chapter of his life. "Steven is a true mentor, one of the most inspiring, most educated Rock 'n' Roll guy. I've met him in the 1980s when my band Chequered Past supported the Disciples of Soul." The new single "Crackle & Hiss" is on Little Steven's Wicked Cool Records.

At 71, he still considers himself a work in progress. "I feel like 17." His XMSirius signoff is "Be cool, be courageous." He adds, "the only way we will beat this ugliness and criminality of the culture is loving your brothers and sisters."



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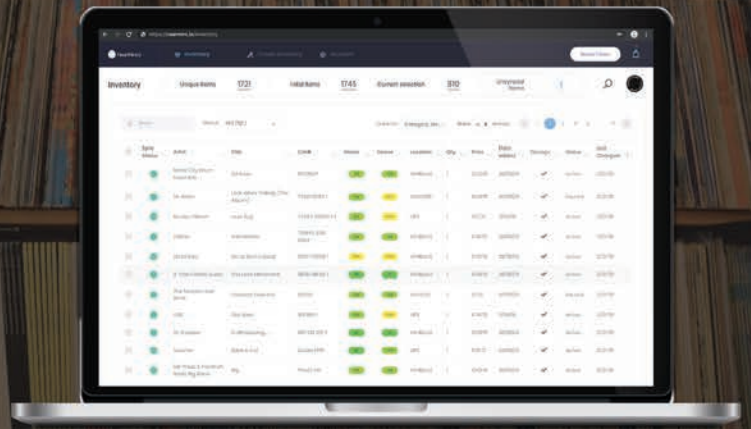
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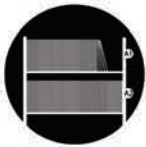
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Bernie Grundman by special
guest three-time Grammy
Winner Steve Vai



The name Bernie Grundman is synonymous with Mastering. His world renowned facilities, responsible for a consistently large percentage of chart recordings, were launched in 1984, following Grundman's 15-year tenure with A&M Studios. In 1997, Grundman opened his Tokyo mastering studios and in 1998 relocated to expanded facilities in Hollywood.

Bernie Grundman's mastering credits include: Michael Jackson, Quincy Jones, Stevie Wonder, Van Halen, Prince, The Carpenters, Steely Dan, Herb Alpert, Barbara Streisand, Jack Johnson, Mary J. Blige, Maroon 5, and Outkast, among thousands of other top recording artists.

Grundman was born in Minneapolis, Minnesota, and moved to Phoenix, Arizona, at the age of eight. As a teenager, he was a hi-fi enthusiast and worked part time as a drummer for various groups throughout the city. By the age of 19, he owned and operated a jazz club. In 1965, after serving in the Air Force Electronic Countermeasures Division, he started working for a small studio in Phoenix as a second engineer. In 1966, Grundman moved to Los Angeles where he became a mixer, mastering engineer and maintenance technician for the studios of the highly respected Contemporary Records label. In 1968, he started A&M's mastering division, one of the top operations in the industry.

Mastering is described by Grundman as "basically post-production for the recording industry – the final creative step before delivery to the manufacturer for mass production." To accomplish his work, today's top mastering engineer utilizes a specialized console with both analog and digital signal processors and a computer workstation for editing and sequencing. Grundman technology sets the digital streaming and CD standard today, but Bernie is still an expert with the LP cutting lathe.

Bernie Grundman Mastering at 1640 N. Gower Street Hollywood, CA 90028-6518 is a complex of six studios, including dedicated 5.1 Surround and Lacquer Cutting rooms. Virtually any analog or digital format can be played back thanks to a deep inventory of modern and legacy equipment. The facility provides high quality vinyl masters, pre-masters for CD, and file masters for standard and high-resolution digital distribution and streaming.

Grundman's custom mastering consoles and ancillary equipment are designed and built at their on-site technical shop. The consoles are discrete, dual bank, preview-program designs for proper lacquer cutting. The 24-band equalizers, limiters, etc., are integrated within the consoles as a holistic implementation. All components can be bypassed for minimalist transfers. A host of digital audio workstations and software signal processing are employed. Modified ATR and Studer tape decks are available for playback and recording with both tube and discrete solid-state electronics. Modified Scully lathes are controlled by the Compudisk 80 mastering computers. Haeco/Westrex cutting heads are driven by either solid state or tube electronics. Monitors are Tannoy bi-amped systems with in-house crossovers driven by modified Crown DC-300 amps. The studios are crisp and functional with a gallery atmosphere featuring paintings by internationally known artist Claire Chene.



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Don't Believe New Vinyl Sales Numbers!

By Michael Fremer, Editor, AnalogPlanet.com



We can all express our enthusiasm for vinyl records and we do, but what really counts are the cold, hard numbers. Annual sales figures do not lie. Or do they?

At every Making Vinyl event someone presents statistics gathered by one or more of the reporting agencies: there are bar graphs, pie charts, and stacks of statistics. New vinyl sales increase every year. But do the numbers accurately reflect what's happening in the stores and online? And of equal importance do the numbers comport with what's happening at the pressing plants?

The good news for vinyl enthusiasts, as reported by the RIAA, is that in 2020, for the first time since 1986, revenue in America from new vinyl sales is expected to surpass that of CDs.

CD sales numbers continue to tank as vinyl sales rise. According to the RIAA's first half of 2019 statistics, approximately 8.6 million new records were sold producing revenue of \$224.1 million dollars, up 6% in units sold and 12.9% in dollars, while CD sales were flat, with revenue up a miniscule 0.8%, to \$247.9 million.

For the year then, expect new vinyl sales to reach somewhat in excess of 16 million units for a dollar value of approximately \$448 million dollars with CD sales expected to generate revenues of approximately \$500 million.

If current trends continue next year vinyl will take a victory lap. Whoever expected that to happen? In part, we can thank streaming for the resurgence, but no doubt people who are willing to buy recordings on vinyl of what they can stream for free or for a small monthly fee must still love vinyl more! And we all know why.

But are these numbers accurate? If you are reading this at "Making Vinyl Hollywood," begins, try to familiarize yourself with the pressing plant owners

present. Watch their faces as this year's sales numbers are announced. You will no doubt see them laughing and/or shaking their heads as they have at every Making Vinyl event so far.

Why? Last year Rainbo and United Record Pressing alone pressed approximately 20 million records. Czech Republic based GZ Media alone pressed at least that many records as did Optimal Media in Röbel, Germany. Include Furnace, Pallas, MPO, RTI, QRP, Gotta Groove, Erica, Memphis Record Pressing, Third Man Record Pressing, Cascade, Independent Record Pressing and the many other "boutique" pressing plants in America and around the world and you can be sure the total number of records pressed in 2018 was easily in excess of 40 million units.

"For the past few years, the true number of new records sold must have been seriously undercounted."

Where are all of these records? Of course, some are on store shelves and in online retailer warehouses gathering dust, and some are in the trunks of bands touring small clubs and dive bars and selling them at post show "merch tables." Some are defective returns as well, ready to be re-ground and used again, but surely in an era of "lean inventories," the announced annual American sales figures that for the past few years have averaged around 10 million units sold, must have seriously undercounted the true number of new records sold.

We are all grateful for the work done and sales figures gathered by organizations like Nielsen/Soundscan and RIAA but given the disparity between their numbers and those divulged by the pressing plants, it's probably safe to say that last year or the previous year vinyl record revenue surpassed that of CDs.

Congratulations everyone!



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Record Store Owner Chris Penn Reunites the Original Alice Cooper Band

Resulting 'Live from the Astroturf' Up for Making Vinyl Packaging Award

Jeff Spicoli in *Fast Times At Ridgemont High* saved Brooke Shields from drowning, then blew the reward money to hire Van Halen to play his birthday party.

Chris Penn had a similar vision, although his was not for a fictional movie. A lifelong superfan of Alice Cooper since discovering the band's *Greatest Hits* in his father's LP collection, Chris was only 3 years old. The original Alice Cooper lineup, disbanded in 1974, and he eventually managed to get them to reunite and perform at his store, Good Records, in Dallas, Texas.

In 2013 Chris learned that Dennis Dunaway, the original bassist/songwriter, was writing a book, *Snakes! Guillotines! Electric Chairs!*, about his adventures with the Alice Cooper group. Two years before the book's release, Chris contacted Dennis about doing a Q&A/book signing at his store.

After much persistence from Chris, the bassist agreed to make an in-store appearance on Oct.

6, 2015. Why that date? It was a day off in Dallas for Alice Cooper who was out on tour with Motley Crue. Alice Cooper was playing Hidalgo, TX, with his solo band the day before, and Chris knew Alice would have to come to Dallas for his day off, since a lot more golf courses exist in the DFW area.

Dennis then assisted Chris in getting Michael Bruce original guitarist/songwriter and Neal Smith original drummer/songwriter on board with the event. After having commitments from 3 of the 4 surviving members (guitarist Glen Buxton passed away in 1997), the stars aligned perfectly.

The idea of Dennis, Michael, and Neal playing with Dennis arose. Chris then contacted Alice Cooper's co-manager and assistant about the idea of Alice joining in during the Q&A portion. Dennis also brought it up to the AC camp as well. Everyone thought it would be perfect to have Alice surprise the crowd after the Q&A and signing and join the live set.

Chris and the store went all out. Cutting a hole in the store's office wall to create a portal for Alice to enter the store without anyone being the wiser, recovering the stage in pink astroturf, bringing in pro audio and video equipment to document the event, decorating the whole store with billboards of all the original band's albums, balloons & panties to throw on the crowd during "School's Out," the whole nine yards. They brought arena rock to a record store for one night.

It went off without a hitch. The band played brilliantly and had Cheshire cat smiles the whole set which wind up being their longest set since their last ever show in Brazil in 1974.

Having the foresight to capture the event for posterity, Chris realized something magical happened but had no idea of how significant until fan videos and news coverage went viral via social media.



Continued from p. 17



The documentary, *Live from the Astroturf*, will be making its Los Angeles premiere on Oct. 14 at 9 pm at Making Vinyl at the W Hotel Hollywood the Main Ballroom with Dennis Dunaway present. The movie is currently on the film festival circuit.

Michael Kurtz, founder of Record Store Day, contacted Chris in 2016 if the event's audio had been captured. Michael and Chris then contacted Shep Gordon Alice's lifelong manager to get his blessing on releasing some of the songs from the night. Shep shared the tracks with Bob Ezrin (producer of Alice Cooper, Pink Floyd, Peter Gabriel, Lou Reed, KISS). Bob was floored about the quality of the audio and the band's performance, and mixed the tracks. He chose the songs, "I'm Eighteen" and "Is It My Body" for a Record Store Day 45-rpm release. Penn then enlisted Joe LaPorta to master the recordings. At the time, Chris couldn't stop listening to David Bowie's *Blackstar*, which Joe had mastered.

Penn spared no expense with the vinyl manufacturing and packaging, enlisting vendors Gotta Groove Records, Imprint Indie Printing, and Ross Ellis to bring "Live From The Astoturf, Alice Cooper" to life in grand fashion. The sleeve gatefold sleeve for both the single and LP is a foil-

“There are no accidents. We were playing a show in Dallas and had a night off the same night Dennis, Neal and Mike were doing a signing down the street. The guys were doing a small show to promote Dennis's new book. Of course, I was going to be there! We are all still close and I want to play with the original guys any chance I get!” — Alice Cooper”

board jacket w/ hype sticker, metallic ink stamped numbered, 6 bonus 5"x7" double sided art prints, printed inner sleeve, double-sided credits insert
DETAIL OF COLOR VARIANTS (1150 white, 1150 pink, 100 black, and 100 split color pink/white with autographed art prints by the 4 surviving original members)." The exquisite attention to detail pays homage to the band's early 1970s aesthetics.

Alice Cooper's *Live From The Astroturf* single was released on Black Friday Record Store Day November 25, 2016 and won a Making Vinyl Packaging Award for Best 45-rpm Package in November 2017 at our first event in Detroit. And now its full-length album from the same performance, released on Black Friday 2018, is up for the Best Record Store Day release on the morning of Oct. 15 at Making Vinyl.

Chris Penn's feet haven't touched the ground since October 6, 2015. More info at <https://www.livefromtheastroturf.com>

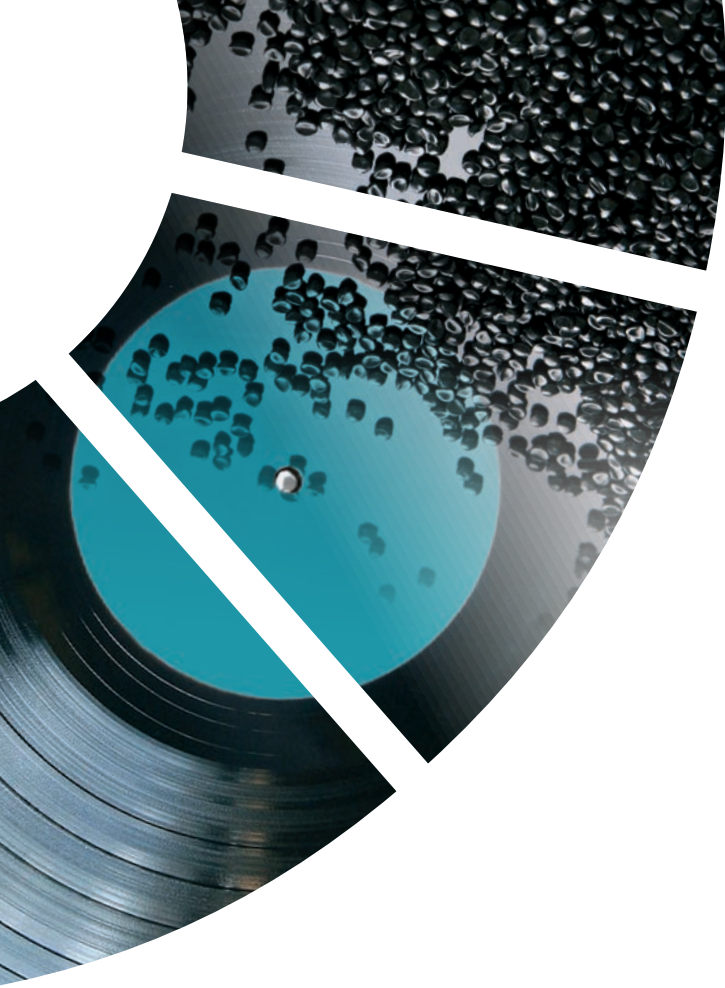


Photo: Karlo X. Ramos

SEE MORE

Alice Cooper Reunion film screening
9 pm, Oct. 14, W Hotel's Grand Ballroom; Dennis Dunaway & Michael Bruce will be present

Live from the Astroturf will be preceded by Dennis Dunaway's short film, *Cold Cold Coffin*, as well as another film starting at 8 pm, *DCC... There Is Music Still Left To Write*



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LISTENING ROOM*

MONDAY (Oct. 14)

9:30 am

Welcome to the Listening Room

9:30 am – 10:00 am

Garth Leerer – How today’s turntables makes vinyl sound better

10:00 am – 10:30 am

Brian Berdan – Brick & Mortar HiFi and Vinyl

10:30 am – 11:00 am

Play ON – open session to play your music

11:00 am – 12:00 pm

“The State of the Art – a roundtable on Vinyl playback”

12:00 pm – 12:30 pm

Casey Gibson – Vinyl Formulation and Sound Quality

12:30 pm – 1:00pm

Tom “Grover” Biery – Because Sound Matters

1:00 pm – 2:00 pm

Play ON – open session to play your music

2:00 pm – 2:30 pm

Michael Fremer – When reissues go bad

2:30 pm – 3:00 pm

Danny Kaey – Can vinyl co-exist with Apple Music?

3:00 pm – 3:30 pm

Joe Harley – Tone Poet, celebrating Blue Note

3:30 pm – 4:00 pm

Brian Speiser – Making and buying the best sounding records

4:00 pm – 4:30 pm

Chad Kassem – Analogue Productions Reissues VS. The Originals

4:30 pm – 5:00 pm

Gunter Loibl / Andreas Wagner – Optimizing lacquer-cuts for mastering engineers

5:00 pm – 5:50 pm

Play ON – open session to play your music

5:50 pm – 7:00 pm

Bernie Grundman Tribute

Tuesday (Oct. 15)

9:00 am – 9:30 am

Play ON – open session to play your music

9:30 am – 10:00 am

Tom “Grover” Biery – Because Sound Matters

10:00 am – 10:30 am

Michael Fremer – When reissues go bad

10:30 am – 11:00 am

Casey Gibson – Vinyl Formulation and Sound Quality

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Garth Leerer – How today’s turntables makes vinyl sound better

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Brian Berdan – Brick & Mortar HiFi and Vinyl –

12:00 pm – 12:30 pm

Gunter Loibl / Andreas Wagner – Optimizing lacquer-cuts for mastering engineers

12:30 pm – 1:00pm

KamranV – Quadraphonic sound from vinyl

1:00 pm – 2:00 pm

Play ON – open session to play your music

2:00 pm – 2:30 pm

Chad Kassem Analogue Productions Reissues VS. The Originals

2:30 pm – 3:00 pm

Brian Speiser – Making and buying the best sounding records

3:00 pm – 3:30 pm

Danny Kaey – Can vinyl co-exist with Apple Music?

3:30 pm – 4:00 pm

Play ON – open session to play your music

Listening Room Sponsors



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Quality Control Scoring System Debuts

Vinyl Junkies founder Sam Pennachio recently established a system for scoring new vinyl pressings.

“I got fed up of being disappointed by the quality of the new records I purchased and wanted to see if there was a way for me to determine what were the biggest QC issues, where they were coming from and what was causing them,” he explains.

Many of the site’s 125,000-plus followers often complained about inconsistent vinyl pressings.

“It’s the elephant in the room that no one seemed willing to address,” says Pennachio, who admits the scoring system can’t be implemented on a

larger scale and it’s impossible to score every record.

He acknowledges every single record manufactured is going to be different. The VJQC Score provides a consistent scoring structure on a scale of 1 to 10 that is meant as a general guide to help the consumer avoid disappointment.

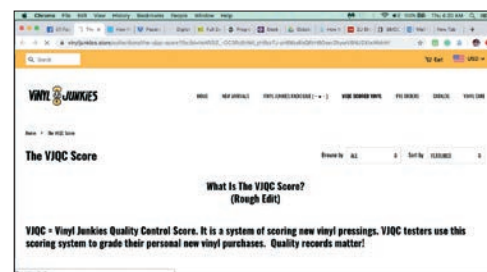
The system breaks down nine variables, such as a record’s very slight warp, which would received a 9 out of 10, barely noticeable. If the warp affects sound or playback, the score could result in a VJ “fail,” but if the tonearm noticeably sways but does not affect sound it would 7 out of 10.

A zero would be given to a vinyl that is “too noisy,” a record that should never

have made it out of the pressing plant, in Pennachio’s opinion. Significant dimpling and surface scuffing would also get a fail.

Packaging is another area of scrutiny, polylined inner sleeves gets a 9/10, whereas a paper sleeve could get an 8.

Review the full grading system at: <http://bit.ly/VJQCScore>



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25

– Finalists

To be presented, Tuesday, Oct. 15,
9:20 – 10:00am, Grand Ballroom

BEST 45-RPM SINGLE

- Familiar Drugs – *Alex is on Fire*
- THE DROWNS – “THE SOUND” 7” – *Harris*
- Honey Moon – *Mac DeMarco/Haruomi Hosono*
- Pizza Power – *Teenage Mutant Ninja Turtles*
- San Francisco Giants Giveaway Flexi-Disc – *Frank Sinatra*

BEST CASSETTE TAPE PACKAGE

- Step Back In Time: The Definitive Collection – *Kylie Minogue*
- Mysterious Visions (EP) – *Nancy*
- Planet Jarre – *Jean-Michel Jarre*
- Gold & Grey – *Baroness*

BEST CD BOX SET (AT LEAST 3 CDS)

- Devotion: Songs About Rivers and Spirits and Children – *Hiss Golden Messenger*
- Last Night at Output – *John Digweed*
- Beriah – *John Zorn*
- ...And Justice for All (Remastered Expanded Edition) – *Metallica*
- Futurama – *Be-Bop Deluxe*

BEST JAZZ, CLASSICAL, ETC. VINYL LP PACKAGE

- Laugh to Keep from Crying – *Nat Turner Rebellion*
- J Jazz: Deep Modern Jazz From Japan 1969-1983 Volume 2 – *Various Artists*
- The Complete Plantation Recordings – *Muddy Waters*
- Coltrane 58 – *John Coltrane*
- 1963: New Directions – *John Coltrane*

BEST VINYL PICTURE DISC

- Africa – *Weezer*
- Fritz The Cat, The Original Soundtrack Album – *Fritz The Cat, Original Soundtrack*
- Black Star Dancing – *Noel Gallagher's High Flying Birds*
- Kevin Hearn & Friends - Superhero Suite – *Kevin Hearn*
- Which Way – *The Frightnrs*

BEST RECORD ART (LP SIZE)

- Trauma – *I Prevail*
- I Am Easy To Find (Deluxe Edition) – *The National*
- Selects from Both Directions At Once – *John Coltrane*
- Kevin Hearn & Friends - Superhero Suite – *Kevin Hearn*
- Make Up Your Mind – *The Frightnrs*

BEST VINYL ALBUM COVER (ILLUSTRATED)

- Overload – *Georgia Anne Muldrow*
- Shana Cleveland - Night of the Worm Moon – *Shana Cleveland*
- Schlagenheim – *black midi*
- Flamagra – *Flying Lotus*
- Collapse EP – *Aphex Twin*
- Pacific Breeze: Japanese City Pop, AOR & Boogie 1976-1986 – *Various Artists*

BEST VINYL ALBUM COVER (PHOTOGRAPH)

- Legacy! Legacy! – *Jamila Woods*
- My Finest Work Yet – *Andrew Bird*
- Weyes Blood - Titanic Rising – *Weyes Blood*
- MITH – *Lonnie Holly*
- Proto – *Holly Herndon*

BEST VINYL BOX SET (AT LEAST 3 RECORDS)

- I Am Easy To Find (Deluxe Edition) – *The National*
- Rick and Morty Soundtrack - Deluxe Box Set – *Rick and Morty*
- 001 – *Joe Strummer*
- Come On Pilgrim....It's Surfer Rosa – *Pixies*
- 1963: New Directions – *John Coltrane*

BEST VINYL GATEFOLD

- Warm – Warmer – *Jeff Tweedy*
- Sword & Sworcery Super Deluxe Edition – *Jim Guthrie with remixes by various artists*
- Malibu Ken, Aesop Rock & Tobacco
- Warp (feat. Steve Aoki) [10 Year Anniversary: 2009 - 2019] – *The Bloody Beetroots*
- Flamagra – *Flying Lotus*

BEST VINYL ALBUM REISSUE

- ...And Justice for All (Remastered Deluxe Box Set) – *Metallica*
- 3 Feet High and Rising – *De la Soul*
- Dead Horse X - *Touché Amoré*
- When Life Gives You Lemons, You Paint That Shit Gold (10 Year Anniversary Deluxe Edition) – *Atmosphere*
- Wedding Album – *John and Yoko*

RECORD STORE DAY - VINYL

- Live From The Astroturf – *Alice Cooper*
- Al Green: The Hi Records Singles – *Al Green*
- In The Garage: Live Music From WTF w/ Marc Maron – *Jones*
- Selects from Both Directions At Once – *John Coltrane*
- Kevin Hearn & Friends - Superhero Suite – *Kevin Hearn*

SAVE THE EARTH

- Birthplace – *Novo Amor*
- The Villainess Original Soundtrack – *Ja Wan Koo*
- Significant Changes – *Jada G*
- Heroin and Helicopters – *Citizen Cope*

THEY SAID IT COULDN'T BE DONE - VINYL

- [Untitled] EP/Album Collector's Edition - *mewithoutyou*
- Choose a Side – *Various Artists*
- Common Ground – *Above & Beyond*
- Donut Country, Daniel Koestner
- Rick and Morty Soundtrack - Deluxe Box Set – *Rick & Morty*

THEY SAID IT COULDN'T BE DONE - CD

- Mudhoney - Digital Garbage – *Mudhoney*
- Frankie Cosmos - Close It Quietly - Puppy CD – *Frankie Cosmos*
- VAXIS – *Coheed & Cambria*
- The Savior – *A Bad Think*
- Kankyō Ongaku: Japanese Ambient, Environmental & New Age Music 1980-1990 – *Various Artists*

BEST IN SHOW (ALEX STENWEISS AWARD): TBA

- (Judges' pick among all the finalists)



The Billboard logo is centered in the upper half of the image. It consists of the word "billboard" in a bold, lowercase, sans-serif font. The background of the entire image is a dark blue with a pattern of concentric, slightly irregular circles in a lighter shade of blue, creating a ripple effect.

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MAKING VINYL SPEAKER BIOS

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Joseph Abajian (DJ Jab) founded Fat Beats in 1994 with nothing more than a shoestring budget and an earnest obsession with the music, the culture, and the brotherhood of New York's burgeoning Hip Hop scene. What begun as a simple vinyl shop in Manhattan's Lower East Side quickly became an integral hub for artists.

Lawrence Azerrad is a Grammy Award-winning designer (The Voyager Golden Record 40th Anniversary Edition), creative director and founder of LADdesign, a graphic design studio focusing on creating visual experiences that spark emotion for musicians, educational and cultural institutions, and organizations working to visualize the future.

David Bakula is Head of Analytics & Insights for Nielsen Music, overseeing Nielsen's global music industry analytics, label and major brand relationships in the U.S. and Canada and driving the overall research strategy.

Ashby Baum is currently the product manager for the Vinyl Records – North America business at Westlake Chemical in Houston, TX. He has been working for the Vinyl Compounds business at Westlake for over 5 years with previous jobs ranging from distribution, marketing, sales, and project management.

Maurice Bernstein was born and raised in Manchester, UK, and he co-founded Giant Step, which grew into a management company and then a successful record label. Major labels began hiring Giant Step to market new artists, including Daft Punk, Amy Winehouse, Lady Gaga, and Janelle Monae.

Matt Block is Director of Content Development at Warner Music Group, WMG employee for almost 20 years, and founder of Run Out Groove, a vinyl-only imprint under the WMG-umbrella that allows fans

the opportunity to vote on the next modern day collectible.

Brandon Bogajewicz runs Vinyl Moon, a monthly vinyl-mixtape record club with a focus on deluxe original artwork packaging. Vinyl Moon is currently celebrating its 50th edition as it ships monthly releases to members in over 60 countries.

Sean Bohrman is co-owner of Burger Records, a 100% family-owned and operated rock 'n' roll philanthropic, quasi-religious, borderline-cultish propaganda spreading group of suburban perma-teen mutants releasing rare to well-done records and tapes since 2007.

Jonathan Cruz aka DJ SHORTKUT began his career in San Francisco in 1987 as a mobile sound-system, progressing on to competing in World DJ Championships since 1994. He has established himself as a professional DJ and global jet setter, showcasing his trend-setting performances.

Michael Des Barres is a European Marquis, raised in England and living in Los Angeles. As the host of Little Steven's Underground Garage on SiriusXM Radio Channel 21, he is heard by more than 6 million listeners, five days a week (5 am-8 am and 9 pm-midnight PT). He has appeared in over 150 hours of American television and more than 40 feature films, and has sold over 7 million albums as both a recording artist and songwriter.

Jenn D'Eugenio is the sales and marketing administrator at Furnace Record Pressing, and vinyl enthusiast for over 18 years. She is the founder and curator of 'Women In Vinyl'; and is dedicated to the art and creation of vinyl.

Joanna Demers is Professor of Musicology at USC Thornton. Her books include: Listening Through the Noise: The Aesthetics of Experimental Electronic Music

(Oxford University Press, 2010), and Steal This Music: How Intellectual Property Law Affects Musical Creativity (University of Georgia Press, 2006).

Kyle Devine is Head of Research and Associate Professor in the Department of Musicology at the University of Oslo. He is the author of Decomposed: The Political Ecology of Music (MIT Press 2019) about the history of what recordings are made of, and what happens to those recordings when they are disposed of.

Liz Dunster is Founder & CEO Erika Records Inc. that was established in 1981, becoming the first-ever female owner of a vinyl record manufacturing plant. Under her leadership, the business has grown from 2 record presses to 40 presses currently running, with plans to expand to 44 by the end of year.

Bryan Ekus hatched Making Vinyl out of the love of drinking Jack Daniels, zoning out to John Coltrane, and the need to do something before dementia sets in. He previously worked as a technician at a pre-Internet videotape duplication facility and worked for an Italian duplication equipment manufacturer and later the MEDIA-TECH Association and Colonial Purchasing.

Billy Fields is Vice President, Sales, Account Management for WEA, the artist & label services arm of Warner Music Group. As the company's resident vinyl expert, Fields serves as the day-to-day conduit for independent retailers and the three major independent music coalitions; overseeing all aspects of vinyl production, planning, marketing, sales forecasts, projections and strategy.

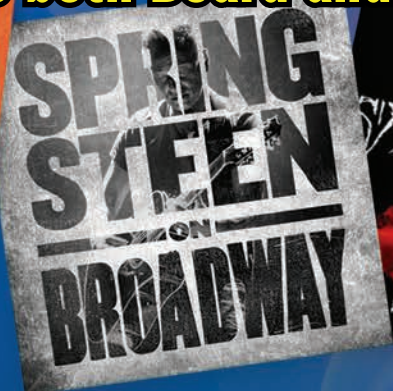
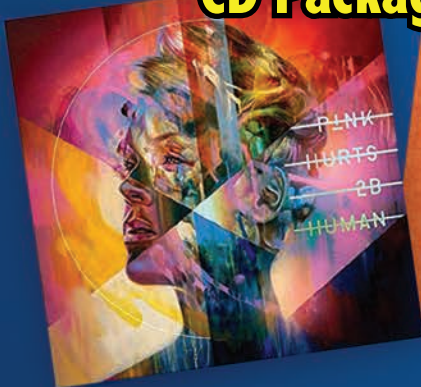
Rand Foster | owner of Fingerprints Music in Long Beach CA, Rand has over 30 years experience in record retailing, is a founding partner in the Coalition of Independent Music Stores.

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Remi Foulon is co-founder and co-owner of New Orleans Record Press. Originally from the Brittany region of France, he moved to New Orleans in 2015. A carpenter by trade, he and his business partner built their record pressing facility from the ground up. NORP focuses on sound quality and serving the diverse community of New Orleans musicians.

Michael Fremer is the Editor of analogplanet.com, a Sr. Contributing Editor at Stereophile and Contributing Editor at Sound&Vision magazine. He's also contributed to The New York Times, The San Francisco Chronicle, Consumer Digest, and The Bergen Record (New Jersey).

Jett Galindo is a Los Angeles-based mastering engineer who works alongside Eric Boulanger at The Bakery. Her engineering credits spanning different genres and artists (Nile Rodgers, Green Day, Barbra Streisand, Haley Reinhart and Colbie Caillat).

Sam Gay, Sales Director of Stoughton Printing, began his career at I.R.S Records, later worked at JVC Music, EMI-Capitol Records Catalog and AGI.

Chuck Gorman architected Barnes & Noble's entry into the music retail space, including the launch of vinyl and turntables. He has partnered with artists, labels, distributors, and electronics manufacturers to develop and expand the market in a variety of ways.

Kevin Gray has mastered music for every major label in every genre, including pop, rock, jazz, classical, adult contemporary, alternative, punk, heavy metal, new age, gothic, world ethnic, disco, dance, soul, blues, and hip-hop/rap. He has to his credit more than a hundred Top 10 and Grammy award-winning records, and dozens of RIAA certified gold and platinum albums and singles.

Robert John Hadfield is the owner of Audiomover, one of the most prominent analog-to-digital service organizations in the U.S. Audiomover specializes in large-quantity cassette-to-digital projects for government agencies, historical societies, churches and individuals.

Joe Harley has been obsessed with jazz and sound for as long as he can remember and since 2007 has overseen Blue Note Records' reissue series in 2007.

Dave Hill started work in 1979 as a junior engineer in a large independent record factory in London; making vinyl, 8-track cartridges and cassettes, before working at Tapematic, the media duplication equipment company.

Luke Hodson is founder and CEO at Awesome Merchandise, which now makes more than 700 custom products and printed more than 80 million pieces of merch and have factories in Leeds, U.K. and Austin, TX.

Len Horowitz is one of the world's leading authorities on Westrex/Scully and Neumann disc recording systems, which produce 90% of lacquer disc masters for vinyl reproduction. He has been involved with audio service, restoration, research and development for analog sound equipment for over 45 years.

Lisa Hresko is the associate member relations manager at A2IM (American Association of Independent Music), the not-for-profit trade association representing over 500 independently owned record labels.

Gudmundur Orn Isfeld is the co-founder and product manager of RPM Records, which began in Denmark in March 2018. Iceland born, he is educated as a graphics and web designer.

Larry Jaffee, Making Vinyl co-founder, is a New York-based writer and college professor. His writing has appeared in The New York Times, Rolling Stone, Vibe, Record Collector, Record Collector News, Goldmine, Wax Poetics, Wire, The Audiophile Voice, Billboard, Tower Records' Pulse, Popular Music & Society, and Rock's Backpages.

Jeff Jampol is the President of JAM, Inc., which manages The Doors, Ramones, and the Estates of Jim Morrison, Janis Joplin, Charlie Parker, John Lee Hooker, Jefferson Airplane/Jefferson Starship and The Mamas & The Papas. JAM, Inc. is also a consultant to the estates of Michael Jackson, Henry Mancini and Peter Tosh.

Andrew Jervis is Director of Artist and Label Relations at Bandcamp, the online music community for artists, labels and fans. Overseeing label and artist outreach, he helps bring in music from all around the world.

Jim Kaplan is the founder of Record Collector News and a lifelong record collector and

a native Los Angeles. During a publishing career that has spanned over 30 years, he has worked at a number of notable publications, including LA Weekly, Los Angeles New Times and the Silicon Valley Community Newspapers.

Florian "Doc" Kaps is keeping analog technologies alive with his Vienna-based company SUPERSENSE. The Austrian entrepreneur is credited with saving the very last Polaroid film production facility in Enschede, The Netherlands. His latest project, PHONOCUT, aims to enable production of small-to-medium sized record editions of the highest quality.

Charles B. Kirmuss has several patents issued and pending on a variety of matters, including in 2018 his Record Groove Restoration System. He discovered the existence of a release agent in record grooves that led to his restoration process that may restore the breath of even 50-year-old pressings.

Justin Kristal, president of Copycats Media in Minneapolis, has a music background that spans from a college degree in music business, managing a record store, concert venue promotions, major label marketing rep, and eventually finding his way to Copycats Media, a division of The ADS Group, the largest U.S. independent disc replicator.

Michael Kurtz is the co-founder of "Record Store Day," a unique culture surrounding nearly 1,400 independently owned record stores in the U.S. and thousands of similar stores internationally. Kurtz serves as the President of The Department of Record Stores (The DORS), the largest coalition of 72 independent record stores in North America.

Dan Lauricella is the founder and co-owner of New Orleans Record Press. He has a degree in music theory/analysis from Wheaton College. After moving to New Orleans in 1999, renovating numerous homes and creating his own record label, he and his business partner built the first vinyl record pressing facility in the city.

Bob Levi, President and CEO of Los Angeles and Orange County Audio Society, the world's largest audio society, his 16th consecutive year leading the organization. He continues to be an audiophile, opera singer, and music lover spanning over five decades. In 1970 he helped Ted Turner establish Turner Broadcasting and

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launched TBS Network, TNT Network, Cartoon Network, and Turner Classic Movies.

Lilli Lewis serves as the general manager and A&R head for Louisiana Red Hot Records, an independent label that has represented the best of Louisiana Music, past and future, for over 23 years when she's not recording her own music.

Rosie Lopez is President of Tommy Boy Music. She previously spent six years as Head of Marketing and International at Tommy Boy, and two years as its Vice President. She led marketing campaigns for all releases, including Ghostface Killah's critically acclaimed "36 Seasons" and Showtime's The L Word and Queer As Folk soundtracks.

Dan Marter is the owner of New Jersey-based INTHECLOUDS and Partly Cloudy, which allows bands to create & sell their own custom products online on-demand including CDs, cassettes, t-shirts and vinyl records, drop-shipped directly to fans with no upfront cost or inventory.

Sarah Murray is a music and sustainability professional who currently works full time for Merchbar – a retail marketplace for music merchandise, and the worldwide official merchandise partner for Spotify. Previously working on the label and distribution side at both Warner Music Group & Saddle Creek Records.

DJ Nu-Mark is a Producer, turntablist and veteran member of the legendary hip hop group Jurassic 5, DJ Nu-Mark is considered one of the most creative on the scene constantly raising the bar of mundane DJ sets. From deploying children's toys, to rocking the largest turntable to ever exist, being original in the cookie cutter world of DJs has never been an issue.

Piper Payne is a mastering engineer based out of Nashville, TN, and Oakland, CA, where she works on albums for independent artists and major labels. In spring 2019 Piper joined the famed Infrasonic Mastering team, merging her successful studio, Neato Mastering, with the Nashville-based company, owned by Pete Lyman.

Sam Pennachio launched Vinyl Junkies from Montreal as a blog in 2011, and it has grown into an active online community of 50,000-plus members. Vinyl Junkies' weekly live broadcasts on Facebook, YouTube and vinyljunkies.co enjoy an average viewership of more than 400k every month.

Jocelynn Pryor has worked with thousands of labels and artists over the years, including The Civil Wars and Major Lazer. Current head of marketing for AMPED Distribution, Jocelynn also worked at Sam Goody, Warehouse Music/Transworld Entertainment, and Super D.

Greg Reierson owns a Neumann VMS 70 record lathe and Rare Form Mastering in Minneapolis, MN. He has spent the past 35 years with a primary focus on mastering since 1989. In that time he's mastered more than 6,500 commercially released CDs, LPs and digital releases for a diverse group of local, national and international artists.

Jean-Luc Renou, Chairman & CEO of Mulann, which manufactures analog audiotapes for the music industry. Mulann's brand "Recording The Masters" is leading the reel-to-reel tape revival and started in November 2018 the manufacturing of a new audiotape in the compact cassette format.

Felicia Risolo is a Director of Marketing at independent label Epitaph & Anti- Records - home to artists such as Bad Religion, Neko Case, The Interrupters, Tom Waits, Mavis Staples, Andy Shauf, and more. Since starting with the label in 2007, Felicia has watched the evolution of vinyl being sold from mostly indie record stores to now clothing and grocery stores.

Sarah Robertson is Founder & CEO of A to Z Media, Inc., which maintains extensive relationships with many of A2IM's leading labels and distributors, providing them with creative, cost-effective, vendor-agnostic Vinyl Record Pressing, Packaging and Optical Media solutions with a customer service ethos bordering on the fanatical.

Roxanne Rosello is a consultant for UPS within their Global Customer Solutions division. Her 20-plus year career within the transportation and logistics industry spans manufacturing, retail, e-commerce, financial,

healthcare, and entertainment.

Lindsay Schapiro is a Sr. Director of Digital Marketing/Streaming at Mom + Pop Music. Lindsay came to Mom + Pop at the top of 2016. In her nearly four years at the label, she has been a part of the team bringing albums to life from groundbreaking artists the likes of Courtney Barnett.

Dean Tabaac oversees AMPED, which has become one of the fastest growing Independent distribution companies in the world. Offering full-line physical and digital distribution worldwide, AMPED has the largest account base in the world. Prior, he was GVP for Alliance Entertainment and SVP Sales and Marketing for RED Distribution.

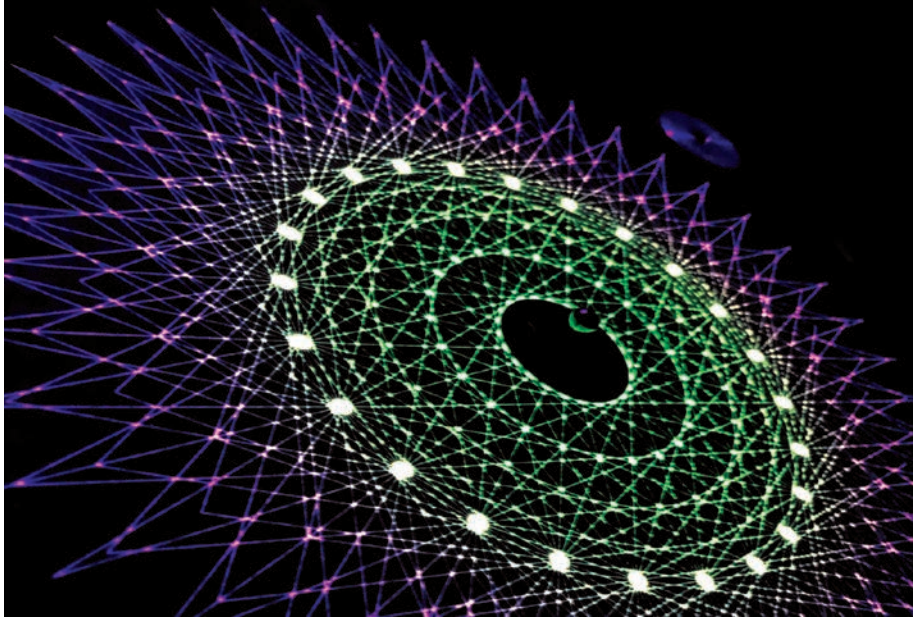
Steve Vai, a three-time GRAMMY-winner virtuoso guitarist and visionary composer, says of mastering legend Bernie Grundman: "Bernie has an intuitive ear and he's still excited about what he listens to. He still takes great care and he doesn't brush anything off. That is the sign of a very artistic person."

Tony van Veen is CEO of DIY Media Group, the parent company of Disc Makers, BookBaby, and Merchly. As CEO of Disc Makers, he has been at the forefront of empowering independent artists to release, distribute, and promote their own music for over three decades.

Parks Vincent is an A&R and the Physical Retail & Sales Manager for Ninja Tune North America. In four years at the label, he's worked with artists such as Bonobo, Peggy Gou, Jordan Rakei, ODESZA, Thundercat, Kamasi Washington, and Little Dragon among others.

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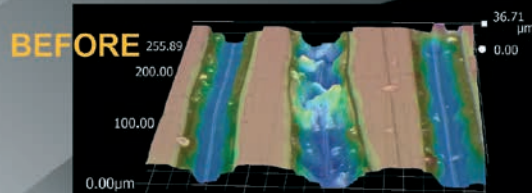
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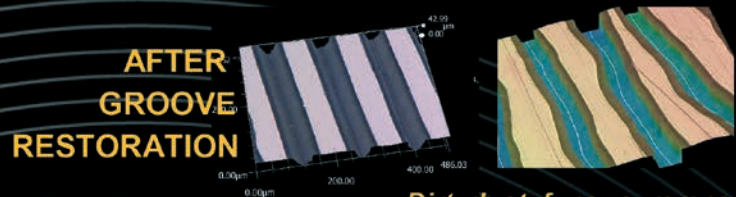
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