

MESSAGE FROM THE DEAN

Welcome to the inaugural Music Career Day Hamilton. Mohawk College is honoured to host this event celebrating Hamilton's Music Industry and the diverse career paths available within this creative and vibrant sector of the city's economy.

Today you'll have direct access to top industry professionals through performances, panels, and mentoring sessions. You'll also have the chance to attend Master Classes with Mohawk College's world-class Music faculty, and get an up-close look at all our facilities, including the McIntyre Performing Arts Centre.

Mohawk's Applied Music Program was founded in 1977 and is one of the longest-running in the country. Hundreds of Mohawk Music graduates are now working in all facets of the music business, in Hamilton, across Canada, and around the globe. At Mohawk, students and learning are at the heart of all we do. We are committed to ensuring our students receive invaluable real-world experiences as part of their education, provided by passionate faculty with state-of-the-art equipment.

I would like to thank all of the speakers, panelists and performers who are sharing their insight and best practices.

Again, welcome, and enjoy the day!



Alison Horton
Dean, McKeil School
of Business, Media
and Entertainment,
Continuing Education

KEYNOTE SPEAKER



Tim Potocic
President, Sonic Unyon
Festival Director of
Supercrawl

Tim Potocic is co-owner and president of 23-year-old Sonic Unyon Records in Hamilton, including in-house labels Sonic Unyon records, Sonic Unyon Metal and Goodfellow Records. Tim has sat on the boards of CIRPA and CARAS and has enjoyed a Canadian Music Industry Award for label of the year, a Hamilton Entrepreneur of the Year award, and several of his artists have acquired Juno nominations. Tim currently sits on the boards of the CIMA and FACTOR.

In 2009/2010, Sonic Unyon expanded into the Live Music business with Tim Potocic as the Supercrawl festival's lead organizer. Attendance at Supercrawl has grown to over 200,000. Supercrawl has won multiple Tourism "Festival of the Year" awards, as well as Entertainment Ambassador of the Year 2011 (Tim Potocic) and 2015 Tourism Event of the Year.

ENTERTAINMENT

West Fifth Trio

Opening Performance

Born in Hamilton, Liam McGlashan first picked up the fiddle at just six years of age. Liam currently studies classical violin in the Applied Music program at Mohawk College, where he met fellow students Cam Watson and Tommy-Lee Metcalfe.

Cam, a bass student whose first foray into music performance was on the drums, is passionate about music that "connects people and spreads positivity." Tommy-Lee, based in Niagara Falls, has played drums in a variety of bands, including Grammy-nominated Green Jelly.

Together, Liam, Cam, and Tommy-Lee formed the snazzy, jazzy, West 5th Trio, offering dynamic fiddle music, peppered with driving rhythm and bouncy bass.



Vinyl Relief with DJ Donna Lovejoy

Lunch Time Performance

With over 15 years of experience on the wheels of steel, DJ Donna Lovejoy has built a rock solid reputation, along with a pretty awesome vinyl and digital music collection. Lovejoy learned the art of mixing and blending records to create soundscapes to suit just about any type of party. Her success lies in her thoughtful approach to each unique event and her ability to weave several genres together in a single evening: Hip Hop, Disco, Motown, Retro, R&B, Electronic, Soul, Rock...whatever suits the vibe.



Basement Revolver

Closing Performance

Formed from the honest grit of Hamilton, Ontario, Basement Revolver has seen a quick and notable ascent into the spotlight with their unique brand of 90s infused indie-rock. The band has formulated a captivating and refined hypnotic aural experience typically found with those who are well beyond their years. With the support of press, the Hamilton trio moved toward the release of their debut EP, eventually accepting a record deal from Memphis Industries' UK sub-label, Fear Of Missing Out. The EP proved to be a grand success, eventually racking up over 600,000+ plays on Spotify and nearly 100,000 plays on SoundCloud. 'Johnny' and their second single 'Words' reached the higher echelon of the Hype Machine chart while the EP made various 'best of 2016' listings among the blogger community.



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#MUSICCAREERDAY



AGENDA

WIFI INFORMATION
SSID: Mohawk-Guest / User Name: Guest-VIP / Password: Wls.Guest

PANEL & WORKSHOP DESCRIPTIONS AVAILABLE AT
www.mohawkcollege.ca/music-career-day-hamilton

9:00 AM - MPAC
OPENING ACT: WEST FIFTH TRIO

9:30 AM - MPAC
KEYNOTE SPEAKER: TIM POTOCIC

10:45 AM

MPAC
PANEL: BEHIND THE SCENES

C123
PANEL: THE KEYS TO BEING YOUR OWN BOSS

I109
PANEL: RECORDING STUDIOS

I219
PANEL: BUSINESS BEATS:
ROYALTIES & LICENCING

C121
PANEL: WOMEN IN THE INDUSTRY

C125
PANEL: LIFELONG LEARNING:
MUSIC CAREER PATHS

C066
WORKSHOP: FILM SCORING

F144
MASTER CLASS: SONGWRITING

MPAC: MCINTYRE PERFORMING ARTS CENTRE

11:45 AM

I219
PANEL: BUSINESS BEATS:
ROYALTIES & LICENCING

I126
PANEL: SHOW ME THE MONEY

C125
PANEL: MAKING THE BRAND

C123
PANEL: MUSICIANS FOR HIRE

I104
PANEL: MUSIC JOURNALISM/BROADCASTING

C121
PANEL: WOMEN IN THE INDUSTRY

TP14 - PORTABLE 14
ANY SOUNDS YOU CAN IMAGINE: CREATING MUSIC
WITH TECHNOLOGY

I109
TALK: ROOTS OF MUSIC IN HAMILTON

C066
PANEL: MAJOR INSIGHTS ON MUSIC JOB PROSPECTS

12:45 PM

C121
TALK: INTRODUCTION TO THE HAMILTON
MUSICIANS' GUILD

C123
TALK: MUSIC AT MOHAWK

MPAC
TOUR: MCINTYRE PERFORMING ARTS CENTRE

C066
INDIGENOUS MUSIC WAVES WITH RECORDING
ARTIST LACEY HILL

C125
TALK: THE ORCHESTRA IN THE 21ST CENTURY

1:30 PM

I109
PANEL: RECORDING STUDIOS

I219
PANEL: SONGWRITING

C121
PANEL: WOMEN IN THE INDUSTRY

C125
TALK: MUSICIANS FOR HIRE

C066
PANEL: MAJOR INSIGHTS ON MUSIC JOB PROSPECTS

C123
PANEL: LIFELONG LEARNING:
MUSIC CAREER PATHS

MPAC
PANEL: BEHIND THE SCENES

2:30 PM

I126
PANEL: SHOW ME THE MONEY

C125
PANEL: MAKING THE BRAND

C123
PANEL: THE KEYS TO BEING YOUR OWN BOSS

I104
PANEL: MUSIC JOURNALISM/BROADCASTING

F144
MASTER CLASS: COMPOSITION

I109
TALK: HAMILTON: A CITY FORGED IN MUSIC

C066
WORKSHOP: FILM SCORING

3:30 PM

MPAC
CLOSING PERFORMANCE: BASEMENT REVOLVER

ALL DAY

MCACES LEARNING LINK
MUSIC MARKETPLACE & SPEED MENTORING STATION

8:30 AM
until 3:30 PM