



[NextLevelSonoma.com](http://NextLevelSonoma.com) · [facebook.com/nextlevelsonoma](https://facebook.com/nextlevelsonoma) · [twitter.com/nextlevelsonoma](https://twitter.com/nextlevelsonoma)

---

**For Immediate Release**  
**2/24/16**

**Creative Sonoma and the North Bay Hootenanny Present**  
**NEXT LEVEL**  
**A Music Industry Showcase and Conference**

Creative Sonoma and The North Bay Hootenanny are teaming up to bring you the Next Level Showcase and Conference on April 15th, 16th, and 17th. Next Level is designed to celebrate the musical talent and exploration occurring across the County and to provide advice and expertise to help local musicians move their careers forward. **Tickets will go on sale this Friday 2/26/16 at noon.**

**The Showcase.** The first two days of Next Level will be a three-stage showcase of exceptional local and regional musical talent at the Arlene Francis Center in Santa Rosa's Railroad Square. Over 30 acts of varying genres will shine a light on the wealth of talent in the North Bay's creative community including Royal Jelly Jive (swing), Ashley Allred (singer/songwriter), Mr. December (Americana), Lungs & Limbs (rock), Kevin Russell and the Rhythm Rangers (folk), and many others (full lineup is at [www.nextlevelsonoma.com](http://www.nextlevelsonoma.com)) The showcase will be produced by Second Octave Entertainment.

**The Conference.** The third day of Next Level will be a day-long conference at Chop's Teen Center where attendees from our local music scene can learn directly from regional and national music industry professionals. Panel discussions will focus on topics including getting booked, developing a fan base and licensing your music, as well as a keynote address from Griff Morris, senior manager of artist and industry strategy at Amazon Music. The conference will also feature regional musician Lia Rose, whose music has been heard on ABC's Nashville, in conversation with her producer/engineer Stephen Hart. Other presenters include Al Evers (A-Train Entertainment), Chris Faville (Mongrel Agency), Josh Norek (Regalias Digitales/Latin Alternative Music Conference) Julie Schuchard (Tricycle Records) . Representatives will also be in attendance from the GRAMMY Awards, West Coast Songwriters Association and other national resources. Conference attendees will have the opportunity to submit proposals to win one of five \$2,500 grants to help them take their careers to the next level!

**Contacts:**

Showcase

Arlene Francis Center  
Friday and Saturday, April 15-16, 2016  
Times:  
Josh Windmiller, North Bay Hootenanny  
[n.b.hootenanny@gmail.com](mailto:n.b.hootenanny@gmail.com)  
707.326.5274

Conference

Chop's Teen Center  
Sunday, April 17, 2016  
10:00 am – 5:30 pm  
Kristen Madsen, Creative Sonoma  
[Kristen.madsen@sonoma-county.org](mailto:Kristen.madsen@sonoma-county.org)  
707-565-6120