



**THE NATIONAL INDEPENDENT VENUE ASSOCIATION ANNOUNCES LINEUP  
FOR ITS INAUGURAL CONFERENCE, NIVA '22**

**Featuring Industry Leaders Including Ben Lovett of tvq hospitality and Mumford & Sons, Shahida Mausi of Aretha Franklin Amphitheatre and Black Promoters Collective, Andrew Dreskin of Flymachine, Donna Westmoreland of I.M.P., Michael Dorf of City Winery, artist Meshell Ndegeocello, Alex Hodges of Nederlander Concerts, Dave Brooks of Billboard, Cathy Applefeld Olson of Forbes, Marcus Dowling of the Tennessean, Andy Gensler of Pollstar and Venues Now, Ethan Millman of Rolling Stone, Jackie Nalpant of Wasserman Music, Frank Riley of NITO and High Road Touring Plus special sessions on Federal Advocacy Outlook and SVOG Closeout, with Support from Partners See Tickets, DICE, and more**

**BIG FREEDIA AND MESHELL NDEGEOCELLO TO PERFORM**

Taking place July 11 and 12 in Cleveland. Go to [nivassoc.org/conference](https://nivassoc.org/conference) to register.

(NEW YORK) June 24, 2022 – The National Independent Venue Association (NIVA) comes together for its first national gathering of members from the independent live concert, comedy, promoter, and festival industry with NIVA '22. The two-day conference takes place in Cleveland July 11 and 12 across multiple NIVA member venues and includes the first-ever Independent Awards Formal (Independent AF) at the Rock and Roll Hall of Fame and Museum.

A trade association formed in the wake of the pandemic to protect the industry from certain collapse, NIVA is devoted to representing the needs of independent festivals, music, and comedy venues, performing arts centers and promoters. The NIVA '22 conference will provide its diverse members, affiliates, and partners with two days of programming, education, networking, entertainment and more. The inaugural conference will focus on the future of the live entertainment industry while bringing together for the first time in-person all of its members

that worked tirelessly to achieve the passage of the Save Our Stages Act into law during the Covid-19 pandemic and implement the historic \$16 billion Shuttered Venue Operators Grant.

Sessions in marketing, new industry paradigms, festivals, diversity, mental health, safety, insurance, cannabis, and deep dive discussions with industry legends and more will be led by esteemed moderators and panelists comprised of prominent industry leaders, members of the media, recording artists and NIVA Board Members.

NIVA '22 featured sessions include:

- **A “Lyte” Breakfast and Live Podcast Recording**

The illustrious Lawrence Peryer is recording the latest episode of his *Spotlight On* podcast in front of a live audience. Lawrence Peryer, Chief Strategy Officer, Lyte

Special Guests:

Shahida Mausi, President & CEO The Right Productions, Inc., Aretha Franklin Amphitheater

- **State of the Union**

Rev. Moose, Executive Director, Co-Founder, NIVA & NIVF

Dayna Frank, NIVA Board President and CEO, First Avenue Productions

Hal Real, NIVF Board President and Founder and President, World Cafe Live

Boris Patronoff, NIVA Advisory Board Chair and CEO See Tickets North America

Frank Riley, NITO Board President and Founder, High Road Touring

- **Backstage with Andrew Dreskin**

The Youngest OG discusses the current state and future of streaming, ticketing, and festivals. In conversation with Andy Gensler, executive editor of Pollstar.

Andrew Dreskin, Co-Founder and CEO, Flymachine

Andy Gensler, Executive Editor of Pollstar and Venues Now

- **Achieving Equity through Programming**

Moderator Marcus Dowling, Nashville Country Music Reporter at Tennessean/Gannett

Panelists:

Kae Burke, Co-founder and Creative Director, House of Yes

Erika Elliot, Executive Artistic Director SummerStage/Charlie Parker Jazz Festival

Ryan Smith, Agent, Liaison Artists

Lachi, Artist and President of RAMPD

- **National Advocacy in 2023**

Moderator Casey Higgins, Senior Counsel, Akin Gump

Panelists:

Tyler Grimm, Chief Counsel for Policy and Strategy, House Committee Judiciary

Adam Hartke, NIVA Advocacy Co-Chair and owner of Wave in Wichita

Jamie Simpson, Chief Counsel, House Judiciary Subcommittee on Courts

- **Left Out Or Undersubscribed With Sponsorships?**

Moderator Cathy Applefeld Olson, Forbes

Panelists:

Monika Julien, Senior Manager, Culture Marketing, Red Bull North America

Jesse Kirshbaum, Founder and CEO, NUE Agency

Mikey Lee, Co-founder of Ad.ventures

- **Effective Marketing: What worked yesterday is obsolete. So now what?**

Moderator: Jamie Loeb, VP of Marketing, Nederlander Concerts

Panelists:

Adam Gaynor, CRO, Gamut

Betsy Lashaway, Client Solutions Manager, Meta

Alix Rosenberg, Senior Manager of Artist Partnerships, TikTok

Fabrice Sergent, Co-Founder and Managing Partner, Bandsintown

- **The Catch 22 of Venue and Neighborhood Success Threatening Survival**

Moderator Marcus Dowling, Nashville Country Music Reporter at Tennessean/Gannett News

Panelists:

Chris Cobb, Owner, Exit/In

Mark Davyd, CEO, Music Venue Trust and Own Our Venues

Rebecca Greenwald, independent researcher and journalist on cities and the creative economy

- **Backstage with artist Meshell Ndegeocello**

With a career spanning three decades starting with GoGo and filled with jazz, funk, poetry, live performances, soundtracks, and a Grammy — hear about activism through music plus touring independent venues, and the future.

- **Enhancing Revenue Streams**

Moderator Cathy Applefeld Olson, Forbes

Panelists:

Allyson Jaffe, Co-owner of DC Improv

Andre Perry, Executive Director of Hancher Auditorium and the Office of Performing Arts & Engagement, University of Iowa

Katie Tuten, Founder and Co-Owner of the Hideout

Donna Westmoreland, COO, I.M.P., 9:30 Club, The Anthem, Merriweather Post Pavilion, Lincoln Theatre

- **Cultural Arts: Nonprofits and For Profits Working Together**

Moderator Jim Brunberg, NIVA Implementation Co-Chair and Owner, Revolution Hall

Panelists:

Jason Jon Anderson, Executive Director, Pablo Center

David Freudenthal, Director of Government Relations, Carnegie Hall

Jeremy Johnson, Executive Director, Assembly for the Arts

Amy Webb, Director of Business Programs & Partnerships, Americans for the Arts

- **New Paradigms: Powerhouse Models for Authentic Growth**

Moderator Ethan Millman, Rolling Stone Magazine

Speakers:

Michael Dorf, Founder and CEO, City Winery

Ben Lovett of Mumford & Sons and CEO of tvg hospitality

Shahida Mausi of The Aretha Franklin Amphitheatre and Founder of the Black Promoters Collective

Tobi Parks, member of D-Tour and owner of xBk Live

- **Let's Be Blunt: Cannabis + Music**

Moderator Dave Brooks, Billboard

Panelists:

Jim Lewi, President, LiveWorks Events

Dustin Moore, Cofounder of Embac Events, Grass Lands at Outside Lands

Caroline Phillips, National Cannabis Fest

Michael Kauffman, Executive Director, Clio Cannabis

- **SVOG Workshop: How To Closeout**

Moderator Jim Brunberg, NIVA Implementation Co-Chair and Owner, Revolution Hall

Speaker: Matt Stevens, Director, Shuttered Venue Operators Grant Program, Small Business Administration

- **NonProfit Roundtables**

Join nonprofits from around the country for topical discussions that are on all of the nonprofit minds, facilitated by Hal Real, Founder and President of World Cafe Live and NIVF Board President and Laura Wilson, Live Music Manager of Bohemian Foundation and Treasurer of NIVF

- **Backstage with Alex Hodges, CEO, Nederlander Concerts**

How 50+ years in the industry peppered with intense challenges and crises prepared Hodges for the unthinkable in 2020 and beyond. In conversation with Frank Riley, Founder, High Road Touring and Board President of NITO

- **What the hell is Web3? NFTs, metaverse, and blockchain ... oh my!**

Moderator Elliot Resnick, Partner, Chair of Entertainment at Masur Griffitts Avidor LLP

Panelists:

Bill Burns, Founder, Metaverse Developers

Diana Gremore, Events Director, Water & Music, Founder, RealCount

Michelle Muson, CEO of Eluvio

Mary Pryor, Senior Director of Strategy & Web3, Wasserman Music

- **Building Your Team: Developing Talent Today for Tomorrow**

Moderator Keri Park, COO, World Cafe Live

Panelists:

Christy Culver, NIVF Workforce Development Program Manager

Lizette Gomez, Sales Manager Venues, Music Tours & Live Events, CAPS Payroll (A Cast & Crew Entertainment Company)

Karol Mattes, Senior Advisor, EnterGain

Sean Watterson, Senior Consultant, Fund For Our Economic Future Hospitality Workforce and owner of Happy Dog

- **Festivals: What is working and not working in the festival business?**

Moderator Peter Wiederlight, Mint Talent Group

Panelists:

Zhubin Aghamolla, Booker, I.M.P., Merriweather Post Pavilion, The Anthem, Co-booker All Things Go

Eric Gilbert, Cofounder and Festival Director, Treefort

Stacy Horne, President at Noise Pop Industries & Director of Programming at Stern Grove Festival

Mike Sosin, Agent, Wasserman Music

Alicia Zertuche, Head of Programming Ruido Festival

- **Seeking More Local Government Support? How Economic Impact Studies Can Make All the Difference**

Moderator Michael Bracy, Co-Founder, Music Policy Forum

Panelists:

Lisa Gedgaudas, Program Manager, Cultural Affairs Denver Arts & Venues, City and County of Denver

Tamara Keshecki, Research Associate, University of Massachusetts Amherst, School of Public Policy

- **Music Incubators' Role in Artist Development**

Moderator Dani Grant, Owner & GM of the Mishawaka Amphitheater

Panelists:

Cindy Barber, Executive Director Cleveland Rocks Music Incubator

Matt Bennett, member of Cavves

Sophie Emerson, member of Cavves

Cory Grinder, Cleveland incubator artist

Jessie Hartke, Co-Director of MEADOW (Music Ecosystems and Artist Development Organization of Wichita)

Andre Middleton, Friends of Noise

- **You Know It's Sexy And You Want it: Commercial Insurance!**

Moderator Grace Blake, Programming Director, City Winery

Panelists:

Chris Bauman, Founder and President of Zenith Music Group

Mike Killeen, CFO, First Avenue & 7th Street Entry  
Jerid Schmickle, President, Reel Media Insurance Services  
Terri Stough, Chief Legal Officer, Ideal3  
Peter Tempkins, HUB International (Retired)

- **Mental Health Challenges and Helping People Access Help**

Moderator Lara Ruggles, Best Life Presents

Panelists:

Hilary Gleason, Co-founder and Executive Director of Backline

Derrick Hess, Artist, former booker

Daniel McCartney, The Continuance Foundation/UTA

Nikki Patin, Executive Director, Calling All Crows

- **Sell More Tickets!**

Moderator Jen Lyon, Founder and Owner, MeanRed Productions

Panelists:

Justin Kantor, CEO, VenuePilot

Jim McCarthy, CEO, Co-Founder, Stellar

Ali McCloud, VP Partner Relations, DICE

Sara Mertz, Sr. Director of Sales, Music at Tixr

Michael Reklis, Director of Sales, Music Venues, Etix

- **Not-Quite-Post-Pandemic Jam Session: The Realities of Inflation, Ticketing, Covid Practices, New Labor Costs**

Chris Drizen, Head of Venues, Mandolin

Spencer Elliot, CEO, ViewStub

Brad Grossman, COO, Helium Comedy

Jackie Nalpant, Agent, Wasserman

Ashley Ryan, VP of Marketing, First Avenue & the 7th St. Entry

Amanda Stark, Executive Director, The Old Church

Dre Wallace, CEO, Opnr

Phil Lawrence, VP of Strategy and Partnerships, See Tickets

- **New Landscape of Independent Booking Agencies**

Moderator: Kelly Deasy, Co-Founder Outer/Most Agency

Panelists:

Marshall Bets, Co-founder, TBA

Matt Ford, CEO, Prism.fm

Kristen O'Neil, Agent, Dates in April

CJ Strock, Booking Agent, Mint Talent Group

NIVA '22 will be hosted across multiple NIVA-member venues in Cleveland:

Sunday July 10: [Beachland Ballroom & Tavern](#), See Tickets Welcomes NIVA '22 Official Pre-Party featuring **MESHELL NDEGEOCELLO**

Monday July 11: [Music Box](#) (daytime programming); [Rock and Roll Hall of Fame](#) and Museum (Independent Awards Formal) and late night official afterparty at [Happy Dog](#)

Tuesday July 12: [Pickwick and Frolic](#) (daytime programming), NIVA '22 Official Closing Party sponsored by DICE featuring **BIG FREEDIA** at [Grog Shop](#)

NIVA '22 event partners include See Tickets, DICE, VenuePilot, Etix, Lyte, Tixr, Prism.fm, Mandolin, CAPS Payroll, Eventric, ViewStub, AXS, Opnr, Hearby, EnterGain, Independent Venue Week, NITO, Cleveland Music Club Coalition, D Tour, Bandsintown, Folk Alliance International

REGISTER HERE: <https://www.nivassoc.org/conference>

For more information and full schedule and details go to <https://www.nivassoc.org/conference>.

## **ABOUT NIVA**

Formed at the onset of the COVID-19 shutdown, National Independent Venue Association (NIVA), represents independent music and comedy venues, promoters, and festivals across the country. NIVA created and led the #SaveOurStages campaign, resulting in landmark legislation establishing the \$16 billion "Shuttered Venue Operators" Grant. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters, and festivals throughout the United States.

The National Independent Venue Foundation (NIVF) was founded to further this mission by also seeking to support a transparent, competitive marketplace serving a diverse and inclusive community of artists, fans, and industry workers.

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Contact:

Lucky Break PR

Kris Ferraro, [Kris@luckybreakpr.com](mailto:Kris@luckybreakpr.com)

Mike Stommel, [Mike@luckybreakpr.com](mailto:Mike@luckybreakpr.com)