



WAMCON

Virtual

JULY 24-25, 2020

An immersive online conference by &
for women and gender non-
conforming folks in audio

RECORDING ARTS CONFERENCE



PROGRAM

• FRIDAY, JULY 24, 2020 •

4:55 PM - 5:00 PM PT

Early Arrival - Sign on and get situated

5:00 PM - 5:15 PM PT

Welcome by Women's Audio Mission

5:15 PM - 6:45 PM PT

Engineering Prince: A Panel Discussion with Lisa Chamblee, Sylvia Massy, Peggy McCreary and Susan Rogers, moderated by Leslie Ann Jones

WAM is proud to present a special panel discussion with a group of top female engineers who worked closely with the legendary artist Prince. Sylvia Massy, Susan Rogers, Peggy McCreary and Lisa Chamblee recount their experiences of working with the prolific star on albums like Purple Rain, Diamonds and Pearls, Fury, 3121, and D.M.S.R., as well as other tales of Paisley Park. The conversation will be moderated by multiple Grammy Award-winning recording engineer Leslie Ann Jones, currently Director of Music Recording and Scoring at Skywalker Sound.

7:00 PM PT

Event Close



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RECORDING ARTS CONFERENCE



PROGRAM

• SATURDAY, JULY 25, 2020 •

11:00 AM PT

Welcome from WAM with Terri Winston

11:15 AM PT

Deconstructing a Mix with Marcella Araica

11:45 AM PT

Beatmaking 101 with Zukye Ardella

12:30 - 1:00 PM PT

Virtual Tables on Zoom

"Get to Know Dolby On - Free Recording App"
with Jessica Steinberg of Dolby

"Miking Drums with sE's V PACK ARENA"
with Andy Sanchez of sE Electronics

"Microphone Principles, Selection and Placement for the Studio"
with Laura Davidson of Shure

"Careers in the Music Industry"
with Rachel Ritchie and Jordan Applegate of Sweetwater Sound

"Producing, Writing and Beatmaking"
with The Recording Academy Producers & Engineers Wing:
Jennifer Decilveo, Maureen Droney, Lynne Earls, & Elise Perry



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RECORDING ARTS CONFERENCE



PROGRAM

• SATURDAY, JULY 25, 2020 •
(continued)

1:10 PM PT

In Conversation: Vocal Production with Simone Torres

1:30 PM PT

Inside Capitol Chambers with Universal Audio

2:15 PM PT

Live Concert Sound with Amanda Davis

3:00 PM PT

Event Close



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RECORDING ARTS CONFERENCE



FEATURED ENGINEERS & MUSIC PROFESSIONALS



MARCELLA "MS. LAGO" ARAICA

Pioneering powerhouse, Marcella "Ms. Lago" Araica, has burgeoned into a towering beacon of talent as one of the music industry's hottest, most prolific sound engineers. Credited for mixing over 100 chart-topping tunes, Marcella has worked with renowned musical icons such as Beyoncé, Britney Spears, Madonna, Nelly Furtado, Usher, Joe Jonas and Missy Elliot, along with super producers Timbaland, Danja, and Polow Da Don. In just a few years, she has already accomplished what most strive to achieve in a lifetime. Marcella works with independent label N.A.R.S. (New Age Rock Stars), and the newly built recording studio DREAM ASYLUM STUDIOS in Miami.



ZUKYE ARDELLA

Zukye Ardella is a producer, engineer, and songwriter from Uptown Manhattan. At only 8 years old, she began creating music as a hobby and in 2014 was able to attain her first recording session. Today, she has triumphantly worked with over 1000 clients in multiple commercial studios in NYC and garnered the skills to record and mix new music as a specialty. Transforming her hobby into a profession, she was able to open countless opportunities for herself. Zukye has helped many artists, including major label artists, such as Princess Nokia, compose new music and arrange melodies ready for general release. Zukye produces original beats regularly, and her work can be found on platforms such as Tidal, Apple Music, Spotify, Google Play, Pandora and more.



LISA CHAMBLEE

Lisa Chamblee is a summa cum laude graduate of Institute of Production and Recording. She operated her own recording studio before becoming a staff engineer at Paisley Park where she recorded songs for Prince's Grammy nominated 3121 release as well as LotusFlow3r. Lisa's next adventures brought her to Los Angeles as the second engineer to George Duke and Erik Zobler at LeGonks Studio West where she took part in recording projects for Stevie Wonder, Aretha Franklin, Teena Marie, Ledisi and Tower of Power. She also managed the prestigious Oasis Mastering, where she managed projects for Lady Gaga, Lana Del Rey, Ne-Yo and others. Lisa is business partners with fellow PRN alumni Dave Hampton and is co-founder and COO of their Reftone brand of recording studio reference monitors where she oversees manufacturing, sales and marketing.



FEATURED ENGINEERS & MUSIC PROFESSIONALS



AMANDA DAVIS

Amanda Davis is Front of House (FOH) engineer for Janelle Monáe and FOH engineer & Production Manager for Tegan and Sara. Davis has mixed for artists like Prince, Stevie Wonder, Wale, Jidenna, Olivia Newton John, SWV, and R. Kelly and at famous venues such as the White House, Madison Square Garden, Radio City Music Hall, Hollywood Bowl, Good Morning America, The Today Show, Saturday Night Live, BET Awards, and American Idol. Davis holds a BA in Music from Roosevelt University and is a graduate of SAE Institute. Upon graduating, Davis was hired as SAE Atlanta's first female Lab Supervisor and became their first female Music Theory instructor.



LESLIE ANN JONES

A recording and mixing engineer and record producer for over 40 years, Leslie has held staff positions at ABC Recording Studios in Los Angeles, the Automatt Recording Studios in San Francisco, Capitol Studios in Hollywood, and now Skywalker Sound where she continues her career recording and mixing music for records, films, video games, and television, and producing records primarily in the Classical genre. She is a past Chair of The Recording Academy's Board of Trustees and the recipient of 4 GRAMMY Awards, including two for Best Engineered Album-Classical. She serves on the Advisory Boards of Institute for Musical Arts, G.A.N.G. (Game Audio Network Guild), and is an Artistic Advisor to the Technology and Applied Composition degree program at the San Francisco Conservatory of Music.



SYLVIA MASSY

Sylvia Massy is a 35-year audio industry veteran recording producer, engineer, and mixer. While a staff engineer at Larrabee Sound in West Hollywood, Massy worked on recordings for Aerosmith, Big Daddy Kane, Prince, Wendy & Lisa, Rosie Gaines, Seal, and Julio Iglesias. She engineered and mixed GRAMMY-awarded 1997 Best Country Album, Johnny Cash's Unchained; mixed The Beastie Boys' Tibetan Freedom Concert; produced Red Hot Chili Peppers, Sevendust, Powerman, and 5000; and owned and operated RadioStar Studios. Massy is an illustrator, visiting professor at Berklee College of Music in Boston, and the author of Recording Unhinged.



FEATURED ENGINEERS & MUSIC PROFESSIONALS



PEGGY MCCREARY

Peggy McCreary is an accomplished audio engineer, sound effects editor and foley mixer, and spent many years at the famed Sunset Sound recording studio in Los Angeles. McCreary has worked with Booker T. Jones, Toto, Van Halen, Kris Kristofferson and Little Feat, and others. Her time with Prince had her busy with nearly all of his projects in one of the most notably prolific periods of his career. McCreary worked on Controversy, 1999, Purple Rain, Around the World in a Day, Parade, and with Apollonia 6, Jill Jones, The Time, Andre Cymone and Sheila E.



SIMONE TORRES

Simone Torres is a Multi-Platinum, Grammy Nominated, engineer, vocal producer, and vocalist from New York who works alongside five-time Grammy Award-Winning Vocal Producer Kuk Harrell. Simone has worked with artists such as Jessie J, Camila Cabello, Cardi B, Sia, Usher, Dua Lipa, DNCE, and more. You can learn more about Simone on simonetorres.com and keep up with her on instagram @officialsimonetorres. Simone has also recently started an alternate Instagram account to help mentor up and coming engineers and producers. For more on that check out @asksimonet.



SUSAN ROGERS

Susan Rogers holds a doctoral degree in experimental psychology from McGill University (2010). Prior to her science career, Rogers was a multiplatinum-earning record producer, engineer, mixer and audio technician, best known for her work with Prince (1983-1987). She is currently a Professor in the departments of Music Production & Engineering and Liberal Arts at Berklee College of Music, Boston. She teaches music cognition, psychoacoustics, record production and engineering. Rogers is also a PRN Alumni Foundation board member.



TERRI WINSTON

Terri Winston is Founder and Executive Director of Women's Audio Mission and a former Professor and Director of the Sound Recording Arts Program at City College of San Francisco. Her career as a songwriter, composer, recording engineer, and producer spans 30 years. Winston was signed by Polygram and BMG, and has shared the stage with P.J. Harvey, Pixies, Throwing Muses, Flaming Lips and Fugazi. In the studio she has worked with Lenny Kaye of the Patti Smith Group, Greg Hawkes of The Cars, Kronos Quartet, St. Lawrence String Quartet, Wu Man, and Tanya Tagaq. Winston holds a B.S. in Electrical Engineering from Purdue University.



PARTNER SPEAKERS



LYNNE EARLS

Vice President, LA Chapter, Recording Academy

Lynne Earls is a music producer, songwriter and sound engineer based in Los Angeles, CA. In addition to owning her own label, custom music production shop (EMP Music) and recording studio (EMP Studios in Los Angeles CA) she also produces and engineers regularly at studios across LA including Capitol, The Village, Henson, East West, Paramount, Glenwood Place & The Record Plant. Lynne is an active member, mentor and on the creative board for She Is The Music, and an ambassador for Imogen Heap's Creative Passport community.



LINDA HAAS

Senior Program Manager, Universal Audio

Linda is the Senior Program Manager for UA's many plugin projects. She works directly with Engineering to ensure projects like Capitol Chambers achieve their desired vision while also meeting various deadlines and milestones. Linda's program and product management expertise hails from a 30+ year background in tech, having previously worked for companies such as Apple, Avid and E-MU Systems.



ELISE PERRY

President, DC Chapter, Recording Academy

Elise Perry is a Music Producer/Arranger (Tamara Wellons "Runaway" Kindred The Family Soul "Far Away," "Rhythm Of Life," "My Time"); Film Score Producer/Music Supervisor (Harold Jackson's "Last Night," Sonya Grier's "Citizen Consumer," "DogParks & CoffeeShops," BET's "Hits From The Street," "Uncut," Maxie Collier's "Mind Games"); Vocal Producer/Arranger ("Tamara Wellons "Behind The Veil," "Smells Like Teen Spirit"); Live performance Director/Technical Director, Camera Operator, Broadcast Specialist (NBC, BET, National Geographic, PBS, TEDxWDC); Video/Film Director (Tracy Hamlin "Talk To Me," Kindred The Family Soul "Going To The Go-Go," "Behind (Zo's) ManMade," LilSoSo's "AudioTrip,"); and Documentary Editor ("Citizen Consumer," "DogParks & CoffeeShops").



RACHEL RITCHIE

Talent Acquisition Specialist, Sweetwater Sound

Rachel is a Southern California Native, born and raised in Oxnard, CA. She began her career in Human Resources and Music Retail in early 2013 and quickly moved her way into Talent Acquisition later that year. Rachel is a vocalist and was a member of various singing groups and musicals throughout school, and has been a lead vocalist in various bands throughout the last seven years.



PARTNER SPEAKERS



JORDAN APPLGATE

Director of Recruiting at Sweetwater Sound

Jordan Applegate has over a decade of experience in Recruiting and Human Resources. A native of Fort Wayne, IN (Sweetwater's hometown) he joined The World Champion, Voices of Unity Youth choir at the age of 15 and has traveled internationally as a lead Soloist with the choir to China (2010) & Latvia (2014) and was the Tour Manager for the choir's Journey to The Vatican, 2 week 4 country tour in 2016. Applegate is very active in Fort Wayne's music scene as a lead vocalist in his cover band, Casual Friday and also Worship Leader at City Church.



DAVE BERNERS

Chief Scientist, Universal Audio

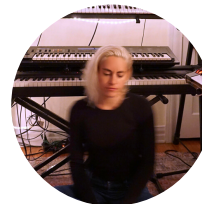
As Chief Scientist at UA, Dave focuses primarily on signal processing algorithms and circuit modeling. His algorithms are the foundation of UA's most iconic plugins, including the 1176 Classic Limiter Collection, the Studer A800 Multichannel Tape Recorder, and the Fender '55 Tweed Deluxe. He is also an Adjunct Professor at Stanford University, teaching courses in signal processing with audio applications at the Center for Computer Research in Music and Acoustics (CCRMA).



LAURA DAVIDSON

Retail Market Development Lead, Shure

Berklee College of Music graduate Laura Davidson heads up the retail market development team for Shure. She brings passion and a knowledge of gear that comes from over 14 years in the retail MI industry. When she isn't talking about music equipment, she's singing or playing through it as a professional singer/songwriter.



JENN DECILVEO

Producer/Songwriter, LA Chapter Recording Academy

Jennifer Decilveo is an American GRAMMY and Brit-nominated songwriter and producer based in Los Angeles. She's received widespread praise for her work on various genre bending and multiplatinum selling albums, including Andra Day's GRAMMY-nominated 'Cheers to the Fall' and Anne Marie's 'Speak Your Mind.' She is a recipient of the Ashford and Simpson's Songwriter's Award for the multiplatinum and critically acclaimed song 'Rise Up.' Her recent credits include Beth Ditto's solo breakout album Fake Sugar, Ben Platt's Sing to Me Instead, Bat for Lashes' Lost Girls and has forthcoming records coming with Hinds, Anne Marie, Demi Lovato, and Fletcher.



PARTNER SPEAKERS



MAUREEN DRONEY

Senior Managing Director, Recording Academy Producers & Engineers Wing
A former recording engineer herself, Maureen worked with artists such as George Benson, Whitney Houston, Herbie Hancock and Carlos Santana, including on Santana's GRAMMY-winning album *Blues for Salvador*, and has recorded and mixed two Billboard top 10 dance hits. She was also a longtime Los Angeles Editor for *Mix* magazine, and is the author of several books on recording. Her most recent book, *Al Schmitt On the Record: The Magic Behind the Music*, tells the story of the music industry's most awarded recording engineer.



ANDY SANCHEZ

Marketing Coordinator, sE Electronics

Andy Sanchez is a musician, audio engineer, and the Marketing Coordinator at sE Electronics. Andy has played drums since childhood, and quickly found a passion for the production side of music. Now an industry professional, Andy thrives in technical and challenging roles; pro audio consulting, system optimization, livestreaming platforms, routing configurations, and beyond. As a marketing coordinator, Andy's career is a testament to versatility, leading him to work with world-renowned audio and music personnel, gaining new insight every step of the way.



WILL SHANKS

Product Manager, Universal Audio

Will is the conduit between UA's DSP team and their customers. As Product Designer for Universal Audio's award-winning UAD plug-in platform, Will helps with licensing to specs to gear gathering for nearly all of UA's plugin projects, and makes sure each one is pushed to its technical and sonic limits. With a 20+ year background in record production and 18 years in pro audio design and manufacturing, Will is in the sweet spot between the art and the science.



JESSICA STEINBERG

Senior Program Manager, Strategic Growth Initiatives, Dolby Laboratories

Jessica Steinberg has spent 10+ years in consumer app production & management, as well as marketing and growth for large tech brands. At Dolby Laboratories, Jessica and her team have harnessed Dolby's 50 years of innovative audio technology to create tools for artists and content creators. Last September, Jessica and her team released *Dolby On*, a powerful recording app that allows users to create and share high-quality audio, video, and Livestreams using just their mobile device. Best of all? *Dolby On* is free and available world-wide!



THANK YOU TO OUR SPONSORS!



RECORDING ARTS CONFERENCE



Women's Audio Mission (WAM) is a San Francisco and Oakland based nonprofit organization that has been working at the intersection of music, media and technology since 2003. We inspire 4,000+ girls, women and gender non-conforming (GNC) individuals each year to use technology to amplify their voices by creating music and media. WAM provides free training, dedicated artist mentors, education and career counseling, job placement, and access to the only recording studios in the world built and run entirely by women and GNC individuals.



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