

Unleashing and Maximizing the Hit Songwriter in You



Moderator:
Thornton Cline



Ted Perlman



Pamela Sheyne



Andrew Lane



Michael Jay

The
NAMM
Show

THORNTON CLINE

- **"Love is the Reason" - Engelbert Humperdinck and Gloria Gaynor. Recorded over 10 times by various artists. Number 3 Billboard-charted in Germany.**
- **More than 150 tunes recorded by Gary Puckett, Rebecca Holden, Engelbert Humperdinck, Gloria Gaynor, Mark Chestnut, The Manhattans, Ray Peterson, Tim Murphy, Mylecka, Billy and Sarah Gaines, Tammy Trent and others**
- **Twice "Songwriter of the Year"**
- **Grammy and Dove Award nominated songwriter**
- **Traditionally-published author of 30 fiction and non-fiction books**
- **Platinum sales with songs charting into the top-10 charts.**



TED PERLMAN

- **Produced, arranged, recorded with Whitney Houston, Harry Belafonte, Bob Dylan, Diana Ross, Burt Bacharach, Ron Isley, The Manhattan, Joe Cocker, Ringo, Engelbert Humperdinck, Young MC and Chicago.**
- **Grammy-award winner for work with Burt Bacharach, "All this Time."**
- **#1 twice on Billboard: "Everybody Loves Somebody," The 5 Browns with Dean Martin duet (mix).**
- **Extensive work for TV, film and jingles**
- **Pro endorser/consultant for major companies**



PAM SHEYNE

- **50-plus million record sales and 100-plus platinum sales as songwriter, producer, singer and mentor.**
- **Winner of prestigious Ivor Novello Award and 7 BMI Airplay citations**
- **Top 10 worldwide platinum hit single, “Genie in a Bottle,” recorded by Christina Aguilera.**
- **Recordings by Camila Cabello, Demi Lovato, Lindsay Lohan, CeCe Winans, Backstreet Boys, Tina Arena, Dream, Jessica Simpson, Sinéad O’Connor and others**
- **Major Film and TV songs written**
- **Recorded-performed with The Pet Shop Boys, Celine Dion, Tom Jones, Daryl Hall, Cyndi Lauper and Dave Stewart**



ANDREW LANE

- Gold and platinum award-winning Billboard music producer and songwriter
- Worked with Backstreet Boys, Irene Cara, Snoop Dogg, Nicki Minaj, Drake, Lil Wayne,
- Producer and songwriter with gold and platinum credits of Keith Sweat, Speech and Alsou
- Produced and wrote songs for Universal, Electra, and EMI
- Wrote “Don’t Even Try” for the Disney film, Pixel Perfect, songs for Hannah Montana, and “Get Your Head in the Game” soundtracks which sold 4.7 million copies
- Recently appointed Vice President of Network Content for Share TV



MICHAEL JAY

- **Over 75 million records sold worldwide as songwriter, lyricist, producer and musician**
- **Number one worldwide hit, “Toy Soldiers,” with Martika and a repeat hit again with Eminem**
- **Wrote “Declaration of Love” for Celine Dion’s Grammy-award winning Album of the Year, “Falling into You”**
- **Recordings by Eminem, Celine Dion, Mandy Moore, Kylie Minogue, Gloria Estefan, De La Soul, Lara Fabian, New Kids on the Block, Jon Secada, Melissa Manchester, Peter Allen, Jennifer Paige, F. Stephanie Mills, E.G. Daily, Deborah Harry, Five Star, Patrice Rushen, Willa Ford, Brenda K. Starr, Expose, Kristina DeBarge, Evelyn “Champagne” King, Lalah Hathaway, Girls Generation and many others**
- **Recently written songs with star, Sofia Wylie for the Disney TV series, “High School Musical”**





IN THIS EVER-CHANGING INDUSTRY, WHAT ARE THE STEPS A TALENTED SONGWRITER CAN TAKE TO UNLEASH AND MAXIMIZE THE HIT SONGWRITER IN HIMSELF/HERSELF?



ARE THERE ANY SHORT CUTS TO THIS SONGWRITING BUSINESS LEARNED FROM THE MISTAKES OF OTHERS?



**WHAT CHALLENGES AND PITFALLS DO NEW SONGWRITERS FACE TODAY
IN THEIR QUESTS TO ACHIEVE HIT SONGWRITER STATUS?**



**WHAT ARE THE NECESSARY TOOLS, SKILLS, TALENTS NEEDED TO
BECOME A HIT SONGWRITER TODAY?**



QUESTIONS AND ANSWERS

THANK YOU



- NAMMM
- Thornton Cline
- Ted Perlman
- Pam Sheyne
- Andrew Lane
- Michael Jay
- Centerstream/Hal Leonard