



April 10, 2018

**Latin Music Explosion in America: The Multi-Cultural Confluence**

# NEWSLETTER

An Entertainment Industry Organization

## **The President's Corner**

### A Personal Invitation to Get Involved

From my own experience as president (as well as a past vice-president and past secretary) of the California Copyright Conference ("CCC"), I know involvement with the California Copyright Conference is challenging, refreshing, stimulating, and even fun. To sit in a roomful of industry professionals, volunteering their time to help the CCC maintain its reputation for excellence, and be a part of that dialog is so much better than being left out of the loop.

The CCC allows me to meet a diverse and inclusive group of other like-minded industry professionals.

If you look to build professional relationships and raise awareness about issues facing our industry, I would urge you to become a CCC member and to consider running for the CCC board for the 2018-19 term. If you'd like to be nominated to run for the CCC board, please let your intentions be known at our April panel; as I will take nominations from the floor. However, in the event, you cannot attend the April panel to let us know that you'd like to be nominated, please email me at [jlondonolaw@gmail.com](mailto:jlondonolaw@gmail.com).

Best,

J. Charley Londoño, Esq.  
**President, California Copyright Conference**

## **Suggested Reading**

*News and Notes on 2017 Mid-Year RIAA Latin Music Revenue Statistics*

## **About the Panelists:**

### **Tomas Cookman, CEO Nacional Records /Industria Works**

Tomas Cookman is the founder and CEO of Industria Works, a multi-platform company that specializes in expanding the reach of Latin music and culture on a global level. Named a "Billboard Latin Power Player" and a "Billboard Indie Power Player," the Nuyorican-born, Los Angeles-based entrepreneur first established himself as an artist manager, guiding the careers of many notable artists to international success. He went on to start Nacional Records — one of the leading Latin independent labels in the world (with over 80 Latin Grammy and Grammy wins and nominations). Nacional's one-stop synch department includes uses in campaigns for Dodge, Verizon, McDonalds, Target, Kia, T-Mobile and many film, TV and video game placements.

Cookman founded the Latin Alternative Music Conference (LAMC), the largest Latin music conference in the U.S. It is geared toward the marketing of cutting-edge, Latin music and culture, now in its 19th year. He also founded Supersonico, a multi-stage, multi-artist music and arts festival in Los Angeles and has created weekly shows on MTV tr3s and SiriusXM. Cookman is a strong supporter of the next generation of entertainment professionals and brings a "rising tide lifts all boats" perspective to business.

### **Mary E. Nuñez, Vice President Music Licensing and Creative Services / Sony Music Entertainment, Latin Iberia Region**

Mary E. Nuñez is currently the Vice President of Music Licensing and Creative Services for Sony Music Entertainment, and served as such for the past year and a half. Prior to that, as the Director of Music Licensing for Sony Music Entertainment U.S. Latin label for nine years, she developed and pioneered music licensing and strategic partnerships. She has been responsible for setting the strategic vision for the entire music licensing business unit for the Latin Iberia territories, and leading a variety of initiatives with strategic negotiations with larger regional global clients, partnerships with international publishers and expansion of the company's vision as to what synchronization business represents to Sony Music Entertainment in these emerging international territories.

Under her supervision she has managed to grow the business by \$1 million dollars in revenues this past year, and establish strong profitability for the synchronization music licensing areas of commercials and film, predominately in Latin America and Iberia. Nuñez specialized in placements with "master use" synchronization licensing requests in the areas of commercials, television, films, independent films, trailers, video games and other creative brand initiatives.

Preceding Sony, her experience spanned from working with BMG Music Publishing, where she established key relationships, ranging from post production houses to multi-national companies throughout Latin America, to developing and implementing sales and marketing strategies for the hotel industry.

### **Michael Nieves, Owner and President, Sugaroo!**

Michael Nieves is the Owner/President of Sugaroo!, a music licensing and artist/label services company that represents independent record labels, artists and music publishers for visual media licensing (TV, advertising, theatrical trailers, film, video games, online media, etc.).

Founded by Nieves in January of 1999, Sugaroo! was one of the first independent synchronization music licensing companies of its kind to exist in the U.S.A., and continues to be one of the most trusted and respected music licensing companies in the visual media licensing communities. In its 19-plus years of operation, Sugaroo! has successfully concluded more than 10,000 music licensing deals across the spectrum of the visual media licensing industries, including in productions/projects of major television and cable shows, including "Better Call Saul," "Shameless," "The Blacklist," "grown-ish," "Love," "Suits," "Grey's Anatomy," "Logan," "Breaking Bad," "Ugly Betty",

and recent advertisements for brands like Apple, Google Pixel, Coors Lights, Lexus, Instagram, T-Mobile, MasterCard, Chevy and many others.

Sugaroo! represents a wide variety of music in virtually every significant genre, from Latin to rock to hip hop to country to electronica to singer/songwriters to soul/funk/R&B to pop, and so on. Artists in the Sugaroo family include Mexican Institute of Sound, Ani DiFranco, Rachael Yamagata and many others, plus, record labels and music publishers.

After a five-year stint on Wall Street, Nieves got his start in the music business at MCA Music Publishing in New York in 1992, where he worked in Business Affairs and Licensing. In early 1996, he ran the licensing and music publishing departments for Rhino Records in Los Angeles during its last few years as an independent label.

**About the Moderator:**

**J. Charley Londoño, Esq.**, President of the California Copyright Conference and Owner of Law Office of J. Charley Londoño

Charley Londoño’s primarily practice is in the areas of music, film, television, and new media. He counsels both companies and individuals regarding entertainment transactional issues. Londoño’s practice concentrates in the protection, clearance, licensing and distribution of intellectual property rights for music, film, television, and varied digital platforms. He received his J.D. from California Western School of Law and B.S. in Business Administration/ Finance from the University of Florida.

**SAVE THE DATE:**

**Tuesday, May 15th, 2018**

**“Film & Television Music Panel”**

Moderated by Jonathan David Neal and Eric Palmquist  
Panelists: Deborah Lurie, Wendy & Lisa, and Kathryn Bostic

Join us at the Sportsmen’s Lodge Event Center 12833 Ventura Blvd., Studio City, CA 91604

**6:15 PM Check-In | 6:30 PM Cocktails 7:00 PM Dinner**

**Please visit our website, [theccc.org](http://theccc.org), for more information soon!**

