

## Entertainment Industry Conference

The entertainment industry presents dynamic challenges unlike any other industry. From Fully Integrated Recording Artist Agreements—or 360s—to Payroll in a Post-Axium World, staying current on the issues that keep our industry a-buzz is critical.

At our 2008 event, you'll delve into highlights of the *Marathon Entertainment* case, clarifying the roles of key players in light of the California Supreme Court ruling. Experts will also bring you up to speed on critical tax updates, including international withholding issues for athletes and entertainers.

Whether you work in the industry or represent clients, you won't want to miss this event.

June 18, 2008  
The Beverly Hilton

## Highlights

- Guild Agreements
- Current and Future Trends of the Music Business
- Payroll in a Post-Axium World
- *Marathon Entertainment* Case
- The Latest Innovations in Investment Thinking
- When You Get the Call...Talent in Trouble
- Cross Platform—Integrating Content, Advertising and Sales
- Tax Potpourri/Update

## Designed For

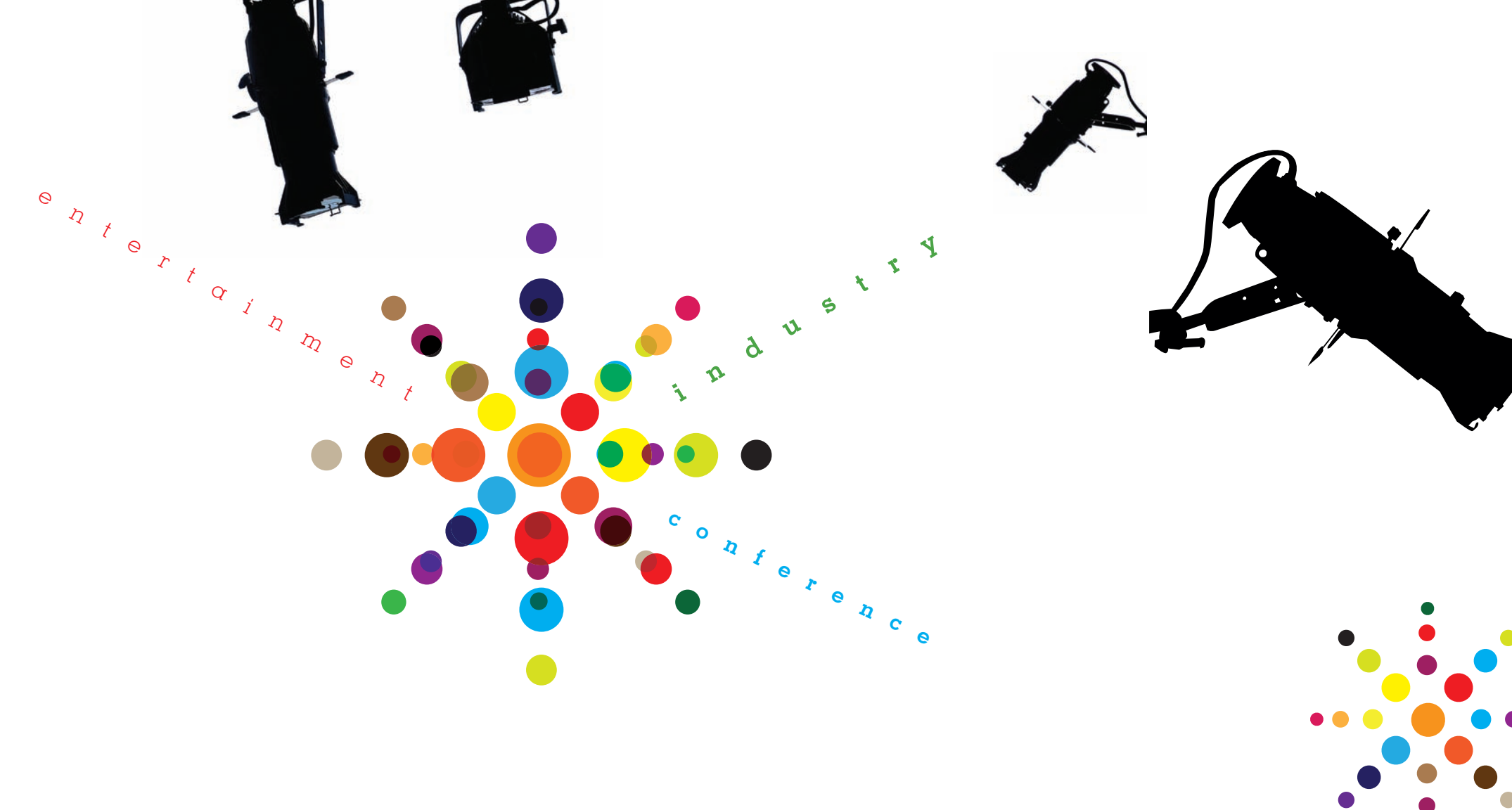
CPAs in public accounting whose clients include film, music and production studios and other related businesses; business managers, attorneys and bankers working in the entertainment industry; and CPAs, CFOs and controllers who work in the entertainment industry.



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## Developed by Experts

**William B. Harris**  
Conference Co-Chair  
Jess S. Morgan & Company, Inc.

**Bradford S. Cohen, Esq., LLM**  
Conference Co-Chair  
Reish Luftman Reicher & Cohen

**Karen Angel, CPA**  
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**Randall J. Dean, Esq.**  
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**Randy W. Perrin**  
Internal Revenue Service

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8:45 A.M.

**WELCOME AND INTRODUCTIONS**

**William B. Harris**  
Conference Co-Chair  
Jess S. Morgan & Company, Inc.  
Los Angeles

**Bradford S. Cohen, Esq., LLM**  
Conference Co-Chair  
Reish Luftman Reicher & Cohen  
Attorneys at Law  
Los Angeles

8:50 A.M.

**GUILD AGREEMENTS**

- Net results of guild negotiations
- High points

**Charles B. Slocum**  
Writers Guild of America  
Los Angeles

**G. Bryan Unger**  
Directors Guild of America  
Los Angeles

**CREDIT INFORMATION**

CPE: 8 hours  
MCLE: 6.5 hours

Level: Update  
Prerequisites: None

9:35 A.M.

**CURRENT AND FUTURE TRENDS OF THE MUSIC BUSINESS**

- Recording agreements - including "360 Deals" and "Live Nation" model
- Copyright Royalty Board update
- Performance rights in sound recordings
- ASCAP gross revenue rates victory against digital services
- Ringtones - licensing rates and revenue splits

*Moderator:*

**Michael R. Morris, Esq.**  
Valensi Rose PLC  
Los Angeles

*Panelists:*

**Jay L. Cooper, Esq.**  
Greenberg Traurig LLP  
Santa Monica

**Susan Genco, Esq.**  
Warner Bros. Records, Inc.  
Los Angeles

**Donald S. Passman, Esq.**  
Gange, Tyre, Ramer & Brown, Inc.  
Beverly Hills

11:00 A.M.

**PAYROLL IN A POST-AXIUM WORLD**

- Case study—Axium International
- Pension and union issues
- Due diligence issues
- Multi-state withholding
- International touring

**Mark R. Sullivan**  
Team Services  
Los Angeles

11:50 A.M.

**MARATHON ENTERTAINMENT CASE**

- Rights to commissions
- Licensing
- Role of labor commission
- Arbitration
- Severability
- Role of manager
- Role of agent
- Role of entertainment lawyer

**Gerard P. Fox, Esq.**

Liner Yankelevitz Sunshine & Regenstreif LLP  
Los Angeles

12:35 P.M.

**LUNCH (PROVIDED)**

1:05 P.M.

**THE LATEST INNOVATIONS IN INVESTMENT THINKING**

- Dramatic changes in the concepts: "safety", "prudence" and diversification
- The new standard
- How to implement the new standard in a cost effective way

**Richard A. Weiss**

Executive Vice President, CFO  
City National Asset Management  
Los Angeles

1:35 P.M.

**WHEN YOU GET THE CALL... TALENT IN TROUBLE**

- DUI
- Rehab
- Tax evasion
- Steroids

**Thomas A. Mesereau, Jr, Esq.**  
Mesereau & Yu, LLP  
Los Angeles

2:25 P.M.

**CROSS PLATFORM—INTEGRATING CONTENT, ADVERTISING AND SALES**

- Integrated advertising
- Revenue generation
- Conversion of passive viewer to active participant
- Gaming content and advertising revenue
- Promotional vs. programming
- Legal and regulatory issues
- Structuring integration and placement arrangements

**Alan L. Friel, Esq.**

Wildman, Harrold, Allen & Dixon LLP  
Los Angeles

**Carmi Zlotnik**

IMG Global Media  
Century City

3:35 P.M.

**TAX POTPOURRI/UPDATE**

- The Central Withholding Agreement program and federal withholding taxes for nonresident alien athletes and entertainers
  - What are the withholding requirements?
  - What is a CWA?
  - What are the benefits of a CWA?
  - How you get a CWA?

**M. J. Moran**

Internal Revenue Service  
Portland

4:50 P.M.

**ADJOURN**



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