

# BREAKING INTO THE MUSIC INDUSTRY

MAY 1 - 3, 2025  
CACHE ESTATE - INDIO, CA

JOHN REESE + CRAIG DUSWALT

INVITE YOU TO A WEEKEND OF MENTORSHIP WITH INDUSTRY LEADERS  
WHO HAVE BROKEN BARRIERS AND BUILT BRIDGES WITHIN THE MUSIC INDUSTRY

## MEET THE MENTORS...

### RICH BEST

GLOBAL TOUR PROMOTER  
LIVE NATION

### RYAN HARLACHER

MUSIC AGENT  
CREATIVE ARTIST AGENCY

### JOHN FELDMANN

RECORD PRODUCER  
AND MUSICIAN

### SAM SIMMONS

SITE ARCHITECT

### SEAN AKHAVAN

FESTIVAL PRODUCER  
ARTIST MANAGEMENT

### BLASKO

ARTIST MANAGER  
MARKETING

### JOE MULLER

FORMER MAYOR  
DANA POINT, CA

### AMY SCIARRETTO

OWNER AND PUBLICIST  
ATOM SPLITTER PR

### BOBBY ALT

ARTIST & ENTREPRENEUR

### MATT ROSENBLUM

TOUR MANAGER, TECH  
PRODUCTION MANAGER

### DAVE BROOKS

SENIOR DIRECTOR OF LIVE MUSIC  
+ TOURING, BILLBOARD

### KYLIE ZINSSER

FESTIVAL PRODUCTION

### MATT SORUM

GRAMMY AWARD WINNING MUSICIAN  
GUNS N ROSES, VELVET REVOLVER

### CORY BRENNAN

FOUNDER AND CEO,  
58 ARTIST MANAGEMENT

### KASEY MCKEE

MUSIC AGENT  
CREATIVE ARTIST AGENCY

### RYAN BORBA

MANAGING EDITOR  
POLLSTAR

### PETER KAHN

CEO OF PATRIARK RECORDS  
AND FIGHT GAME ADVISORS

### VINNIE CAPIZZI

PRESIDENT OF IFIFTY1 INC  
AND WEST COAST CONCESSIONS

### KELI TOMAC

MANAGING PRINCIPAL, EPIC INSURANCE  
ENTERTAINMENT & SPORT

### MATT PINFIELD

SYNDICATED RADIO AND TV HOST  
AUTHOR

### BELLE POPOFF

SPONSORSHIP DIRECTOR

### JASON MAY

CEO OF WEIRD BEVERAGES

### JENNIFER CLEMENS

MAKE UP ARTIST

+ **VERY SPECIAL DESERT GUEST!**

\*SPEAKERS SUBJECT TO CHANGE

TICKETS: [BREAKINGINTOMUSIC.COM](https://breakingintomusic.com)

DAMN!

DISRUPT ARTIST MANAGEMENT NETWORK (DAMN!) DEBUTS WITH  
INDUSTRY VETERANS JOHN L. REESE + CRAIG DUSWALT

ANNOUNCES INAUGURAL EVENT + FIRST ARTIST SIGNINGS

**DAMN! PREMIERES THAT DAMN PODCAST! TONIGHT, WEDNESDAY, JANUARY 22 AT 6PM PT WITH SPECIAL GUEST MATT SORUM — AVAILABLE ON ALL PLATFORMS + [HERE](#)**

**Disrupt Artist Management Network (DAMN!)** is the brainchild of music industry powerhouses **John L. Reese** and **Craig Duswalt**, a revolutionary new venture dedicated to transforming artist management and event production. DAMN! combines decades of experience with a bold vision: to prioritize creative freedom, create and produce boldly immersive live events and unlock groundbreaking monetization strategies that empower artists and their representatives.

With their extensive backgrounds in artist management, large-scale event production, global sponsorships, and brand development, Reese and Duswalt are redefining the traditional artist management model. DAMN! puts artists' creative visions at the forefront while utilizing inventive strategies to amplify their success and financial independence.

**BREAKING INTO THE MUSIC INDUSTRY: A GROUNDBREAKING, 2-DAY EVENT:**

DAMN! will host its first live event, *Breaking Into the Music Industry*, a one-of-a-kind, 2-day experience designed to inspire and educate aspiring artists, entrepreneurs, college students, and industry professionals. Taking place May 1 through 3, 2025, in Palm Springs, CA, this event will feature top music executives and industry leaders offering mentorship, actionable strategies, and insider knowledge to attendees.

Tickets and event details are available now at [this location](#).

Speakers are as follows:

Rich Best — Global Tour Promoter, Live Nation  
Matt Sorum — Guns N Roses , Velvet Revolver , The Cult, Rock N Roll Hall of Fame inductee and Grammy award winning Musician  
Ryan Harlacher — Music Agent, Creative Artist Agency  
Cory Brennan — Founder and CEO of 5B Artist Management  
John Feldmann — Record Producer and Musician  
Kasey Mckee — Music Agent, Creative Artist Agency  
Sean Akhavan — Festival Producer, Artist Management  
Vinnie Capizzi — President of 1Fifty1 Inc and West Coast Concessions  
Keli Tomack — Managing Principal, Epic Insurance Entertainment & Sport  
Peter Kahn — CEO of Patriark Records and Fight Game Advisors  
Bobby Alt — Artist & Entrepreneur  
Jason May — CEO of Weird Beverages  
Ryan Borba — Managing Editor, Pollstar  
Sam Simmons — Site Architect  
Kylie Zinsser — Festival Production  
Blasko — Manager, Marketer  
Amy Sciarretto — Owner and Publicist, Atom Splitter PR  
Matt Rosenblum — Tour Manager, Production Manager, Tech  
Dave Brooks — Senior Director of Live Music + Touring (Billboard)  
Jennifer Clemens — Makeup Artist

Matt Pinfield — Author + Syndicated Radio + TV Host  
Belle Popoff — Sponsorship Director  
Joe Muller — Former Mayor, Dana Point, CA  
+ *VERY SPECIAL DESERT GUEST!!*

### **LEADERSHIP ROOTED IN EXPERTISE + VISION:**

Craig Duswalt, renowned for his work with legendary bands like Guns N' Roses and Air Supply, brings unparalleled expertise in artist management and marketing innovation. As a keynote speaker and producer of marketing seminars, Duswalt's fresh, unconventional approaches have inspired countless entrepreneurs and creatives to achieve success without compromising their artistic vision.

John L. Reese has earned his place as a trusted name in live music production and artist management. Recognized twice among the *Orange County Register's* "100 Most Influential People" and named a *Pollstar Magazine* Impact 50 recipient, Reese has produced over 50 global music festivals and worked with iconic artists such as Slipknot, Korn, The Offspring, The Cure, and Rob Zombie. His proven track record as a visionary makes him a driving force in reshaping the future of the music industry.

### **FIRST SIGNINGS:**

**Thredge, Chained Saint, and Of That Nature**

DAMN! proudly announces the signing of its first three artists:

- Thredge (Los Angeles-based alternative metal)
- Chained Saint (Florida-based metal)
- Of That Nature (Los Angeles-based alternative rock)

"We are thrilled to launch Disrupt Artist Management Network with such talented and inspiring bands," said Duswalt. "Our mission is to elevate artist management with a holistic, artist-focused approach. These artists represent the bold, innovative spirit we aim to amplify."

Reese added, "Music has the power to inspire, connect, and transform lives. Through DAMN!, we'e committed to helping artists realize their full potential by providing the support and strategic guidance needed to thrive in today's evolving music landscape."

### **REDEFINING ARTIST MANAGEMENT FOR A NEW ERA:**

[Disrupt Artist Management Network](#) is more than a management company — it's a movement. With Reese and Duswalt at the helm, DAMN! is poised to lead a new era in artist management and live events, providing artists with the tools, strategies, and opportunities to succeed on their own terms.

### **ABOUT DISRUPT ARTIST MANAGEMENT NETWORK: (DAMN!):**

**Disrupt Artist Management Network (DAMN!)** is a forward-thinking artist management company founded by John L. Reese and Craig Duswalt. Based in Los Angeles, DAMN! focuses on empowering artists by offering innovative management strategies that prioritize creative vision and long-term success. DAMN's mission is to disrupt the traditional management model by providing artists with the tools and support they need to thrive, monetize and create value in a rapidly evolving music industry.

### **ABOUT THREDGE:**

Thredge is a Los Angeles-based alternative metal band known for their high-energy performances and genre-blending sound. With a commitment to pushing the boundaries of heavy metal, Thredge is quickly becoming one of the most exciting new acts on the music scene. @ThredgeBand

### **ABOUT CHAINED SAINT:**

Chained Saint is a Florida-based metal band that combines the raw, organic riffery of the best old-school '80s thrash metal with a dash of modern-day brutality befitting the many challenges confronting the youth of 2024. The past and present collide, resulting in modern, metallic maelstrom made by a bunch of kids who play with fire in their veins — and their hands! They were recently tipped as [a band you WILL know in 2025](#) by Loudwire.

### **ABOUT OF THAT NATURE:**

Of That Nature is a three-piece, band of brothers that push each other's threshold of craftsmanship with their music. Consisting of influences from nu-metal, prog-rock, and hardcore, OTN tries to stay away from repeating what has been done while simultaneously letting their individual influence and experience as a musician translate into their instrument. With open minds. Their nature is left undefined, so what comes through them in content has no limit, (in other words they are limitless), opened to interpretation and self-reflection. In the creation of frequencies and vibrations we make amongst ourselves, they are...Of That Nature.

### **ABOUT BREAKING INTO MUSIC:**

The inaugural Breaking Into the Music Industry event, hosted by industry veterans John Reese and Craig Duswalt, is a transformative 2½-day conference designed for entrepreneurs, aspiring musicians, artists, and professionals looking to establish or elevate their presence in the competitive and dynamic music industry. Taking place from May 1-3, 2025, at the stunning CACHE Estate in Indio, CA, adjacent to the iconic Empire Polo Grounds (home to the world's most prestigious music festivals), this event promises an immersive experience in the heart of music culture.

Featuring top executives, celebrated artists, influential mentors, and seasoned insiders from across the music industry, the conference offers invaluable insights, proven strategies, and actionable advice to help attendees succeed. Highlights include dynamic panel discussions, inspiring keynote presentations, hands-on workshops, and exclusive networking opportunities designed to foster meaningful connections and career growth.

Proudly sponsored by DAMN (Disrupt Artist Management Network), this premier event is a must-attend for anyone serious about breaking into the music industry, advancing their creative career, or building impactful relationships with industry leaders.

Don't miss this unparalleled opportunity to learn, connect, and thrive in one of the world's most exciting and dynamic industries.

**ABOUT THAT DAMN! PODCAST:**

That DAMN! Podcast, hosted by Craig Duswalt and John Reese, will bring together rockstars and business leaders for engaging, in-depth interviews that explore their journeys to success, the challenges they've overcome, and the lessons they've learned along the way. With a unique blend of music and entrepreneurial insights, each episode will offer listeners a backstage pass to the worlds of both entertainment and business, revealing untold stories, breakthrough moments, and the mindset needed to thrive in highly competitive industries. Whether you're a fan of rock 'n' roll or a budding entrepreneur, That DAMN! Podcast will inspire, entertain, and motivate. But mostly entertain.