

THE BOSTON MUSIC CONFERENCE (BMC)

"Where Preparation Meets Opportunity"

The Boston Music Conference (BMC) is a two-day conference that offers various educational forums, networking opportunities, and exclusive music industry events. The mission of the Boston Music Conference is to educate and empower aspiring talent and entrepreneurs by providing them with the information and tools necessary to pursue a career in music and entertainment.

The Boston Music Conference 2009, held on September 24th & 25th, 2009, brought together 1500+ participants from around the country, including artists, entrepreneurs, entertainment personalities, students, major music industry label and corporate representatives as well as publicists and marketers.

The schedule of events for 2009 included workshops, panel discussions and Q&A with top industry executives, showcase performances, an all-star concert bash as well as various social and networking events. Stay tuned for news about the highly anticipated 2010 conference by visiting <http://www.bostonmusicconference.com/>.

The Boston Music Conference 2008

The BMC in 2008 was a tremendous success and featured representatives from the industry's top labels such as Sony/BMG, Motown, Def Jam, Universal, Interscope and Machete Music. The theme of the conference in '08 was Latin music. Amongst the celebrities who attended and performed were Marcy Place and El Lapiz. Other notables included Tainy, Echo, Gerardo Mejia and DJ Creme. The sponsors included MySpace Latino, Telemundo, BMI, AOL Latino, Open Labs and Bud Light as well as many others.

[Don't take our word for it; check out what the music industry professionals had to say!](#)

Boston Music Conference (BMC) Team Member Bios



Richy Pena, President

Richy Pena was born in Santo Domingo, Dominican Republic in 1984 and was raised in Boston, Massachusetts. At an early age his musical interest began to evolve into a serious passion, and by the age of 15 he was composing and rapping. He started producing music in 2000-blending hard beats and catchy melodies. Through a unique combination of different sounds and drawing inspiration from various genres he emerged as one of the most dynamic and recognizable Reggaeton producers in Boston.

Richy Pena did not limit himself to the artistic end of music; he was also interested in the business aspect and began the group known as Alofoque and founded Alofoque Records in 2002. In 2004 he built a studio and worked with the most talented artists in the region including Gem Starr and SRP Records, the label that discovered Rihanna.

His sudden success was followed by a period of intense professional, personal, and artistic growth. Richy realized that the opportunities available to him in Boston were limited and he needed to aggressively pursue his dreams. He made the bold decision to move to New York to work with artists and producers that he admired who were leading the industry. Given Richy's immense talent it is not surprising that he was soon invited to work in the studio with Nely "El Arma Secreta", one of the hottest young producers of 2006.

It was with Nely that Richy had his first big break co-producing the hit "Calm My Nerves" for Don Omar in 2007. Don Omar was so impressed with Richy's talent that he quickly sought to lock in exclusive use of Richy's talent by signing him to his record label, El Orfanato. Richy signed in the fall of 2007 and his reputation and unique sound led to requests from artists through the record label in various countries, ranging from Tony Dize in Puerto Rico to Chino y Nacho in Venezuela.

2008 was a year of tremendous success for Richy Pena. He produced numerous songs for Don Omar, Jadiel, Marcy Place and Las Moscas to name a few. Richy has always been a leader and the recognition and success he achieved led him to want to help others realize their dreams. He founded and organized the Boston Music Conference (BMC) in 2008. Utilizing his contacts, Richy organized panels with top music industry executives and label representatives who shared their expertise and experiences with the 500+ attendees that came from around the country. This was the first music conference to come to Boston and it was met with critical acclaim from his peers and rave reviews from the attendees.

In part due to the Boston Music Conference, Richy's reputation as a leader in the music industry was solidified. At the end of 2008, as the demand for Richy's music increased, he began to work more out of Boston, utilizing the team he had developed to support his work in various capacities. In order to capitalize on the numerous opportunities that were present and help develop the Boston music scene, Richy amicably parted from Orfanato Records and set up a studio in Boston.

Richy is a member of the National Recording Academy of Arts and Sciences and is currently working on projects with Tony Dize in association with Pina Records and other top artists in the industry. After the song he produced for Venezuelan artists Chino y Nacho went to #1 in Venezuela, they asked him to produce their entire upcoming album. Under his direction, the 2009 Boston Music Conference is scheduled to take place in September.



Jody Mendoza, CEO

Jody Mendoza is the co-owner of Mojitos Latin Lounge and Nightclub in downtown Boston. Mojitos opened its doors in August of 2005 and has since become a fixture on the nightlife scene and won numerous awards.

Mojitos is only one of Jody's endeavors. For over ten years she has been organizing and executing events in Boston. In 2002, she founded Avivé Productions, an event marketing and promotions company that connects corporations with the Boston area Latino community. The events organized by Avivé Productions under her guidance include concerts, product launches and movie releases, harbor cruises, community events and nightclub promotions.

In 2008, she co-founded and organized the Boston Music Conference which brought top music industry executives, major label representatives and celebrities together with aspiring artists from all over the country as well as Latin America. The media hailed this event as an important step in bringing the music industry's attention back to Boston.

2009 has already been a good year with Mojitos thriving despite the economy, a new partnership for the Boston Harbor Latin Cruises confirmed with Telemundo and the Boston Music Conference scheduled for September of 2009. In February, Jody also co-founded the Young Boston Professionals, an inclusive organization that brings together young professionals for networking and educational events.

Jody resides in downtown Boston and is a member of the Latino Professional Network, the National Society of Hispanic MBAs and the National Academy of Recording Arts and Sciences. Jody serves on the Board of Directors for Roca, Inc., a non-profit that helps disadvantaged youths. Jody's undergraduate degree was a Bachelor of Arts in Psychology and she received a Masters in Business Administration with a concentration in Marketing from Boston College in 2006.