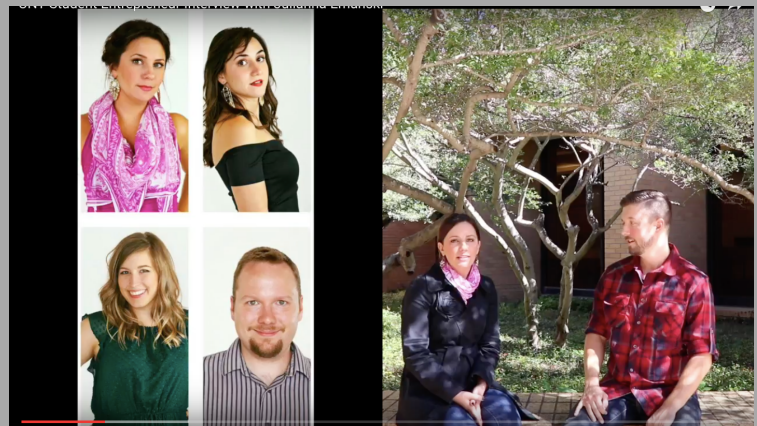


DECEMBER 2017

MUSIC ENTREPRENEURSHIP

at the University of North Texas
FALL 2017 NEWSLETTER



 COLLEGE OF
MUSIC

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UNT MUSIC ENTREPRENEURS CONTINUE TO LAUNCH BUSINESSES!

In addition to the 6 [student music businesses](#) launched during our inaugural 2016-2017 year, this fall, our music students launched 5 more businesses!



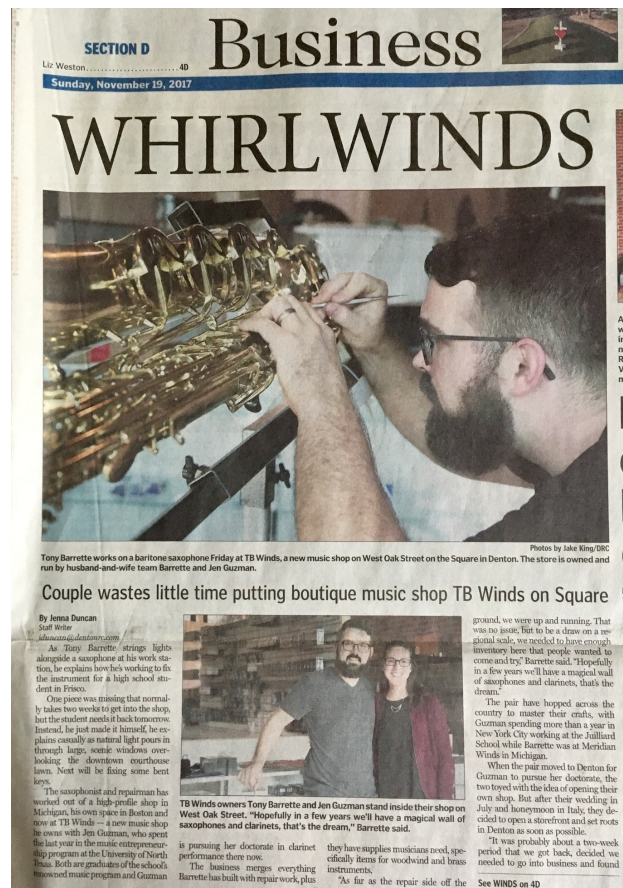
TB Winds' first official customer, Andrew Cody Williams, a student enrolled in Guzman's undergraduate music entrepreneurship course (MUCE-4000) at UNT.

On November 10, Music Entrepreneurship Teaching Fellow **Jen Guzman** and her husband, saxophonist **Tony Barrette**, opened a musical instrument repair and retail store in a historic loft in downtown Denton. At **TB Winds**, customers can play test mouthpieces, ligatures, and Legere (synthetic) reeds while enjoying the view of the courthouse! TB Winds has been featured in the Denton Record Chronicle, the Dentonite, and the Denton Radio.



Dr. Claire, and co-owners Guzman and Barrette, at their Grand Opening Party.

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STUDENT BUSINESSES CON'T

MEGAN KRUITBOSCH

HARPIST / DENTON, TX

ABOUT WATCH WEDDINGS/EVENTS CALENDAR GALLERY CONTACT LINKS
PHOTO & VIDEO

Photography has been a growing interest of mine and recently I've begun honing and developing my skills by doing portraits. Contact me below, and I'd love to set up a photoshoot with you! I am available to work with you on artist photos, headshots, graduation photos, [recital video/audio recording](#), and more.



Book A Session!

Megan Kruitbosch, a senior majoring in harp, took Dr. Claire's Senior Recital Capstone course in the Spring of 2017 and went on to launch her [own photography and video business](#). She has been creating professional-quality headshots of many of our music students in preparation for their website assignments for class.

ENCORE RECEPTIONS



Megan Bailey, DMA candidate in Trumpet Performance, launched her recital catering business called **Encore Receptions** after taking Dr. Claire's MUCE 5000 "Musical Entrepreneur" class and MUCE 5010 "Seminar in Music Entrepreneurship-Marketing for Musicians" class in the fall 2016 and spring 2017.

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2017 MUSIC ENTREPRENEURSHIP COMPETITION WINNERS:

Where are they now?



Eclective

FIRST PRIZE: UNDERGRADUATE DIVISION

"[Since winning the music entrepreneurship competition], we have produced an event titled Eclectic Interconnections that featured the premiere of cross-medium collaborative work that brought together dance, music, and film into a single product. We have also been hired to compose music for a theatrical production, and are currently working through the planning phases of 2 more potential collaborative projects. Our website is eclectiveart.com, and an interview we recently completed can be found through KNTU's show, "CompTalk" very soon." - Eclective Member

Members: Austin Poorbaugh, Evan Adams, Brennan Pierce, Grant Carrington, Austin Simmons

Of the survey participants, 100% of the competition winners are currently working in their business or plan to launch it in the future.

FIRST PRIZE: GRADUATE DIVISION



jazzapprenticeship.org

Sarina Bachleitner

"I have been working full time on The Jazz Apprenticeship Program initiatives for 2018. Since graduating from UNT in May 2017, I have had my first board meeting and was offered pro bono legal services from a reputable law firm that is handling our 501c3 application. I am currently fundraising through a series of projects in hopes to finance our pilot programs by 2018." - Sarina

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UNT MUSIC STUDENT RAISES \$27K TO LAUNCH NON-PROFIT BAROQUE ENSEMBLE



LUMEDIA MUSICWORKS

LUMEDIA MUSICWORKS

Share

Tweet

Donate



\$27,380 of \$25,000 goal

Raised by 158 people in 1 month

Donate Now

Join the Team
& Create Your Own Fundraiser

Share on Facebook

Created September 6, 2017



Lumedia Musicworks, Inc.
Organizer



Julianna Emanski, a doctoral candidate in vocal performance, launched her own nonprofit in July 2017. **Lumedia Musicworks** is a classical music ensemble in the Dallas- Fort Worth Metroplex that specializes in baroque music, video production, and multimedia live show experiences.

Through a very successful social media fundraising campaign this past November, Julianna and her team (including students in our Performing Arts Management class) exceeded their fundraising goal and raised over \$27,000! Julianna has also been recently featured under **"Most Inspiring Stories in Dallas"** by Voyage Dallas.

"The UNT entrepreneurship program gave me access to the tools I needed to make everything happen and run smoothly when it comes to setting up non profit status, business plans, marketing, and things that I had no idea existed." --Julianna

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STUDENT ENTREPRENEUR INTERVIEWS

We've created 4 video interviews featuring our music student entrepreneurs and their recently launched businesses and new job opportunities.



upper left: Julianna Emanski of *Lumedia Musicworks*; upper right: Drew Sutherland of *Drew Sutherland Productions*; lower left: Jen Guzman of *Texas Winds Musical Outreach* and *TB Winds*; lower right: Kyle McKay of *Musician's Bookkeeper* and *Clarinet Consultant*

To learn more, click any of the above videos.

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CREATING NEW BUSINESS IDEAS

28 music business plans were created and pitched in our MUCE 4000 and 5000 "Musical Entrepreneur" courses!



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WHAT'S NEW?

ONLINE DATA BASE OF TUTORIAL AND WORKSHOPS

15 tutorial, workshops, and guest artist videos have been added to our program's [YouTube channel](#).

Topics include:

- Fundraising
- Building a website
- Recording an album
- Grantwriting
- Career Development: Composer
- Career Development: Jazz Performance
- Career Development: Jazz Arranging and Composing
- Foundation research
- Entrepreneurship, creating a business with an exit strategy in mind
- Student business consulting project for Lewisville Lake Symphony

TURNING INTERNSHIPS INTO JOBS

Master's student Kyle McKay was hired by Dallas Musician Services, LLS after completing his internship this fall.

OUR WEBSITE



In November, we launched a new-designed website including a music entrepreneur student spotlight series, departmentals including videos of our guest speakers, and more. Special shout out to Joe Lyszczarz for his help implementing all the changes and new ideas! Check it out at:

www.career.music.unt.edu.

This fall, we've hosted 13 music entrepreneurship events!

- 7 Music Entrepreneurship Departmentals
- 4 Student Artist Entrepreneur (SAE) meetings
- 1 Innovative Competition Final Round
- 1 Innovative Competition Winner's Concert at the Greater Denton Arts Council

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INAUGURAL INNOVATIVE MUSIC PROGRAMMING COMPETITION

This fall, we launched our inaugural **Innovative Music Programming Competition**. The goal of this competition was to encourage students to create compelling and interactive musical programs that engage audiences, cross musical genres, foster interdisciplinary collaborations, and push boundaries while developing marketing skills to build audiences.

The winning team was chosen by the live audience, both in person and via Facebook livestream, with over **600 viewers** located in:

- Texas
- Tennessee
- Pennsylvania
- Virginia
- Western Cape (South Africa)
- KwaZulu-Natal (South Africa)
- Alberta (Canada)

UNT MUSIC ENTREPRENEURSHIP PRESENTS
INNOVATIVE MUSIC PROGRAMMING COMPETITION

Application Deadline: **October 1**

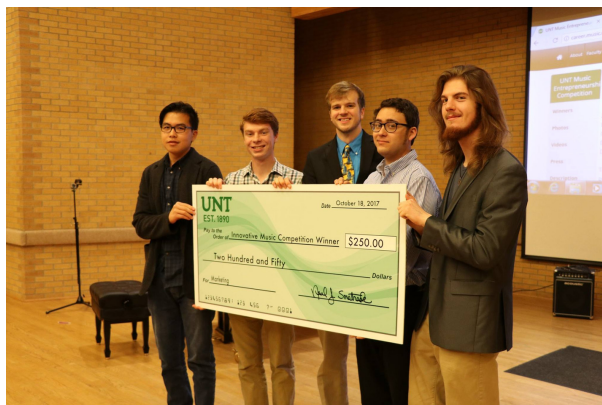
Who: COM Students
What: Create compelling and interactive musical programs that engage audiences, cross musical genres, and foster interdisciplinary collaborations.
Why: Perform off-campus at the Greater Denton Arts Council on November 9 and receive a \$250 monetary award to promote the concert and attract an audience.

FOR MORE INFORMATION: <http://career.music.unt.edu/innovative-music-competition>



Finalists: (left) Mitchell Jantzie and the Soft Shoe Quintet (right)

The winners, **Simeon Davis and the South African Jazz Celebration** received a \$250 award to promote their off-campus concert. Simeon's successful marketing campaign led him to be featured in the Dentonite and enjoy a full house during the November 9th performance. Special thanks to the Greater Denton Arts Council for providing this opportunity to our winning team! Watch the competition [here!](#)



dentonite. CALENDAR MUSIC ARTS & CULTURE FOOD

STAFF INTERN ADVERTISE SHOP f t @

UNT Student Brings South African Jazz to Denton

MALDORY REINZA - NOVEMBER 6, 2017

When UNT's Music Entrepreneurship made a call for original concert ideas, the likes of which the music program had never seen, student Simeon Davis immediately knew he had an idea from across the globe. Winner of the inaugural UNT Innovative Music Programming Competition, Davis and several other musicians will go on to perform a concert centered around South African jazz at the Greater Denton Arts Council on November 9th.

As a college freshman, Davis traveled from South Africa where he had been living for 17 years to study at UNT's College of Music - and he brought his love of jazz with him. "The first jazz album I ever heard was actually South African jazz. In the seventh grade, my brother came home with an Abdullah Ibrahim record," Davis recalls, remembering his first experiences with this different type of music. His teacher, UNT professor Brad Leal, reminds Davis to "get back to his roots," and for Davis, this means educating others about the music he grew up on.

A major aspect of the Innovative Music Programming Competition was the need for a mixed media element. Recognizing the powerful combination of film and music, Davis chose to juxtapose important historical footage and speeches alongside works that express hope for the future of South Africa and the African continent as a whole. In the final round of the competition, Davis paired one work, entitled "Prayer for Nelson" from Marcus Weyer's 2002 release *Afrique in Space* with footage from Nelson Mandela's 1994 Rivonia Trial Speech—a landmark event in the history of South African democracy and the Anti-Apartheid Movement. Together, the works are forward-looking, emboldened and strengthened by one another.

South African jazz is similar to American jazz in many ways, but Davis points towards different rhythmic grooves, chord progressions and timbres as distinguishing factors. "The typical tenor sax in Cape Town jazz is different from what you'd say, hard bop or other styles," he explains. Davis knows that each culture has different elements to contribute musically, and being a jazz musician means the ability of being able to draw upon many styles. "Jazz inherently came from a blending of different cultures, and so honoring the jazz tradition is moving forward and creating something new. The concert is a combination of looking back and looking forward, as jazz has always done." Davis hopes that concert attendees will walk away with a broader musical perspective, and with their eyes and ears open to artists from other countries.

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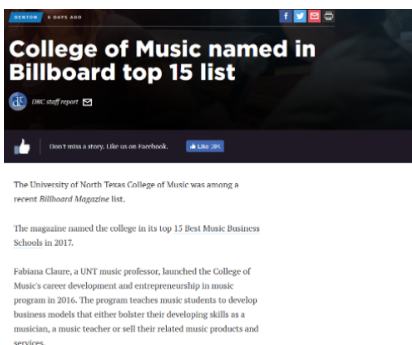
BUSINESS COUNCIL FOR THE ARTS: OBELISK AWARD LUNCHEON

Dr. Fabiana Claire and Jen Guzman attended the Business Council for the Arts Obelisk Award Luncheon with Dean Dr. John Richmond and Director of Development Alan Klaas on November 15, where they proudly represented UNT in this important community event involving major business and arts organizations.



ENTREPRENEURSHIP PROGRAM PRESS COVERAGE

Due to our national recognition in Billboard magazine being ranked among the [top 15 Music Business Schools in 2017](#), our entrepreneurship program was featured in the news including: the NT Daily TV, the North Texas Television, the Denton Record Chronicle, and the Dallas Morning News.



UNT College of Music makes Billboard list

The Dallas Morning News
24 Sep 2017

The University of North Texas College of Music has earned a coveted spot on Billboard magazine's list of the "15 Best Music Business Schools in 2017."



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STUDENT ARTIST ENTREPRENEURS

S.A.E. SOMETHING!



This November, we launched a new student organization called *Student Artist Entrepreneurs* (S.A.E.).

S.A.E. exists for two main reasons:

- 1.) We SAE something to each other during our monthly meeting to **form partnerships, develop ideas, and create businesses.**
- 2.) We SAE something to our surrounding community, region, nation, and world about **who we are as artists**, what we can do to enhance the lives of all we come in contact with, and **how we can solve problems with our art.**

We are a community within a community designed to offer support and encouragement to our members, and to offer viable and valuable arts-related businesses to our community.

Once a month, S.A.E. members meet off-campus to network and support one another in artistic endeavors. We plan fundraising events and performances throughout the year.

This student organization is rooted in the College of Music, but it will eventually include the entire UNT community, encouraging student artists of all disciplines to create, collaborate, and positively impact the north Texas community.

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PERFORMING ARTS MANAGEMENT CONSULTING PROJECT FOR THE LEWISVILLE LAKE SYMPHONY



Our graduate students presented a semester-long consulting project using data provided by the Lewisville Lake Symphony.

They researched important questions regarding marketing, fundraising, and cultural impact in order to improve the effectiveness and impact of the Lewisville Lake Symphony.

At the end of the semester, they presented their findings to the Lewisville Lake Symphony board members who were very pleased with the results and impressed by our students.

Click [here](#) to watch the full presentation.

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PERFORMING ARTS MANAGEMENT CON'T



Dr. Claire's MUCE 5020 "Performing Arts Management" course featured several guest speakers including:

- Maggie Estes, Director of Communications + Digital Content, Cliburn Foundation
- Nathan Lutz, Director of Operations, Dallas Symphony Orchestra
- Dr. Kirsten Broberg, UNT Faculty and Founder of Ensemble Dal Niente
- Dr. Carla Walter, author of *Performing Arts Management: An Entrepreneurial Approach*, and President of Argosy University in San Francisco
- Dr. Catherine Ragland, Associate Professor of Ethnomusicology at UNT

2018 MUSIC ENTREPRENEURSHIP COMPETITION NEWS!

We're thrilled to announce that **Dr. Angela Myles Beeching**, author of *Beyond Talent*, will be our Artist-in-Residence guest judge for the UNT Music Entrepreneurship Competition on **April 21-22, 2018**.

In addition to judging the competition as part of a diverse panel of judges, she'll also be presenting a special workshop for students and faculty. The application deadline is **March 17, 2018**. Click [here](#) for competition details.



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GLOBAL ENTREPRENEURSHIP WEEK

We participated in this year's global event by hosting a special elevator pitch presentation opportunity for our students. We also live streamed the event and reached viewers in Texas, Nevada, California, Pennsylvania, Maryland, North Carolina, and Alberta (Canada).

Fourteen students bravely stood up and presented their 90-second elevator pitches describing their businesses. To view the livestream video of the event click [here](#).



LET'S CELEBRATE
GLOBAL
ENTREPRENEURSHIP
WEEK

Pitch your business idea!

WHEN: Wednesday Nov 15
11:11-50am

WHERE: Music Entrepreneurship Departmental, rm. 301

To sign up by Sunday, Nov 12, email: matthewfallesen@my.unt.edu

Participants win a free membership to our new UNT student organization, Student Artist Entrepreneurs (S.A.E)

career.music.unt.edu



PROFESSOR CAROL

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Entrepreneurship in Music

Dr. Fabiana Claire will make a special musical presentation at our symposium "Teaching the Arts Classically" this coming Saturday, October 7. Fabiana now holds the position of Director of Career Development and Entrepreneurship in Music at the University of North Texas. What does all that mean?

It means exactly what Fabiana and her husband, William Villaverde, have done. Their careers as concert artists, entrepreneurs, and educators make a good story. We featured a video of William a few months ago on one of the [Friday Performance Picks](#).

When I studied music in graduate school, little was said (much less taught) about professional development. We just hoped to land a lucky job or, for the performers among us, perhaps to win a competition. Fabiana takes a more productive approach. And, as her title suggests, she didn't just walk into a job as director of



FACULTY HIGHLIGHTS

Dr. Claire was interviewed by Amanda Chavis, host of the "Classically Trained" podcast where she discussed entrepreneurship as a mindset and the business side of being a musician. To listen to the podcast click [here](#).

Dr. Claire was also interviewed by Jennifer Rosenfeld, CEO of iCadenza, and discussed how musicians can turn their craft into a viable career. Read the interview [here](#).

Dr. Claire's October appearance at "Teaching the Arts Classically" Symposium, hosted by Professor Carol and the University of Dallas, consisted of a talk and piano performance featuring Cuban four-hands piano music along with Dr. Carol Reynolds. She was also featured in an blog post from Professor Carol's website found [here](#).

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A MUSIC CAREER WITHOUT COMPROMISE

Empowering independent musicians to market themselves & book more performances

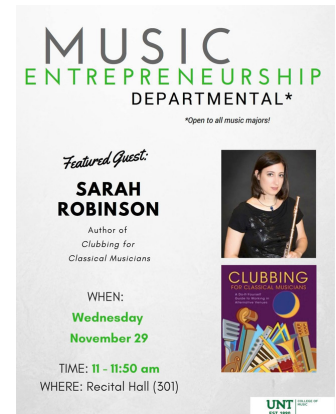
MOVE YOUR CAREER FORWARD FASTER

ACCESS THE CAREER KIT NOW

Fabiana Claire on What It Takes to Turn Your Craft into a Viable Business

MUSIC ENTREPRENEURSHIP DEPARTMENTALS

As part of our newly launched *music entrepreneurship departmentals*, we hosted 7 entrepreneurship departmental meetings averaging 50 students per session. We featured seven guest speakers from all over the country.



GUEST SPEAKERS:



Sarah Robinson, author of “Clubbing for Musicians” Sarah discussed strategies to bring concert programming to non-traditional venues and gave advice on how to run a business as a freelance musician.

Seth Hanes, author of “Break into the Scene” & “The Musician’s Guide to Hustling”. Seth shared strategies he has used to form a chamber music ensemble and perform internationally while launching a music marketing company at the same time.



Daniel Pardo, Owner of Pardo Productions Daniel discussed a multi-faceted approach to producing music recording sessions and concerts.



Bruce Broughton, Emmy Award winning composer Bruce gave real-world examples of how to succeed in the music industry through networking and relationship-building.



Drew Zaremba, composer & arranger Drew highlighted his success as a UNT alumnus and how he launched a career as a successful composer and arranger.

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OUR TEAM



DR. FABIANA CLAURE

*Director
Career Development +
Entrepreneurship
in Music*

Dr. **Fabiana Claire** is a multifaceted concert pianist, educator, and entrepreneur. She was appointed Director of Career Development and Entrepreneurship in Music in the fall of 2016. Since her arrival, she has founded several initiatives including the Music Entrepreneurship Competition, the Innovative Music Programming Competition, a bi-weekly departmental, and an internship program. Several of her UNT students have gone on to create successful music businesses while in school. After only one year since its launch, the College of Music's entrepreneurship program earned national recognition being ranked among the Top 15 Music Business Schools in 2017 by Billboard magazine. Prior to her arrival to UNT, Fabiana was the Co-Founder and Executive Director of Superior Academy of Music (Miami, FL), and the Florida Regional Associate for the Royal Conservatory of Music (Canada).



JEN GUZMAN

*Teaching Fellow
DMA Candidate in
Clarinet Performance*

Clarinetist **Jen Guzmán**'s mission is to guide and support others to discover their self-worth so that they are empowered to positively change the world through deliberate action. Jen brings this mission to life in her music entrepreneurship class at UNT and the clarinet studio at Southeastern Oklahoma State University. She is also the co-owner of a new music store, TB Winds, and the Denton Program Director for the nonprofit Texas Winds Musical Outreach. She stays connected to her New York roots by working remotely with the development team at the Perlman Music Program. Jen is working towards a doctorate in clarinet performance at UNT with teacher Kimberly Cole Luevano.



MATT FALLESEN

*Teaching Assistant
DMA Candidate in
Vocal Performance*

Matt Fallesen, lyric baritone, comes from a diverse background as an entrepreneur, educator, and performer. As an entrepreneur, Matt authored an eBook entitled "The Art of Phone Sales" (available on the Amazon Kindle Store) and owned a successful insurance franchise & music teaching studio in California after earning his MBA in Global Business and Master of Music in Vocal Performance. As an educator, Matt taught music and humanities courses at three of our nation's largest universities. As a performer, Matt has performed roles with the San Diego Symphony, Hot Springs Music Festival, and the Mira Costa Symphony, to name a few. Matt is a DMA candidate in Vocal Performance and the Teaching Assistant for the Music Entrepreneurship program at University of North Texas.

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Thank you

to our program donors!

This fall our entrepreneurship program received funds from two donors.



Dr. JB Floyd (UNT '48, '50), a pianist and composer, recently featured UNT alum in the North Texan Alumni Magazine and former piano professor of Dr. Fabiana Claire, donated to our entrepreneurship program. To read his North Texan article, click [here](#).

We also received a donation from **Chuck and Lisa Surack and Sweetwater Sound Inc**, a major national supplier of music related sound equipment.



If you would like donate to our program and help our music students continue developing their entrepreneurial skills, building business and ensure their readiness for future professional music careers, please contact:

Alan Klaas
Senior Director of Development
940-369-7979
alan.klaas@unt.edu
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