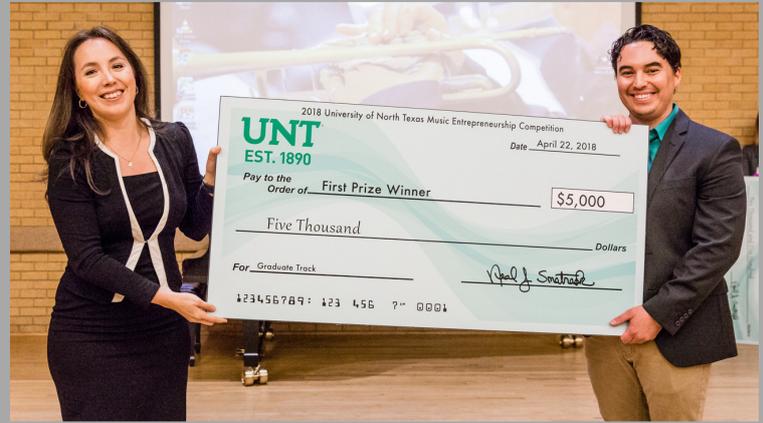


SPRING 2018

MUSIC ENTREPRENEURSHIP

at the University of North Texas



COLLEGE OF
MUSIC
UNT
EST. 1890

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STUDENT SUCCESS



Sean Murphy, newly appointed Assistant Professor of Arts Management and Entrepreneurship at Baldwin Wallace Conservatory of Music

We are delighted to share the great news that Sean Murphy, a DMA student in saxophone performance (student of Eric Nestler), with a related field in music entrepreneurship (student of Fabiana Claire), has been appointed Assistant Professor of Arts Management and Entrepreneurship at Baldwin Wallace Conservatory of Music in Cleveland Ohio starting in the fall of 2018. He is the first UNT College of Music doctoral student with a related field in music entrepreneurship to be hired to teach entrepreneurship at the university level!

Sean will teach courses in music business and will expand Baldwin Wallace's coursework, partnerships, and internships in music industry. Sean founded both music publishing and music consulting businesses while maintaining an active performance career. He has significant experience in the for-profit music industry and has performing and educational artist endorsements from Conn-Selmer. Currently, he serves as Professor of Music Business & Music Entrepreneurship at Richland College

Congratulations to Kyle McKay, newly appointed bookkeeper at Kelly CPA. Last year, Kyle founded The Musician's Bookkeeper, LLC and won prizes in business plan competitions in both the College of Music and College of Business at UNT.



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STUDENT SUCCESS

Kyle McKay (MM '18, clarinet performance) and his bookkeeping and tax preparation business, *The Musician's Bookkeeper, LLC*, was featured in Dallas Innovates in January 2018.



 **UNT Student's Music, Accounting Skills Add Up to New Business**

Kyle McKay founded his company, *The Musician's Bookkeeper*, after recognizing a common thread among his musical peers — a need for financial services.



[PhotoIllustration: BsWei/IStockphoto]

BY LANCE MURRAY • JAN 18, 2018



A master's student in music at the University of North Texas has created a business that helps keep freelance musicians in tune with their finances and tax preparation.

STUDENT SUCCESS

Welcome, Carson Dorsey! 2018-19 Music Entrepreneurship Teaching Assistant



Carson Dorsey (MM in vocal performance) is the President of the Student Artist Entrepreneurs (SAE) organization. After graduating from the Cleveland Institute of Music, Carson built a private studio in North Dallas where she has served around 200 students in the last four years. This summer, she is developing the Valona Music Project, a concert and masterclass series taking place in Albania, and is working on behalf of SAE to establish a partnership with Greater Denton Arts Council to provide community support and opportunity for UNT artists.



PROFESSIONAL LEADERSHIP PROGRAM

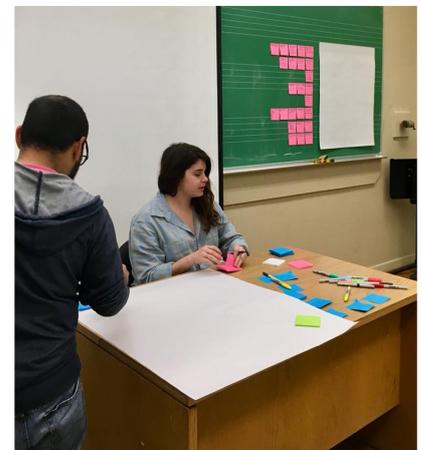
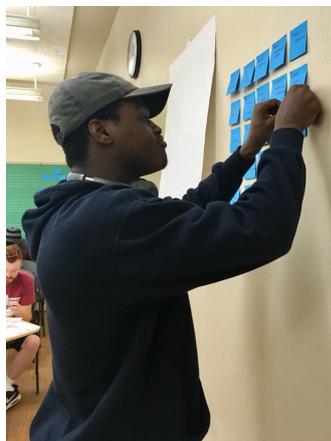
The purpose of the College of Business's Professional Leadership Program (PLP) is to give students exposure to leadership skills needed to be a servant leader in any of their future endeavors. This is accomplished through providing students with the opportunity to network with the corporate community, attend weekly employability development programs, and be engaged in a year-long mentor relationship with seasoned professionals from for-profit and not-for-profit sectors.

Four College of Music students were selected as PLP members for the 2017-18 school year! From left to right: Stephanie Hansen (BM in vocal jazz), Jen Guzman (DMA in clarinet performance), Brendon Wilkins (MM in multiple woodwinds), and Sena Moon (BM in vocal jazz).



CREATING NEW BUSINESS IDEAS

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



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NEW STUDENT OPPORTUNITIES

The UNT College of Music is now an academic partner with the [Music Business Association](#)! All UNT students and faculty can take advantage of this partnership through scholarship opportunities, webinars, and events.



The Music Business Association advances the digital and physical monetization of music for artists and rightsholders.

We provide common ground by offering thought leadership, resources, and unparalleled networking opportunities, all geared to the specific needs of our membership:



DIGITAL RETAIL



PHYSICAL RETAIL



STREAMING



LABELS & DISTRIBUTORS



PUBLISHERS & PROFS



STARTUPS



ARTISTS & MANAGERS



Lanzo Luconi, founder of the [Costa Rica International Piano Festival](#) and the [Music Entrepreneurship summer seminar](#), visited our capstone class at the end of the semester. He offered to match the funding that any UNT student receives from UNT in order to attend this entrepreneurship seminar.

COSTA RICA MUSIC ENTREPRENEURSHIP SEMINAR

Music Entrepreneurship Seminar

Transforming Your Innovative Ideas Into Impactful Ventures

me CONFERENCE where it pays to be here

JULY 14th - 23rd

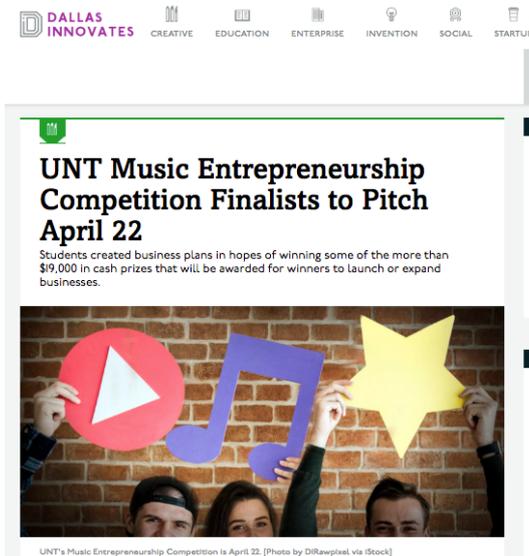
Register Now!

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MUSIC ENTREPRENEURSHIP PROGRAM

PRESS COVERAGE



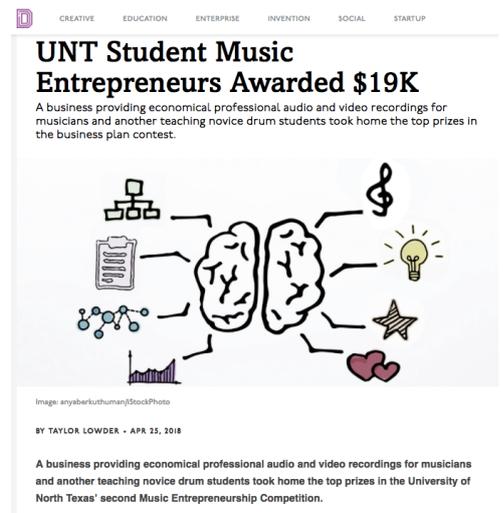
Dallas Innovates



North Texas Television



Denton Record-Chronicle



Dallas Innovates

This spring, we've hosted 12 music entrepreneurship events!

- 7 Music Entrepreneurship Departmentals
- 4 Student Artist Entrepreneur (SAE) meetings
- 1 Music Entrepreneurship Competition Final Round

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STUDENT ARTIST ENTREPRENEURS S.A.E. SOMETHING!



GREATER DENTON ARTS COUNCIL

Experience the journey of today's artist-entrepreneur in our "Arts Startups to Successes" showcase on Thursday, May 24 at the Greater Denton Arts Council. This event marks the inaugural collaboration of the GDAC with the newly founded UNT Student Artist Entrepreneurs (SAE) organization. This event will feature emerging SAE artists and businesses, as well as established arts leaders and organizations throughout DFW. The featured artists, emerging and established, will share their experiences and build a network through which they will support each other in future entrepreneurial ventures.

SAE student members Julianna Emanski and Johanna Stull will attend the upcoming Music Biz conference in Nashville this May.



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2018 MUSIC ENTREPRENEURSHIP COMPETITION

During our second annual Music Entrepreneurship Competition, our student finalists presented their business pitches to the judges and a live audience.

By live-streaming the event on our Facebook page (watch it below), we reached 2,600 viewers in Texas, Iowa, Minnesota, Florida, Vermont, Missouri, Arkansas, Virginia, Nevada, and California!



We will release the competition documentary in June!

MUSIC ENTREPRENEURSHIP COMPETITION 2018

<p>Workshop with Angela Myles Beeching</p> <p>Discover Your Creative Career Potential: 10 ways to overcome limitations and create more opportunities: release your inner entrepreneur</p> <p>April 22 10am - 12pm, Recital Hall</p>	<p>Grand Finale</p> <p>April 22 3 - 6 pm Recital Hall, UNT College of Music</p> <p>Or via livestream on Facebook @UNT Career Development Music</p>
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Events are **FREE** and open to the public

career.music.unt.edu/competitions/entrepreneurship



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2018 MUSIC ENTREPRENEURSHIP COMPETITION

Undergraduate Winners



Ben Ehrlich - First prize (\$5,000)

The Beginner's Guide to the Drum Set is a comprehensive resource designed to teach aspiring drum set students everything they need to know about playing the instrument.



Stephanie Hansen - Second prize (\$2,500)

Velvet Fog is a venue, taproom, and interactive business collective located in Minneapolis, MN that supports local artists, collaborates with small businesses, and ultimately engages the greater Twin Cities community. Our mission is to help artists thrive by simultaneously supporting their needs, and being a vehicle for their involvement in the community.



Sara Finkle - Third Prize (\$1,000)

FINKTank is a musician-focused coworking space, that will provide resources and guidance to help independent musicians create a bountiful and fulfilling music career.

2018 MUSIC ENTREPRENEURSHIP COMPETITION

Graduate Winners



Drew Sutherland - First prize (\$5,000)

Sus-4 Productions: With the advancement of technology, more and more academic and professional careers are asking for professional quality recordings of our performances. At Sus-4 Productions, we understand that every musician's video, audio, and budget needs are different, and we offer a variety of different performance and studio production packages to fit those needs - everything from a single 4k video and stereo audio to live streaming your performance with multiple microphones to capture your memory.



Johanna Stull - Second prize (\$2,500)

Collab Source is an online and app-based directory service which connects classical musicians with collaborative pianists across the nation. Our mission is to empower and equip young musicians as they embark on meaningful careers.



Matt Fallesen - Third Prize (\$1,000)

Culturally Connecting Communities. Unique Studio provides a premier performance and educational venue for the local community featuring these departments: Choreographic (Dance), Physique (Fitness), Boutique (Fashion), Dramatique (Theater), Artistique (Art), Musique (Music) and Unique Cuisine.

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2018 MUSIC ENTREPRENEURSHIP COMPETITION

Honorable Mention and Audience Choice Awards



Albert Harris- Honorable Mention award (\$1,000)
Sweetwater Sound, Inc Audience Choice award (\$1,000)

Shed Light Inc. is a company whose mission is to create and/ or promote positive role models in the entertainment industry (specifically hip hop). Doing so provides favorable role models for children in an area that seems to be lacking and helps eliminate the negative stigma that follows hip hop.



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FACULTY HIGHLIGHTS

Congratulations to Dr. Fabiana Claire, who was selected to become an Associate Member of the Recording Academy, host of the annual GRAMMY awards!



THE RECORDING ACADEMY®

CMS/NAMM SUMMER FELLOWS PROGRAM

Dr. Claire was selected as one of nine music faculty members nationwide chosen to participate in the CMS-NAMM Summer Fellows Program for Music Faculty.



The program is designed to introduce music faculty to professions in the music industry, giving them background to better prepare students for careers as 21st-century musicians. The NAMM Foundation College Music Society Fellows Award seeks to support individuals who exhibit commitment and aptitude for developing curricula related to business leadership and innovation in the music products industry. The Award is given each year to selected college and university music faculty members who demonstrate strong interest in expanding their knowledge about the music industry. Fellows will be encouraged to develop curricula related to music products, production, administration, management and/or marketing, as well as product creation and innovation. The NAMM-CMS Summer Fellows will gain an insider's perspective of the music products industry through a mix of scheduled workshops and free time to explore the trade show floor. A partnership between the College Music Society and the National Association of Music Merchants Foundation, the program will take place June 28-30th, in Nashville, concurrent with Summer NAMM.

CAREER CONNECT GRANT

Dr. Claire was the recipient of a \$1,000 experiential learning grant provided by UNT's Career Connect program. The summer Connect Learning Grant will allow her to develop existing undergraduate coursework to encourage "learning by doing" in which the individual's active learning process is at the center of course planning while cultivating marketable skills (communication, critical thinking, and teamwork).



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FACULTY HIGHLIGHTS

NATIONAL APPEARANCES



Dr. Claire was selected to present a paper entitled "Learning Music Entrepreneurship by Doing: How To Create Experiential Opportunities in an Academy Setting" at the 2018 Music Entertainment Industry Educators Association Summit in Los Angeles, this past March 22nd-25th, 2018, representing UNT among 80 music business programs in the country.



FABIANA CLAURE
University of North Texas College of Music
Director of Career Development &
Entrepreneurship in Music



Dr. Claire will be featured as a speaker in the upcoming Music Biz Conference organized by the Music Business Association in Nashville, TN from May 13-17th. She will be featured alongside speakers from YouTube, Spotify, Amazon Music, Facebook, Billboard, Pandora, The Recording Academy, and more. Learn more about her featured presentation by clicking [here](#).

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FACULTY HIGHLIGHTS

Later in May, Dr. Claire will also attend the Network for Music Career Development Officers National Conference in Los Angeles, CA. She will represent UNT among more than 40 music entrepreneurship University programs from throughout the country.



LOCAL APPEARANCES



Dr. Claire presented a piano performance and speech at the 2018 Philanthropic Educational Organization (P.E.O.) Texas State Convention as a 2007 scholar award winner, presenting for a 700 attendee audience in Dallas.

Dr. Claire conducted piano examinations as part of the [Royal Conservatory of Music international examinations](#) in Fort Worth on April 28th and 29th.



On May 3rd, Fabiana took part in a panel presentation at the Greater Denton Arts Council. Panelists discussed their expertise, the challenges facing creatives today, and offered tips on how to improve and expand one's business.



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FACULTY HIGHLIGHTS

**UTA
CLARINET
DAY
2018**

**FEATURED GUEST ARTIST
DANNY GOLDMAN
DALLAS OPERA, TRIO KAVANAH**

**PERFORMANCE BY
MADERA WIND QUINTET**

NEW MUSIC BY JACK STAMP

**MUSIC ENTREPRENEURSHIP CLINIC
BY JEN GUZMAN**

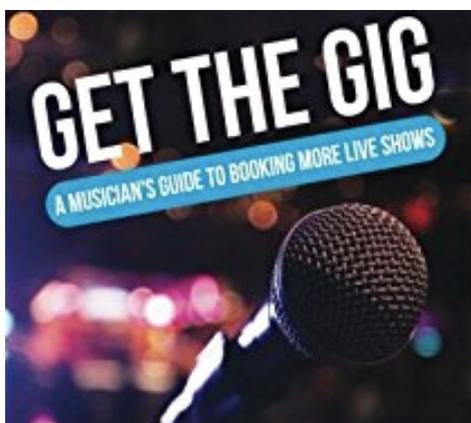
**REPAIR CLINIC BY
TONY BARRETTE**

**SATURDAY
03.31.2018**

**UNIVERSITY OF
TEXAS AT ARLINGTON**

In March, teaching fellow **Jen Guzman** presented on "Purposeful Entrepreneurship in Music" at the University of Texas at Arlington Clarinet Day. Jen and her husband, instrument repair specialist **Tony Barrette**, were also selling clarinet accessories and providing on-site clarinet repairs through **TB Winds**, their Denton-based music store.

This May, Jen Guzman will be featured the *DIY Musician* podcast, *Get the Gig*, hosted by Denton Radio's own **Jake Laughlin**.



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MUSIC ENTREPRENEURSHIP DEPARTMENTALS

This semester, we hosted seven entrepreneurship departmental meetings averaging 50 students per session. Meet our featured guest speakers below.



 **KAREN LIM SMITH**, UNT alum and small business owner, discussed her experiences in launching and maintaining two successful music-related businesses.



 **ANGELA MYLES BEECHING**, author of *Beyond Talent*, presented a workshop to help students who were preparing to enter the music entrepreneurship competition.



 **LUCAS + IRINA MEACHEM** presented on the power of social media marketing. Lucas is an Grammy-Award winning opera singer and Irina is a world-renowned pianist and opera coach.



 **KYLE MCKAY**, UNT alum and bookkeeper at Kelly CPA, discussed bookkeeping and tax preparation for musicians.



 **BRUCE BROUGHTON**, Emmy Award winning composer and UNT Composer in Residence, discussed creating focused goals, self-responsibility, working through failure, and networking.



 **STEPHEN WOLFSON**, UNT Copyright Librarian, discussed music copyright issues.



 **ARTHUR BARROW**, bassist in Frank Zappa's band and UNT alum gave a lecture entitled "From Scarface to Zappa: Insights into Success in the Music Business".

 *Click the YouTube icon to watch each video!*

COLLABORATIONS WITH EXTERNAL ARTS ORGANIZATIONS

DFW MUSICIANS SERVICES, LLC

Dr. Claire's Marketing for Musicians class students created a semester-long consulting project to help DFW Musician Services, LLC with a comprehensive marketing, branding, and promotion campaign. Our students presented the results of their research to the company owner, Debbie Brooks, during the last week of class. As a result of the class's work, one of our class's students, Julianna Emanski, has been hired to work with the company during the summer implementing the marketing recommendations.



Debbie Brooks, owner
DFW Musicians' Services, LLC

Julianna Emanski



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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.

Thank you

to our program donors!

Sweetwater

Music Instruments & Pro Audio

Thank you, **Chuck and Lisa Surack and Sweetwater Sound Inc**, for funding the Audience Choice Award for our second annual UNT Music Entrepreneurship Competition!

Thanks to our community partners for their generous donations to our music entrepreneurship competition:

West Oak Coffee

LSA Burger

Denton Community Theatre

Sleeping Lizzards

Nothing Bundt Cakes

Groggy Dog

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

career.music.unt.edu/donate

Donate

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