

"The music industry is a fertile garden for people who know how to plant and grow seeds, but it is a desert of opportunity for those expecting to stumble blindly into an oasis called a job"

KW

"It's not always about finding the answers; it's about exploring the questions"

KW

Welcome to CU!

Whether you are an incoming freshman, graduate student, or transferring from another institution, I hope you will explore all the resources available on campus, including the Entrepreneurship Center for Music (ECM).

As the Director of the ECM, I have the opportunity to work with students interested in many facets of the music industry. The common career choices among your peers include performance, education, administration, producing, and manufacturing. Some of your colleagues have not yet chosen their path, while others will go on to create new possibilities that are undiscovered. No matter where you are in the process, it is never too early to look ahead and design the career you wish to achieve.

In such a diverse industry, what is required to become successful? Music professionals today need the knowledge, skills, and resourcefulness to MAKE a place for themselves in their industry, not just "fit in". Survival is wonderful, but empowering one's self with the ability to flourish regardless of the state of the industry brings both financial and creative freedom.

Someone who plans, creates, and harvests opportunities is an entrepreneur.

Enter the Entrepreneurship Center for Music. We offer learning opportunities and resources to help you become a creative entrepreneur in music. The ECM advocates developing the expertise you need to create your own professional opportunities. If you're a performer, you need to understand how to build a paying audience. If you aspire to be a producer, you need to integrate both artistry and business. Even if you hope to have management take care of your needs, you still have to manage the managers!

Planning, communication, marketing, networking, and basic finance are some of the important skills useful in building your music career. It doesn't require an imposing amount of time to learn these skills or an MBA to make them effective. Many ECM seminars run two hours and conveniently serve food! Our website is available 24/7 and is expanding all the time. Center classes offer a refreshing approach to your career and understanding the music industry.

I hope you'll take a moment in the coming months to stop by my office or say hello in the hallway. Whether you're "Making It Happen" in performance, manufacturing, management, or any other area, we are here to help!

Sincerely,

Kevin Woelfel
Director
Entrepreneurship Center for Music



The ECM is located in room N-105 across from the library elevator

The ECM graduate assistants' office is located in the basement in room N1B-76

Making it Happen

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We're on the Web!
www.EC4Music.com

Upcoming ECM Events

"Here's Looking At You, Kid"

Date: September 3rd Time: 1:30 to 3:30 PM (advance sign-up only)
Cost: \$10 Location: IMIG C-113

As part one of our "Marketing Me" seminars, this is your opportunity to get individual or group publicity photos cheap! Each sitting is for 15 minutes and you will receive a CD with all the royalty free images. The advance registration form is available at both the ECM office and under the reader board in the student lounge.

"Grant Me a Wish"

Date: September 20th Time: 6 to 8 PM
Cost: Free! Location: IMIG C-113

Writing grants and soliciting funds is an art unto itself. Barbara Zarlengo, the Director of Development for the College of Music, will take us systematically through the process of writing effective proposals, how to analyze need, and cultivate patrons. Whether you plan on a career in education or hope to create a non-profit organization, join us to explore this important aspect of financial development.

"I Just Want to be Free..." (...lancing that is)

Date: September 24th Time: 2 to 4 PM
Cost: Free! Location: IMIG C-199

How do I find work? How do I get paid? What are the secrets to being a successful freelance artist? Professor Terry Sawchuck, a prolific freelance trumpet player, will cover these topics and more. You've done your time in the practice room, so it's time to find out how you can start to make it pay!

For a complete list of our events, visit the ECM website at <http://www.colorado.edu/music/entrepreneurs> and select "workshops-current" under the "activities" menu.

Website Update

The ECM is undergoing a major website renovation and will soon be found at "EC4Music.com" or "ECforMusic.com". The new site will feature expanded resources including access and sign-up for our Emerging Artist Community Outreach (EACO) program and the Musician Referral Service, articles on successful alumni, and info on our new "CU at the RMCMA" concert series.

ECM Graduate Assistants

Need help or have a question about the Center? The ECM graduate assistants Darcy Dennison-Harwood (MM, Cello) and Bonnie Draina (DMA, Voice) can be reached in their office at 303-735-6158 or by email at: musicbiz@colorado.edu

The contents of this newsletter express the sole opinion of each writer and do not necessarily reflect the views of the Entrepreneurship Center for Music, College of Music, or the University of Colorado.

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