The Savvy Musician in ACTION

An Experiential Workshop on Arts Entrepreneurship

UNIVERSITY OF SOUTH CAROLINA
School of Music
The Savvy Musician in ACTION 2014

ABOUT

The Savvy Musician in ACTION is an intensive, experiential four-day workshop designed to help musicians generate more income and impact. Participants pitch arts-based business ideas, vote on favorites, form teams, design a business from the ground up, and compete for awards.

Along the way, attendees experience a variety of learning opportunities including games, mini-lectures, training sessions, peer-teaching, mentorship, an “expert expo,” field research, prototyping, reflection sessions, a competition, and more.

Multiple art forms (music, dance, theatre, visual art) are used throughout to teach lessons in success.

This project is funded by the Cultural Council of Richland and Lexington Counties and the South Carolina Arts Commission, which receives support from the National Endowment for the Arts and the John and Susan Bennett Memorial Arts Fund of the Coastal Community Foundation of SC.
An Experiential Workshop on Arts Entrepreneurship

Thursday, June 5, 2014
Focus: Entrepreneurial Mindset & Tools
Location: Tapp’s Arts Center . 1644 Main St
Contact: 803.988.0013

Schedule:
8:45  Registration opens
9:00  Official start time
      Networking
9:25  PlayTime
      Welcome
      Ice Breaker
      Design Thinking
9:40  Break
11:15 Overture
      Creating Possibility
11:45 Arts School
      101: Drawing on Napkins
      & Mapping the Mind
12:30 Lunch (Dupre Catering)
1:30  Business School
      201: Business Models
2:30  Break
2:45  Arts School
      102: Hybrid Arts Workshop
3:45  Half Baked
4:15  Break
4:30  Competition
      The Perfect Pitch
5:30  Happy hour
      Voting & form teams
6:30  Dinner (on own)
7:15  CM Showcase
      Warp Trio & E39
8:20  Invoke & Duo Anova
9:15  The Fourth Wall
10:00 SleepTime
     Votre Maison

Tonight’s evening concerts are featured as part of First Thursday on Main, a monthly arts event in downtown Columbia, SC.

Friday, June 6, 2014
Focus: Building a Business Model That Works
Location: USC School of Music . 813 Assembly St
Location: USC String Project Bldg (SP) . 851 Park St
Contact: 803.777.4280

Schedule:
8:15  Breakfast (The Gourmet Shop)
8:30  Room drawings
8:50  Daily overview
9:00  Overture
      My Life Story—Lessons in Success & Big Ideas
9:30  Overture
      No is the Beginning of Yes
10:00 TeamTime
      Teams
      Team rooms
11:00 Business School
      202: Product Dev & Innovation
      203: Research Strategies
      204: Finance
1:00  Lunch (The Kingsman)
1:45-4:15 TeamTime
      Teams
      Team rooms
3:15-4:15 Faculty meeting (for retreat faculty)
4:15  Break
4:30  Expert Expo
      Reflections & announcements
      Experts
      Cutler/Vaughn
      SP 205, 219, 220
5:45  Dinner (meal on own)
7:00  TeamTime
      Team rooms
7:15  Thought leader consults A
7:45  Thought leader consults B
8:15  Thought leader consults C
8:45  Thought leader consults D
11:00 SleepTime (or work as late as you like)
      Su casa

TEAM ROOMS:
1.  007  6.  112
2.  008  7.  201
3.  012  8.  210
4.  040  9.  213
5.  106  10.  232
### Schedule: **Saturday, June 7**

**Focus:** Marketing & Presenting

**Location:** USC School of Music . 813 Assembly St

**Contact:** 803.777.4280

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Led by</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15</td>
<td><strong>Breakfast</strong> (McDonald’s 434 Gervais) Draw Venture Challenge order Daily Overview</td>
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<tr>
<td>9:00</td>
<td><strong>Overture</strong> Marketing - The Next Level of Practice</td>
<td>Meyer</td>
<td>006</td>
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<tr>
<td>9:30</td>
<td><strong>Overture</strong> Establishing Yourself as a Thought Leader</td>
<td>Hyatt</td>
<td>006</td>
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<tr>
<td>10:00</td>
<td><strong>TeamTime</strong></td>
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<td>Team rooms</td>
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<tr>
<td>10:30</td>
<td><strong>Business School</strong> 205: Arts Marketing 206: Social Media</td>
<td>Meyer</td>
<td>016</td>
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<td></td>
<td></td>
<td>Hyatt</td>
<td>006</td>
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<tr>
<td>11:30</td>
<td>Break</td>
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<tr>
<td>11:45</td>
<td><strong>TeachTime</strong> 205: Arts Marketing 206: Social Media</td>
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<td>Team rooms</td>
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<tr>
<td>12:00</td>
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<tr>
<td>12:15</td>
<td><strong>Lunch</strong> (DiPrato’s)</td>
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<tr>
<td>1:00</td>
<td><strong>TeamTime</strong> Partnerships A Thought leaders with half of groups</td>
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<td>(2:10-3:10)</td>
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<tr>
<td>4:00</td>
<td>Break</td>
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<td></td>
<td></td>
<td>Woodoff</td>
<td>006</td>
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<tr>
<td>5:15</td>
<td><strong>TeamTime</strong> Partnerships C-Design consultants</td>
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<tr>
<td>6:20</td>
<td><strong>Dinner</strong> (Delucca’s) Announcements</td>
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<td>006</td>
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<tr>
<td>7:00</td>
<td><strong>TeamTime</strong> Thought leaders rotate as desired</td>
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<td></td>
<td>Partnerships D-Design consultants</td>
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<td>Partnerships E-Design consultants</td>
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<td>Partnerships F-Design consultants</td>
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<td></td>
<td>Design consultant grab bag</td>
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<tr>
<td>7:00</td>
<td><strong>TeamTime</strong> (or work as late as you like)</td>
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</table>

### Schedule: **Sunday, June 8**

**Focus:** Venture Challenge & Reflection

**Location:** Copenhaver Band Hall . 324 Sumter St

**Location:** M Grille . 530 Lady St (optional)

**Contact:** 803.708.8881

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Led by</th>
<th>Venue</th>
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<tbody>
<tr>
<td>8:15</td>
<td><strong>Breakfast</strong> (Cool Beans)</td>
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<td>108</td>
</tr>
<tr>
<td>8:15</td>
<td><strong>Setup</strong> Exhbits put up Test technology Projects finished</td>
<td></td>
<td>108</td>
</tr>
<tr>
<td>9:45</td>
<td><strong>ARTS VENTURE CHALLENGE</strong> Visitors arrive/browse expo</td>
<td>Harding/Cutler</td>
<td>108</td>
</tr>
<tr>
<td>10:00</td>
<td>Welcome, overview, rules Pitches</td>
<td>Teams/Judges</td>
<td></td>
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<tr>
<td>10:45</td>
<td><strong>Lunch</strong> (Palmetto Pig) V IPs consult with teams Audience votes</td>
<td>VIPs</td>
<td>105</td>
</tr>
<tr>
<td>1:00</td>
<td><strong>Awards Ceremony</strong> Acknowledgements Performance Exhibit feedback &amp; awards Performance Audience Choice Award Pitch feedback &amp; awards Performance Closing</td>
<td>Harding</td>
<td>108</td>
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<td></td>
<td></td>
<td>Woodoff/Thomas</td>
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<td></td>
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<td>Nagel</td>
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<td>May/Bright/Iarossi</td>
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<td>The Fourth Well</td>
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<td></td>
<td></td>
<td>Cutler</td>
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<tr>
<td>2:00</td>
<td><strong>Event close/Networking</strong></td>
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<td>Around building</td>
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<tr>
<td>2:30</td>
<td><strong>Next steps</strong> Session 1 Session 2</td>
<td>Cutler/Hyatt</td>
<td>106</td>
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<td></td>
<td>Gallagher/Harding</td>
<td>107</td>
</tr>
<tr>
<td>3:30</td>
<td><strong>Reflections</strong> Closing exercises Final thoughts and wrap-up</td>
<td></td>
<td>108</td>
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<tr>
<td>5:00ish</td>
<td><strong>Break down and socialize</strong></td>
<td></td>
<td>108</td>
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<tr>
<td>6:00</td>
<td><strong>Event end</strong> Optional reception/socialize</td>
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EXPERT EXPO

Date: Friday, June 5
Time: 4:30 – 5:30 p.m.
Location: String Project Building

During the Expert Expo, various tables are home to experts on particular topics. Teams may visit tables together or divide up, as desired. Feel free to move from table to table.

While the main focus should be on your retreat arts business, feel free to investigate issues related to your own career as well. And though tables are officially designated to address just one or two large-scale issue, most experts have a wider frame of expertise that may be accessed.

TABLE 1  Howard Herring. Financial Issues/nonprofits . Rm 206

TABLE 2  Kimball Gallagher. Customer/Competitive Research . Rm 206

TABLE 3  Tayloe Harding. Leadership/Team Issues . Rm 206

TABLE 4  Ellen Woodoff. Publicity & Visual Communication . Rm 206

TABLE 5  Dupre Percival. Product Development & Customer Service . Rm 219

TABLE 6  Ranaan Meyer. Marketing & Branding . Rm 219

TABLE 7  Michael Harley. Finding Niche/Working with Presenters . Rm 219

TABLE 8  David Cutler. Business/Career Models & Innovation . Rm 220

TABLE 9  Brett Floyd. Web & Video Technology . Rm 220

TABLE 10  Ariel Hyatt. Social Media . Rm 220

The Savvy Musician in ACTION 2014

ARTS VENTURE CHALLENGE

Throughout the course of The Savvy Musician in ACTION, teams of 4-8 members develop meaningful arts-based businesses with sound financial models. This involves completing eight challenges.

During the SMIA Arts Venture Challenge, teams display a venture exhibit and pitch to a panel of judges. The following awards are given:

- Grand prize
- Runner up
- Best exhibit
- Audience choice

The Arts Venture Challenge is open to a limited number of attendees from the public, in addition to local VIPs involved with the arts, entrepreneurship, and economic development. During lunch, these leaders act as consultants.
**CHALLENGES**

**Challenge 1: Business Model**
Create a *business model canvas* for your project.

- Add post-it notes to the canvas provided
- Make the model comprehensive but simple and clear

**Challenge 2: Product Development & Innovation**
Develop one product offered by your entrepreneurial business.

- Create a brief, easily understandable statement describing your product/service (1-3 sentences)
- Develop a prototype or description of features
- Clearly articulate at least one innovation

**Challenge 3: Research**
Conduct and show evidence of the following types of research:

- Competitive research through a *competitive array*
- Customer research through a *survey*
- Customer research through a *focus group*

**Challenge 4: Financial Strategy**
Research and project the following financial information:

1. Startup budget
2. List all the ways money will come in and out of your business
3. Create an income statement measuring 2-3 periods of time, as appropriate to your business
4. Explain the cash flow process for your top five a) revenue sources and b) expenses

**Challenge 5: Comprehensive Marketing Plan**
Create a marketing mind map for your business.

- Show how you plan to incorporate the Arts Marketing A-List
- While the mind map design mustn’t be refined, it should be both visually appealing and easy to follow

**Challenge 6: Social Media**
Identify your target audience and develop an online strategy for reaching and interacting with them.

- Choose 2-3 social media platforms which will best fit your target audience
- Set up those platforms and post initial content on each

**Challenge 7: Develop Your Presentation**
Prepare your spoken pitch for the Venture Challenge.

- Your team has a maximum of 5 minutes to pitch the business.
- Some kind of visual stimulus must be incorporated
- Pitches are followed by 3 minutes of Q & A with judges

**Challenge 8: Design Your Exhibit**
Prepare your visual exhibit for the Arts Venture Challenge.

- By itself, exhibit should clearly explain business
- Both quality content and aesthetic beauty/branding are important
- Maximum wall dimensions: 100” x 100”
- Elements in front of the wall are permissible
FACULTY & HOSTS

David Cutler
SMIA Director, Thought Leader Pianist; composer; author, The Savvy Musician

Tayloe Harding
Host Dean, USC School of Music; past-president, College Music Society

Michael Harley
Chamber Music Coordinator Bassoonist; founding member, Alarm Will Sound

Howard Herring
Thought Leader President and CEO, New World Symphony

Ariel Hyatt
Thought Leader Founder, Cyber PR; author, Cyber PR’s Social Media House

Kimball Gallagher
Thought Leader World-travelling pianist and entrepreneur

Margaret Lioi
Guest Chamber Music Thought Leader CEO, Chamber Music America

Ranaan Meyer
Thought Leader Bassist; co-founder, Time for Three

Rebecca Nagel
Host Oboist; director, Spark: Carolina’s Music Leadership Laboratory

OTHER VITAL CONTRIBUTORS

ARTS VENTURE CHALLENGE JUDGES
Caitline Bright . Executive Director, Tapp’s Arts Center
Juliana Iarossi . Angel Investor, USC Assistant Clinical Professor of Entrepreneurship
Ken May . Executive Director, South Carolina Arts Commission
Sara Thomas . Founder, The Half and Half
Ellen Woodoff . Public Information Coordinator, USC School of Music

EXPERTS
Brett Floyd . Guitarist & technology guru
Vicky Saye Henderson . Actress, Teaching Artist, Speaker, Singer
Dupre Percival . Founder & Owner, Dupre Catering

DESIGN CONSULTANTS (ARTISTS)
Ashley Berendzen
Jim Dukes
Ansley Green
Molly Harrell
Jessica Quatrini

STAFF
Jeff Vaughn . MasterMind
Lauren Watkins . Associate
Philip Snyder . Associate
Emily Stumpf . Associate

PROGRAM DESIGN AND PR
Ellen Woodoff . Public information coordinator, USC School of Music

EVENT PHOTOGRAPHER
Michael Bull . Bull Bay Studios

VIKAS
Gillian Albrecht . Broadway/International Performer
Norree Boydwicks . Executive Director, Cultural Council of Richland & Lexington Counties
Jarrod Haning . Violist, Entrepreneur, Author of The Six Figure Artist
Larry Hembree . Executive Director, Trustus
Dean Kress . Associate Director, Faber Entrepreneurship Center
Preach Jacobs . Journalist, Founder of Cola-Con and Sounds Familiar Records
Tracy Leenman . Owner, Musical Innovations

BETTY MALONE . Fundraising Consultant, Former Executive Director of SC Philharmonic
Scott Padgett . C.O.O. at 5 Points Productions
Dupre Percival . Founder & Owner, Dupre Catering
Sheryl Salley . Minority Business Development Manager with SC Small Business Development Centers
Lee Snelgrove . Executive Director, One Columbia for Arts and History
Joel Stevenson . Founder, USC/ Columbia Tech Incubator; Lecturer of Entrepreneurship, Moore School
The Savvy Musician in ACTION Chamber Ensemble Competition seeks groups of 2-6 members of any genre and instrumentation featuring 1) **artistic excellence** and 2) **innovative event design**.

Selected from a competitive field, we are delighted to announce the 2014 winners.

**THE FOURTH WALL ENSEMBLE** . Winner

www.thefourthwallensemble.com

Based in Indiana and founded in 2010, The Fourth Wall explores a new hybrid of the performing arts in which musicians are also dancers and actors. Stretching the boundaries of instrumental performance, the ensemble commissions new interdisciplinary works and reinterprets established repertoire to make music that literally leaps from the stage.

**ENSEMBLE39** . Runner-Up

www.e39music.com

Ensemble39’s unique mix of strings and winds embraces many musical styles from the classical oboe to the jazz bass, the klezmer clarinet to the old time fiddle. The group, featuring graduates of Curtis, changes the conventional concert paradigm, exploring new venues, seeking diverse collaborators, loosening the presentation protocol and pursuing mixtape-style programming.

**WARP TRIO** . Runner-Up

www.warptrio.com

On piano, cello and violin, Warp Trio push the boundaries of music through inter-disciplinary collaborations and eclectic programming that includes electrifying original material, dynamic interpretations of popular music, improvisation and unique takes on classical repertoire. For the SMIA performance, they are joined by drummer Rick Martinez and dancer Amanda Ling.
Believing that the string quartet remains one of the most maneuverable ensembles, Maryland-based invoke aims to reinvent the string quartet as a relevant 21st-century medium.

DUO ANOVA . Honorable Mention
www.duoanova.com

Based in New York City, the cello and guitar duo opens up listeners' minds to a new dimension of textures and sounds.
### ART ENTREPRENEURS

<table>
<thead>
<tr>
<th>Name</th>
<th>Expertise</th>
<th>State/Country</th>
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<tbody>
<tr>
<td>Hilary Abigana</td>
<td>Flute</td>
<td>Indiana</td>
</tr>
<tr>
<td>Estella Aragon</td>
<td>Trumpet</td>
<td>South Carolina</td>
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<tr>
<td>Pascal Archer</td>
<td>Clarinet</td>
<td>New York</td>
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<tr>
<td>Esther Armendariz</td>
<td>Trombone/Prof Dev</td>
<td>California</td>
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<tr>
<td>Henry Attaway</td>
<td>Euphonium</td>
<td>Pennsylvania</td>
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<tr>
<td>Andrea Bentz</td>
<td>Piano Instruction</td>
<td>Georgia</td>
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<tr>
<td>Austin Boyer</td>
<td>Trumpet</td>
<td>Maryland</td>
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<tr>
<td>Alec Chapman</td>
<td>Piano</td>
<td>Florida</td>
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<tr>
<td>Mikael Darmanie</td>
<td>Piano/Keyboard</td>
<td>New York</td>
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<tr>
<td>Buddy Deshler</td>
<td>Trumpet</td>
<td>Pennsylvania</td>
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<tr>
<td>Kevin Ebert</td>
<td>Guitar</td>
<td>Ohio</td>
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<tr>
<td>Carlos Elias</td>
<td>Violin Professor</td>
<td>Pennsylvania</td>
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<tr>
<td>Blake Espy</td>
<td>Bassoon/Nonprofit Development</td>
<td>South Carolina</td>
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<tr>
<td>Bob Evans</td>
<td>Trombone</td>
<td>South Carolina</td>
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<tr>
<td>Jacquelyn Falcon</td>
<td>Voice/Choral Conducting</td>
<td>Pennsylvania</td>
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<tr>
<td>Ben Filippone</td>
<td>Horn/Composition</td>
<td>Oklahoma</td>
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<tr>
<td>Samir Gangwani</td>
<td>Piano, Voice</td>
<td>New York</td>
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<tr>
<td>Nicole Graham</td>
<td>Guitar</td>
<td>South Carolina</td>
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<tr>
<td>Kenji Haba</td>
<td>Guitar</td>
<td>New York</td>
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<tr>
<td>Tim Hall</td>
<td>Violin/Viola/Composer</td>
<td>New York</td>
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<td>Josh Henderson</td>
<td>Violin/Composition</td>
<td>New York</td>
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<td>Natalia Huang</td>
<td>Piano Instruction</td>
<td>New York</td>
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<tr>
<td>Sonia Jacobsen</td>
<td>Composition</td>
<td>New York</td>
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<tr>
<td>Greg Jukes</td>
<td>Percussion</td>
<td>South Carolina</td>
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<tr>
<td>Moran Katz</td>
<td>Clarinet</td>
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<tr>
<td>Travis Kneisley</td>
<td>Composition</td>
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<tr>
<td>Rob Knopper</td>
<td>Percussion</td>
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<td>Ksenija Komijenovic</td>
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<td>Daniel Kozlowski</td>
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<td>J.Y. Lee</td>
<td>Cello</td>
<td>Tennessee</td>
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<td>Susanna Loewy</td>
<td>Flute</td>
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<td>Elizabeth Lowry</td>
<td>Community Service/Outreach</td>
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<td>Alexis Mahler</td>
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<td>Susan Mandel</td>
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<td>Geoff Manyin</td>
<td>Cello</td>
<td>Maryland</td>
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<tr>
<td>Alex Marianyi</td>
<td>DJ/producer</td>
<td>Maryland</td>
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<tr>
<td>Zach Matteson</td>
<td>Violin</td>
<td>Illinois</td>
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<tr>
<td>Karl Mitze</td>
<td>Viola</td>
<td>Maryland</td>
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<tr>
<td>Nick Montopoli</td>
<td>Violin</td>
<td>Indiana</td>
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<tr>
<td>Neil Parsons</td>
<td>Bass Trombone</td>
<td>Kentucky</td>
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<tr>
<td>Jennifer Potochnic</td>
<td>Oboe</td>
<td>New York</td>
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<tr>
<td>Vicki Powell</td>
<td>Violin</td>
<td>Wisconsin</td>
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<tr>
<td>Sonja Prychitko</td>
<td>Composition/Prof Development</td>
<td>California</td>
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<tr>
<td>Kyle Randall</td>
<td>Ethnomusicology</td>
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<td>Mark Samples</td>
<td>Viola/Psychodrama</td>
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<td>Anna Schaum</td>
<td>Guitar</td>
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<td>Michael Scott</td>
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<td>Grace Shanks</td>
<td>Piano</td>
<td>Ohio</td>
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<tr>
<td>Andrew Sohn</td>
<td>Piano/Voice/Theater</td>
<td>Pennsylvania</td>
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<tr>
<td>Bryn Sowash</td>
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<td>Colorado</td>
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<td>Ryan Stewart</td>
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<td>Shilo Stroman</td>
<td>Horn</td>
<td>Colombia</td>
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<tr>
<td>Tina Su</td>
<td>Voice/arts admin</td>
<td>New Jersey</td>
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<tr>
<td>Maria Torres</td>
<td>Oboe</td>
<td>Pennsylvania</td>
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<tr>
<td>Alexandra von der Embse</td>
<td>Voice/Arts Admin</td>
<td>South Carolina</td>
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<tr>
<td>Nate West</td>
<td>Bass</td>
<td>Illinois</td>
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<tr>
<td>Joy Young</td>
<td>Saxophone</td>
<td>Illinois</td>
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<td>Yeomin Yun</td>
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Glossary of Roles

Artistic Entrepreneur. Retreat attendee who serve on teams that design arts-based businesses.

Associate. Works closely with MasterMind.

CM Coordinator. Oversees chamber music competition and performance, and serves as a presenter for the pre-conference Chamber Music Seminar.

Design Consultant. Artist who collaborates with teams to construct their Venture Challenge Exhibit.

Director. Primary organizer of retreat, serving in a number of leadership roles.

Expert. Local personality who leads a session or Expert Expo table.

Host. Dean or director of a music unit that sponsors the event.

Judge. Arts or business leader who serves on the Venture Challenge jury.

MasterMind. In charge of logistical issues (food, scheduling, supplies, etc).

Thought Leader. National figure who leads presentations, workshops, training sessions, and serves as a mentor.

VIP. Important community member invited to attend the Arts Venture Challenge and provide feedback during the lunch session.

Thank you

Making The Savvy Musician in ACTION successful is possible only with the time, energy, and imagination of many people. A special thank you to the wonderful arts entrepreneurs, faculty, staff, judges, VIPs, partnering organizations, Leslie Wrenn, Jennifer Jablonski, Cliff Leaman, Laveta Gibson, Stacy Somers, Thurmond Bell, Wendy Stevens, Beth Boleyn, Brent Edmondson, Erika Cutler, Leah McClimans, Madelyn LaPrade, Sarah Bridges, and Kathleen Krivejko.

Glossary of Activities

Arts School. Training sessions that use various art forms (i.e. music, dance, theatre, visual art) to teach lessons on business and success.

Business School. Training sessions on business concepts to help participants successfully complete a venture-based assignment.

Challenges. Assignments related to ventures that must be completed by teams.

CM Showcase. Public performance featuring winners of the SMIA Chamber Ensemble Competition.

CM Seminar. This pre-workshop professional development event is offered to chamber ensemble competition winners.

Expert Expo. A large area filled with tables, each housing a sign and an “expert.” Participants can roam individually or as a team, tapping into the wisdom of various experts.

Overtures. Thirty-minute presentations on vital, thought-provoking topics.

Partnerships. Thought leaders or design consultants work in extended collaboration with teams, serving as needed.

(The) Perfect Pitch Competition. Opening night activity where participants present 60-second elevator pitches for an entrepreneurial arts-business with potential to generate revenue and impact. They then vote on favorites and form teams.

PlayTime. Fun, interactive games that teach a lesson.

Reflections. Opportunities to reflect experiences, lessons learned, next steps.

TeamTime. Teams work on their project.

TeachTime. Individuals members teach their team concepts learned in Business School.

Venture Challenge. Competition where teams pitch their arts business concepts to judges for feedback and awards. Local VIPs and community members are invited to attend. A lunch and entertainment contribute to the experience.
PARTNERING ORGANIZATIONS

We are greatly indebted to the following organizations for their support and partnerships:

Chamber Music America
College Music Society
Compose Create Blog
Cool Beans
DeLucca's Italian Grill
DiPrato's Delicatessen
Dupre Catering
M Grille
McDonald's, 434 Gervais Street
New World Symphony
Palmetto Pig
San Francisco Conservatory of Music
SC Arts Commission
Spark: Carolina's Music Leadership Laboratory
Tapp's Art Center
The Gourmet Shop
The Kingsman
The Savvy Musician
USC Resource Room
USC School of Music
USC Trademark and Licensing

Savvy musicians!
The Artists Ventures Initiative helps S.C. artists develop the skills needed to build satisfying careers.

Find out more:
www.SouthCarolinaArts.com
803.734.8696