

UNITED STATES ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

FRIDAY, JANUARY 15

USASBE CONFERENCE SCHEDULE

ALL EVENTS WILL BE HELD AT THE RENAISSANCE NASHVILLE HOTEL

7:30 a.m. – 8:15 a.m. Belmont One Room
Special Interest Groups Breakout Meetings with Continental Breakfast
Entrepreneurship in the Arts

1:45 p.m. – 3:00 p.m. Belmont Two Room
Workshop: Models for Entrepreneurship in the Arts
Barrett Baebler (Webster University)
Jeffrey Carter (Webster University)
Robert Chamberlin (Webster University)

3:30 p.m. – 4:45 p.m. Belmont Two Room
Arts Entrepreneurship Presentations
*“A New Degree Model For Education In Creative Sector
Entrepreneurship”*
Michael Shaughnessy (University of Southern Maine)

*“Developing A “New Outcomes” Framework: Understanding The Role
Of Entrepreneurship In Arts Leadership Education”*
Gary D. Beckman (University of South Carolina, Columbia)
C. Tayloe Harding (University of South Carolina, Columbia)

*“The Compleat Pianist: Leveraging Entrepreneurial Mentorship To Foster
A Renewed Vision For Piano Pedagogy”*
Jonathan Kuuskoski (University of Wisconsin–Madison)
Facilitator: Barrett Baebler (Webster University)

3:30 p.m. – 4:45 p.m. Rock and Roll Room
Pedagogy Workshop: The Entrepreneur as Artist
Terry Goodin (Middle Tennessee State University)
Joe Aniello (Francis Marion University)
Glenda Goodin (Middle Tennessee State University)
R. Wilburn Clouse (Western Kentucky University)

Mark Your Calendars!

CMS Fifty–Fourth National Conference
Omni Richmond Hotel
Richmond, Virginia



MUSIC ENTREPRENEURSHIP EDUCATION: CATCHING THE SECOND WAVE

SATURDAY, JANUARY 16

7:45 a.m. – 8:30 a.m.
Summit Registration

Foyer

UNDERSTANDING ENTREPRENEURSHIP

The opening session will introduce the cultures and scholarship of music and business schools.

8:30 a.m. **Choral Hall**

Welcome and Introductory Remarks

Cynthia Crump Taggart (Michigan State University), CMS President

8:45 a.m. – 9:15 a.m. **Choral Hall**

Keynote Address

“Some Immodest Proposals for Conservatory Education”

Douglas Dempster

(Dean, College of Fine Arts, The University of Texas at Austin)

9:15 a.m. – 9:30 a.m. **Faculty Lounge**

Break

9:30 a.m. – 10:30 a.m. **Choral Hall**

Morning Session I: Understanding the Music School

Themes:

(a) *an introduction for business school educators to music study and its aesthetic traditions*

(b) *strategies for addressing the tangle of 19th Century aesthetics and 21st Century realities for educators in both disciplines*

Panelists:

Douglas Dempster (The University of Texas at Austin)

Douglas T. Owens (University of Southern Maine)

Kevin Woelfel (University of Idaho)

Nate Zeisler (Bowling Green State University)

Facilitator: Gary Beckman (University of South Carolina-Columbia)

10:30 a.m. – 10:45 a.m. **Faculty Lounge**

Break

10:45 a.m. – 11:45 a.m. **Choral Hall**

Morning Session II: Understanding and Defining Entrepreneurship

Themes:

(a) *Progressive constructs of “entrepreneurship” that better fit music training*

(b) *defining entrepreneurship strategies for music educators*

Panelists:

Betsy Gatewood (Wake Forest University)

Patti Green (Babson College)

Jerry Gustafson (Beloit College)

Facilitator: Gary Beckman (University of South Carolina-Columbia)

11:45 a.m. – 1:00 p.m.

Lunch

INTRODUCING ENTREPRENEURSHIP EDUCATION IN MUSIC UNITS

This session addresses core issues concerning music entrepreneurship programs. Afternoon Session I will consider strategies for articulating to faculty and students the need for music entrepreneurship programs. The second afternoon session will provide focus to administrative issues, including finance, logistics, and the development of persuasive language that can be used with upper administrations within higher education.

1:00 p.m. Choral Hall

Introductory Remarks

Cynthia Crump Taggart (Michigan State University), CMS President

1:15 p.m. – 2:15 p.m. Choral Hall

Keynotes Addresses

“Why Music Entrepreneurship, and Why in College Music Training?”

C. Tayloe Harding, Jr.

(Dean, School of Music, University of South Carolina–Columbia)

“Entrepreneurship Education: Linking Learning to Life”

Betsy Gatewood

(Director, Office of Entrepreneurship and Liberal Arts,
Wake Forest University)

2:15 p.m. – 2:30 p.m. Faculty Lounge

Break

2:30 p.m. – 3:30 p.m. Choral Hall

Afternoon Session I:

Developing Communication Strategies for Faculty and Students

Themes: Strategies for

(a) *initial conversations with faculty and administration*

(b) *faculty and student adoption and participation*

Panelists:

Betsy Gatewood (Wake Forest University)

C. Tayloe Harding, Jr. (University of South Carolina)

Nate Zeisler (Bowling Green State University)

Facilitator: Kevin Woelfel (University of Idaho)

3:30 p.m. – 3:45 p.m. Faculty Lounge

Break

3:45 p.m. – 4:45 p.m. Choral Hall

Afternoon Session II: Starting Music Entrepreneurship Programs

Theme:

Strategies for institutionalizing music entrepreneurship efforts

Panelists:

Douglas Dempster (The University of Texas at Austin)

C. Tayloe Harding, Jr. (University of South Carolina)

Kevin Woelfel (University of Idaho)

Facilitator: Nate Zeisler (Bowling Green State University)

5:00 p.m. – 6:45 p.m.

Dinner

7:00 p.m. – 8:15 p.m. Choral Hall

Student Plenary Session: Music Entrepreneurship Education

This session is a student-driven discussion of need, curriculum, curricular placement, experiential activities, desired outcomes, and general discussion concerning music entrepreneurship education. The outcome for this session is the development and presentation of student action plans at the Summit’s final plenary session.

Panelists:

Kristen Hoverman (Bowling Green State University)

Jonathan Kuuskoski (Madison Area Technical College)

Emily Weingarten (University of Michigan)

Facilitator: Nate Zeisler (Bowling Green State University)

SUNDAY, JANUARY 17

7:45 a.m. – 8:30 a.m.
Summit Registration

Foyer

CURRICULAR MODELS AND THEIR POTENTIAL IMPACT ON STUDENT OUTCOME

This session will address operational aspects of music entrepreneurship education—curricula and student outcomes. Morning Session I will present the three most common curricular models in music entrepreneurship education, while the second morning session will address specific issues concerning music subdisciplines.

8:00 a.m. Choral Hall

Introductory Remarks

Cynthia Crump Taggart (Michigan State University), CMS President

8:15 a.m. – 9:15 a.m. Choral Hall

Keynotes Addresses

“Arts Entrepreneurship Curricula: Context, of course, is Everything”

Gary Beckman (Visiting Assistant Professor, School of Music,
University of South Carolina)

*“Getting students in tune with their future: Breaking down barriers to
bring entrepreneurship education to music majors”*

Barrett Baebler (Webster University)

9:15 a.m. – 9:30 a.m. Faculty Lounge

Break

9:30 a.m. – 10:30 a.m. Choral Hall

Morning Session III:

Teaching Music Entrepreneurship: Curricular Models

Theme:

*Curricular and programmatic models, desired outcomes, pedagogy
and best practices*

Panelists:

Barrett Baebler (Webster University)

Gary Beckman (University of South Carolina)

Jerry Gustavson (Beloit College)

Facilitator: Douglas T. Owens (University of Southern Maine)

10:30 a.m. – 10:45 a.m. Faculty Lounge

Break

10:45 a.m. – 11:45 a.m. Choral Hall

**Morning Session IV: Impacting Music Sub-Disciplines: Entrepreneurship
Education for Performance and Non-Performance Students**

Theme:

*Entrepreneurship curricula and its impact in music subdisciplines (e.g.,
Music Education, Performance, Theory, History, and Composition)*

Panelists:

Barrett Baebler (Webster University)

Gary Beckman (University of South Carolina)

Douglas T. Owens (University of Southern Maine)

Facilitator: Kevin Woelfel (University of Idaho)

11:45 a.m. – 1:00 p.m.

Lunch

ENTREPRENEURIAL ACTION FOR MUSIC

As the last session of the Summit, attendees will develop action plans for music entrepreneurship education. Attendees will take part in small groups to share ideas and will hear reports by facilitators from the four previous breakout sessions

1:00 p.m. Choral Hall
Introductory Remarks

Cynthia Taggart (Michigan State University), CMS President

1:15 p.m. – 2:15 p.m. Choral Hall
Keynote Address

“Entrepreneurial Action, Leadership, and the Futures of Music”

Samuel H. Hope

(Executive Director, National Association of Schools of Music)

2:15 p.m. – 2:30 p.m. Faculty Lounge
Break

2:30 p.m. – 3:30 p.m.
Breakout Sessions

Track A: Discussion by Musicians

Choral Hall

Questions for Musicians: How can CMS assist music entrepreneurship education? What is required for music institutions to develop music entrepreneurship education? How can the discussion be carried to the larger music higher education community?

Facilitator: Cynthia Taggart (Michigan State University)

Track B: Discussion by Business Educators

Room 2192

Questions for Business Educators: How can music and arts entrepreneurship educators originating from business schools help (1) music institutions that wish to develop music entrepreneurship education, (2) CMS's efforts in advancing the field, (3) increase communication and shared scholarly/pedagogical activity with the CMS membership, and (4) further a working relationship between CMS and the USASBE Arts Entrepreneurship Interest Group?

Facilitators: Barrett Baebler (Webster University)

Gary Beckman (University of South Carolina)

3:30 p.m. – 3:45 p.m. Faculty Lounge
Break

3:45 p.m. – 4:45 p.m. Choral Hall
Closing Plenary Session: Drafting of Action Plans

Report from the Student Plenary Session

Reports from the Disciplinary Breakout Sessions

Report from the Faculty Survey Group

Panelists responses to Reports

Comments from Attendees

Panelists:

CMS Committee on Career Development & Entrepreneurship

Facilitator: Cynthia Crump Taggart (Michigan State University)

4:45 p.m. – 5:00 p.m. Choral Hall
Closing Remarks

Cynthia Crump Taggart (Michigan State University), CMS President

Mark the Date!
2011 CMS Summit:
Engagement and Outreach
January 15–16, 2011
Atlanta, Georgia