



THE COLLEGE MUSIC SOCIETY

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## **2010 SUMMIT**

***MUSIC ENTREPRENEURSHIP EDUCATION:  
CATCHING THE SECOND WAVE***

# PROGRAM

**JANUARY 16–17, 2010**

**BLAIR SCHOOL OF MUSIC  
VANDERBILT UNIVERSITY  
NASHVILLE, TENNESSEE**



*The College Music Society promotes music teaching and learning, musical creativity and expression, research and dialogue, and diversity and inter-disciplinary interaction. A consortium of college, conservatory, university, and independent musicians and scholars interested in all disciplines of music, the Society provides leadership and serves as an agent of change by addressing concerns facing music in higher education.*

### **PROFESSIONAL ACTIVITIES**

Through its professional activities, CMS fosters the continuing education and renewal of college and university music faculty, shares the fruits of music research, develops and enhances music instruction, and celebrates the importance of teaching.

Members are welcome to participate in all professional activities provided through Conferences, Professional Development, Publications, Forums and Dialogues; and Scholarship of Teaching and Learning.

### **CAREER SERVICES**

CMS brings focus to the professional lives and interests of its members, from student days through retirement. CMS assists with employment seeking skills, leadership initiatives, financial planning, thriving in your career, and working as an independent musician or academic citizen.

### **INFORMATION SERVICES**

CMS makes available a wealth of information concerning the field of music, as well as the music and higher education community. Online data resources help meet your needs for current information concerning Employment Opportunities; Individuals, Institutions, and Faculties; International Music Organizations; Music Business and Industry; Calendar of Music Conferences; and News of the Profession.

### **ENGAGEMENT AND OUTREACH**

CMS sponsors engagement and outreach both on-campus and with the community, and represents the concerns of musicians to a variety of constituencies. Initiatives include Community Engagement; Cultural Inclusion; Higher Education; International Initiatives; and Music Business and Industry.

Visit our website at **[www.music.org](http://www.music.org)**

THE **COLLEGE MUSIC SOCIETY**  
312 East Pine Street, Missoula MT 59802  
**1-800-729-0235** • (406)721-9616  
FAX: (406)721-9419 EMAIL: [cms@music.org](mailto:cms@music.org)

## ACKNOWLEDGMENTS

The College Music Society wishes to thank the **Blair School of Music**, Vanderbilt University, for hosting the inaugural CMS Summit. Special thanks are extended to Mark Wait, Dean, and Norma Gandy, for logistical support.

The College Music Society extends thanks to **Pearson Prentice Hall** for its support of the 2010 Summit.

The College Music Society extends thanks to the following current and Past Presidents who developed the initial concept of the CMS Summit: **C. Tayloe Harding, Jr.** (University of South Carolina-Columbia), **Kathleen J. Lamkin** (University of La Verne), **Cynthia Crump Taggart** (University of Michigan), and **Robert Weirich** (University of Missouri, Kansas City).

The Society extends thanks to the CMS Committee on Career Development and Entrepreneurship which served as the steering committee for the 2010 Summit: **Gary Beckman** (University of South Carolina-Columbia), Chair, and members **Diane Roscetti** (California State University-Northridge), **Douglas T. Owens** (University of Southern Maine), **Kevin Woelfel** (University of Idaho), and **Nate Zeisler** (Bowling Green State University).

Finally, the Society extends thanks to its members and to its Board of Directors. Their support makes possible this and all other CMS activities.

### Mark Your Calendars!

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





Welcome to the inaugural CMS Summit—*Music Entrepreneurship Education: Catching the Second Wave*. We are delighted to meet jointly with the United States Association of Small Business and Entrepreneurship (USASBE) here in the “Music City.” With its reputation for great live music and unusual cultural attractions, Nashville is the perfect place for the Society to embark on this new

conference format: the investigation of a single topic critical to music training.

Members of the CMS Committee on Music Entrepreneurship Education have been working diligently to support the Summit and will be reporting their research findings at the last plenary session. I hope you will enjoy our keynote speakers—Douglas Dempster (University of Texas at Austin), Tayloe Harding (University of South Carolina), Samuel H. Hope (Executive Director, NASM), Betsy Gatewood (Wake Forest University), and Barrett Baebler (Webster University)—as they will certainly have some insightful and informative comments.

A quick note about this gathering. Since the development of the Arts Entrepreneurship field in the 1990s, dedicated conferences have (1) focused solely on issues concerning educators and (2) remained disciplinarily segregated. This Summit is an attempt to bring together Arts Entrepreneurship educators from both the Business and Music Schools to share information, best practices, disciplinary idiosyncrasies, and the challenges of entrepreneurship education in higher education. Most importantly, however, this Summit is designed to include both faculty and administrators. Simply put, administrators have not had a forum to engage with faculty in this emerging field. This Summit is meant (in some small way) to help remedy this situation by bringing all involved (including students) to the same table, at the same time.

I hope that you find the time to thank our conference host, Dean Mark Wait of the Blair School of Music, for sharing this wonderful space at Vanderbilt University. Also, remember to introduce yourself and welcome our Business School colleagues to this CMS event.

This will be a wonderful conference and on behalf of the Summit, welcome to Nashville.

Gary Beckman  
Chair, CMS Inaugural Summit

### **2010 CMS SUMMIT STEERING COMMITTEE**

Gary Beckman (University of South Carolina-Columbia), Chair  
Diane Roscetti (California State University-Northridge)  
Douglas T. Owens (University of Southern Maine)  
Kevin Woelfel (University of Idaho)  
Nate Zeisler (Bowling Green State University)

# GENERAL INFORMATION

## ANNOUNCEMENT BOARDS

Please check the bulletin board adjacent to the registration desk for schedule changes, room changes, or other announcements related to the Summit. Please check with the registration staff before making any postings.

## CONFERENCE REGISTRATION

The registration desk is located in the Foyer of the Blair School of Music Building, just outside Room 2192 and will be open during the following times:

### Saturday, January 16

7:30 a.m.–8:30 a.m.

### Sunday, January 17

7:30 a.m.–8:30 a.m.

## SUMMIT PRESENTATION ROOMS

All CMS Summit events will be held in the Blair School of Music, Vanderbilt University. Room 2192 will serve as the main Summit presentation room. Breaks will be held in the Faculty Lounge. Room 2190 will be used for the breakout session on Saturday afternoon, 2:30 p.m. to 3:30 p.m.

*From The College Music Society & Pendragon Press*

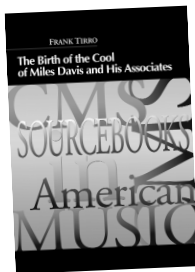
# CMS SOURCEBOOKS IN AMERICAN MUSIC

*Michael J. Budds, Editor*

VOLUME 5

## *The Birth of the Cool of Miles Davis and His Associates*

Frank Tirro



ISBN: 978-1-57647-128-9

Price: \$45.00\* (paper)

CMS Members: \$36.00\*

\*Shipping additional

Tirro considers systematically the celebrated recordings made between 1949 and 1951 by the Miles Davis Nonet, performances that, after the fact, became known as the Birth of the Cool. In addition to identifying stylistic precedents and to stressing the connection of various participants to the Thornhill Band, he summarizes the attributes of cool jazz, describes the professional context that generated these landmark recordings, and directs the readers' attention to the contributions of arrangers and performers alike. A CD of important influences is included with the book.

**ORDER** Pendragon Press, P.O.Box 190, Hillsdale, NY 12529-5839

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THE **CMS FUND**

***Enhancing music in American  
life through the work of college,  
conservatory, and university  
music teachers***

**The CMS Fund** has been established to support and further the work of the Society's members by enhancing the quality of American life and culture for individuals and groups not normally associated with music in higher education. The Fund supports such endeavors as teaching, concerts for under-served audiences, recordings, technology, workshops, and other "pilot-projects" that come from the many areas of music represented by The College Music Society.

In order to initiate this mission, the Fund is currently seeking support from those who share in the desire to bring the great variety of music making and teaching in higher education to a larger public. Your tax-deductible contribution, in whatever amount your generosity and commitment lead you to contribute, is welcome.

Visit the website or contact the CMS Executive Office for more information

312 East Pine Street, Missoula, Montana 59802

Phone: (406) 721-9616 • Fax: (406) 721-9419

Email: [cmsfund@music.org](mailto:cmsfund@music.org)

**[www.cmsfund.org](http://www.cmsfund.org)**



## 2010 CMS REGIONAL CONFERENCES

### **31<sup>st</sup> Southern Regional Conference**

February 4–6, 2010  
Loyola University  
New Orleans, Louisiana  
[www.music.org/Southern.html](http://www.music.org/Southern.html)

### **40<sup>th</sup> Mid-Atlantic Regional Conference**

March 5–6, 2010  
Appalachian State University  
Boone, North Carolina  
[www.music.org/MidAtlantic.html](http://www.music.org/MidAtlantic.html)

### **25<sup>th</sup> South Central Regional Conference**

March 11–13, 2010  
University of Texas–San Antonio  
San Antonio, Texas  
[www.music.org/SouthCentral.html](http://www.music.org/SouthCentral.html)

### **25<sup>th</sup> Great Lakes Regional Conference**

March 19–21, 2010  
Ball State University  
Muncie, Indiana  
[www.music.org/GreatLakes.html](http://www.music.org/GreatLakes.html)

### **31<sup>st</sup> Northeast Regional Conference**

March 19–20, 2010  
University of Vermont  
Burlington, Vermont  
[www.music.org/Northeast.html](http://www.music.org/Northeast.html)

### **2<sup>nd</sup> Pacific Southwest Regional Conference**

March 20, 2010  
University of California-Dominguez Hills  
Dominguez Hills, California  
[www.music.org/PacificSouthwest.html](http://www.music.org/PacificSouthwest.html)

### **25<sup>th</sup> Rocky Mountain Regional Conference**

March 26–27, 2010  
Metropolitan State College of Denver  
Denver, Colorado  
[www.music.org/RockyMountain.html](http://www.music.org/RockyMountain.html)

### **29<sup>th</sup> Great Plains Regional Conference**

March 27–28, 2010  
Emporia State University  
Emporia, Kansas  
[www.music.org/GreatPlains.html](http://www.music.org/GreatPlains.html)

### **23<sup>rd</sup> Pacific Northwest Regional Conference**

April 9–10, 2010  
Seattle Pacific University  
Seattle, Washington  
[www.music.org/PacificNorthwest.html](http://www.music.org/PacificNorthwest.html)

# MONOGRAPHS & BIBLIOGRAPHIES IN AMERICAN MUSIC

***Monographs & Bibliographies in American Music*** is an ongoing series of bibliographic sourceworks designed to facilitate the study and understanding of American music and of music in the Americas. The series includes comprehensive and rigorous studies of significant and enduring interest to the college music community. The purpose of the series is to contribute to a comprehensive bibliography for the study of American music. The subjects included in the series concern significant American composers.

## ***Recent Releases in the Series:***

- Volume 18 – *A Charles Ives Omnibus* – Selected, Compiled, and Annotated by James Mack Burk. 950 pp. – cloth. \$96.00 (CMS Members \$76.80)

Performances, recordings, journalistic reports, reviews, and scholarly studies of all kinds as well as assorted Ivesiana in the form of literature, art, film, dance, and other expressions of homage are cited. Many of the entries are amplified with contextual information or carefully selected excerpts.

- Volume 19 – *Music in America, 1860-1918: Essays, Reviews, & Comments on Critical Issues* – Selected, Prepared, and Introduced by Bill F. Faucett – 258 pp. – paper. \$46.00 (CMS Members \$36.80)

This anthology offers readers a fresh opportunity to reconsider a formative era in American music history with its cogent sampling of the published commentary of participants and observers. No other comparable work on the subject exists.

## ***Volumes in the Series Still Available:***

- Volume 17 – *Jazz & The Germans: Essays on the Influence of "Hot" American Idioms on 20th-Century German Music* – Edited by Michael J. Budds – \$38.00 paper. (CMS Members \$30.40)
- Volume 16 – *Reflections on American Music: The Twentieth-Century and the New Millennium* – Edited by Michael Saffle and James Heintze – \$42.00 paper. (CMS Members \$33.60)
- Volume 15 – *Source Readings in American Choral Music: Composers, Writings, Interviews, & Reviews* – Compiled and Annotated by David P. DeVenney – \$30.00 cloth; \$20.00 paper. (CMS Members: Cloth: \$24.00 / Paper: \$16.00)

### **ORDER FROM:**

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THE COLLEGE MUSIC SOCIETY

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## 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–Third National Conference  
Minneapolis, Minnesota  
Marriott Minneapolis City Center  
[www.music.org/Minneapolis.html](http://www.music.org/Minneapolis.html)



## SATURDAY, JANUARY 16

7:30 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.** **Room 2192**

**Welcome and Introductory Remarks**

Cynthia Taggart (Michigan State University), CMS President

**8:45 a.m. - 9:15 a.m.** **Room 2192**

**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.** **Room 2192**

**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.** **Room 2192**

**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**

SATURDAY, JANUARY 16

**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. Room 2192****Introductory Remarks**

Cynthia Taggart (Michigan State University), CMS President

**1:15 p.m. – 2:15 p.m. Room 2192****Keynotes Addresses**

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

C. Tayloe Harding, Jr.

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

*“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. Room 2192****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. Room 2192****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. Room 2192****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

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# CMS SOURCEBOOKS IN AMERICAN MUSIC

*Michael J. Budds, Editor*



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### VOLUME 5

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## SUNDAY, JANUARY 17

7:30 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. Room 2192

**Introductory Remarks**

Cynthia Taggart (Michigan State University), CMS President

8:15 a.m. – 9:15 a.m. Room 2192

**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 (Assistant Professor, Webster University)

9:15 a.m. – 9:30 a.m. Faculty Lounge

**Break**

9:30 a.m. – 10:30 a.m. Room 2192

**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. Room 2192

**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)

Doug Wilkenson (sssssssss)

Facilitator: xxxxxxxxxxxxxxxx

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. Room 2192**  
**Introductory Remarks**

Cynthia Taggart (Michigan State University), CMS President

**1:15 p.m. - 2:15 p.m. Room 2192**  
**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*

**Room 2192**

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 2190**

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. Room 2192**  
**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: sssssssssssssssss

**4:45 p.m. - 5:00 p.m. Room 2192**  
**Closing Remarks**

Cynthia Taggart (Michigan State University), CMS President

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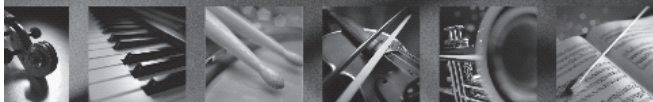
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*(complete as of January 8, 2010)*

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Paul D. Bauer, Northern Illinois University  
Barrett Baebler, Webster University  
Gary Beckman, University of South Carolina-Columbia  
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Claudia M. Bossard, Franklin College  
Roger Bourland, University of California-Los Angeles  
Greg Bullen, Bryn Mawr School  
Jeffrey E. Bush, Arizona State University  
Lisa Canning, Antioch, Illinois  
Donna Conaty, San Diego State University  
Mark Crawford, Tennessee State University  
David Cutler, Duquesne University  
Douglas Dempster, The University of Texas at Austin  
Cedric Dent, Middle Tennessee State University  
Matthew Dunne, University of Texas - San Antonio  
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Glenda Goodin, Middle Tennessee State University  
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Sue E. Haug, Pennsylvania State University  
D. Bruce Heim, University of Louisville  
Andrew Heise, Decatur, Illinois  
Lynne Hoffman-Engel, Shaker Heights, Ohio  
Samuel H. Hope, National Association of Schools of Music  
Kristen Hoverman, Bowling Green State University  
McKenna Hynes, La Grange, Kentucky  
Penny Johnson, Toronto, Ontario  
Andrea Kalyn, Oberlin College  
Erika Kinser, Kansas City, Kansas  
Jonathan Kuuskoski, Madison Area Technical College  
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Jeffrey Nyth, University of Colorado - Boulder  
Douglas T. Owens, University of Southern Maine  
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Thomas Swenson, Salem College  
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Cynthia Crump Taggart, Michigan State University  
Emily Weingarten, University of Michigan  
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