Thank you for reading our first Entertainment Management newsletter. We’ve had an exciting semester both in the classroom and in the community.

In the classroom, our alumni guest instructors Scott Osburn, Eric Manegold, Keith Miller and Maria Brunner were outstanding examples of what is possible for our students. Both Eric and Keith brought with them recent graduates of the program who also instructed. Keith was accompanied by Austin Mullins, who works for WME/IMG in Nashville. Eric brought Olivia Shjeflo, who works for Honest Tea out of Seattle. Both Austin and Olivia were energetic and instantly relatable to students. We saw the return of guest instructors Danny Spitzer and John Soss who engaged students with different perspectives on Entertainment Management. In his first visit to the UMEM program, Dave Glowacki made an impact with his lectures on safety and health.

In the community, Entertainment Management students formally worked with the Montana Foodbank Network to create the Fill the Hill fundraiser as a kick off to homecoming week, which provided more than 30,000 meals to people in need. We worked with more than 20 different non profit organizations volunteering time and energy to a multitude of events. We also produced our own show at The Top Hat, with thanks to Nick Checota for allowing the date and UMEM grads Ryan Torres and Dan Torti for marketing and production respectively, which drew a solid crowd of 300 on a Monday night to watch five up-and-coming acts. We were also pleased to place more than 20 interns this semester in and around Missoula and across the nation.

Finally, we began the process of envisioning the academic future of the Entertainment Management program. We listened to our program founders, guest instructors, longtime participants, interested academic departments, alumni and students in an effort to determine the next steps for our long awaited expansion. The topics of sports management and arts and entertainment management degrees were repeatedly voiced. To that end we’re focusing our efforts on defining our academic offerings in arts, entertainment and sports management. We’ve informally assembled working groups of faculty and administrators in both SoBA and across campus and are moving forward with designing potential degree programs. It’s a long process, of course. We’re targeting Fall 2017.

As the new Executive Director, I want to thank all of you for your overwhelming support and engagement with the program!

Sincerely,

Mike Morelli
Stair Sessions

This fall, UMEM kicked off a small concert series intended to bring midday music to students, faculty and staff. An idea born out of a love for NPR’s Tiny Desk Concerts, UMEM staffers Rebecca Gairrett, Jen Keller, and Darah Fogarty decided to create their own version and, on October 15th, produced the first 10-minute concert on the main landing in the lobby of the Gallagher Business Building.

Each week they produce a tiny concert on the stairs, bringing in new musicians to breathe life into the lunch hour. Over the semester, the turnout has grown. Now, students, faculty and staff gather in the lobby to support a new musician each week, again proving that entertainment is a powerful tool that brings people together and builds community.

Fall 2015 Events
This fall, broadcast journalism student Cheri Trusler decided to start a podcast. Cheri and her peers organized 32 Campus Drive, a podcast that tells the unique stories of the people, places and creatures associated with Griz Nation. The theme of the first episode was entertainment.

Cheri invited UMEM director Mike Morelli and UMEM student employees, Rebecca Garrett and Darah Fogarty, to the studio to discuss the future of entertainment at the University of Montana. Professor Morelli spoke about the unique opportunities offered to students through UMEM, such as gaining real entertainment industry experience and learning from leaders in the industry, many of whom are former Grizzlies. As Professor Morelli sees it, the future of entertainment on campus will come about through the building of a campus-wide community that draws on the various skills and talents of the student body and a universal appreciation for entertainment and the arts. His focus for the future of UMEM is developing meaningful ways for UMEM students to contribute to their community.

UMEM Students Rally to #FeedMontana

This September, UMEM students partnered with the Montana Food Bank Network to feed hungry Montanans. Over the course of a month, students worked with Cassidy Green, a UMEM alum and the Marketing and Public Relations Director for the Montana Food Bank Network, to raise funds and awareness through shirt sales and a series of marketing activities. The campaign culminated on September 21 with a class hike up Mount Sentinel to the M. Overall, UMEM students raised $3,000 in three weeks, the equivalent of 30,000 meals to be distributed to those in need in the Missoula Valley.

UMEM Students Pack The Top Hat

The Missoula Mashup took The Top Hat by storm Monday, November 16th. Students in the Principles of Entertainment Management I class spent a semester developing artists and learning how to produce an event from beginning to end. They booked the venue, developed the acts, marketed the show and worked the door. More than 300 people showed up on a Monday evening to watch performances by Alyssa Hands, Connor Danis, The Newlyweds and The Skurfs, hosted by local comedian, John Howard.

UMEM Featured in Campus Podcast

This fall, broadcast journalism student Cheri Trusler decided to start a podcast. Cheri and her peers organized 32 Campus Drive, a podcast that tells the unique stories of the people, places and creatures associated with Griz Nation. The theme of the first episode was entertainment.
As a young entrepreneur, and not too far removed from his time as a college student, Scott consistently offers students a glimpse into where a student’s experience in UMEM can take him or her after college. His enthusiasm, combined with his expertise and passion for entertainment has helped him build Highland Concerts, a successful and continually growing company that handles concert promotions, festival productions and, more recently, artist booking and management.

Scott took an interactive approach to class, demanding students’ engagement and participation. He discussed elements of a successful event plan and how to plan for when things go wrong. One of the most poignant moments in the class came when Scott discussed how he transitioned from loving music to making it his career. Like so many others, Scott described his journey as a winding one and encouraged students to learn from his example.

“On the surface, my story is how NOT to have a career in entertainment, but, in actuality, it’s the journey that is important.”
Eric Manegold and Olivia Shjeflo
Zonar Systems, Inc. | Seattle, WA

Eric Manegold and Olivia Shjeflo shared their experience in structuring the nuts and bolts of an event. Eric, with his many years of experience as a touring musician, the Co-Founder of Zonar Systems (retired) and current President of Open Range Entertainment, demonstrated to students the commonalities between all events and how to structure an event with that in mind. After presenting the basic concepts, Eric turned the reins over to Olivia Shjeflo, a UMEM alum and Western Division Marketing Manager for Honest Tea, to demonstrate how she applies those same concepts to the process of creating and executing a successful, event-based and mission-driven guerrilla marketing campaign.

With the help of some delicious bottles of Honest Tea and free sunglasses, Olivia got the class talking and asking hard questions about things like brand integrity.

“Nothing is given — except hard work.”
You always have to work hard.

John Soss
Jam Productions | Chicago, IL

After briefly discussing the bird’s-eye view of event planning and management, John Soss delved deeply into the marketing component of a successful event. As the Vice President of Marketing and Media Relations for Jam Productions out of Chicago, John brought with him over 20 years of experience marketing events of all shapes and sizes. He walked students through ways to market a variety of events and explained why some methods work better in certain scenarios than others.

John broke his material down by venue, giving students real life examples and explaining the differences between owning a venue and being the promoter in someone else’s venue. Taking into consideration capacity, location and crowd, certain marketing decisions can be made immediately. John discussed that, when marketing little-known bands, often the venue itself becomes the selling point.

“You constantly need to be exploring alternative ways to communicate your message.”
Both Keith Miller and Austin Mullins are familiar faces to the UMEM program. Together they offered students a look into the myriad opportunities available in the entertainment industry and how to get there.

As a senior agent for William Morris Endeavor and one of the founders of the UMEM program, Keith is uniquely qualified to offer students a glimpse into the hectic world of an agent. He connected the dots for students and mapped out how one successful artist can create job opportunities for countless people. Keith’s approachability and willingness to engage with students made lasting impressions.

Austin, as a not-too-distant graduate of the School of Business Administration and the UMEM program, offered students a realistic look at the process of becoming an agent at William Morris Endeavor. He spoke about his time in the program and what it taught him, leaving Montana, starting in the mailroom at WME and working his way up to junior agent in a matter of four years. His message to students was simple: “Everyone starts somewhere. Embrace it.”

You have to be ready and able to adapt constantly.

Everyone starts somewhere. Embrace it.
Dave Glowacki has an encyclopedic knowledge of everything involved with running a performing arts center. Dave is currently the Production Manager for the Rozsa Center for performing arts at Kent State University-Tuscarawas. With a background that encompasses both the creative and technical aspects of entertainment, Dave spoke with students about creating a balance between the two. He shared his insight on designing a memorable audience experience within the necessary technical and safety constraints.

Having served on the Health and Safety Commission for the United States Institute for Theatre Technology for 16 years, Dave shed some light on how to incorporate the mandatory safety protocols into everyday activity while running a working and successful theatre.

Maria Brunner is one of the most well-known and loved instructors in the UMEM program. Students anticipate something new and exciting every time Maria comes to town. This year, she arranged a conference call with national touring act Jared and the Mill. The musicians spoke with the Introduction to Entertainment Management students about how vital their business education has been to building success as independent musicians. In the Venue Management class, she spoke candidly about how the constraints of a venue can affect an event. She shared how important it is to anticipate any issues that might arise when planning a live event but also how to react calmly and intelligently when things do go wrong.

“Don’t skimp on safety. Ever. Take your time, do what needs to be done. It’s always worth it.”

“Learn from your mistakes. Everyone makes them. Take what you’ve learned and apply it to your next event.”
I began my internship at the Missoula Downtown Association (MDA) in June and have truly enjoyed every second. I have learned so much about the importance of community events and have worked diligently with the staff to make sure there is always something exciting happening downtown.

One of my favorite parts was supervising the Out To Lunch concert series in Caras Park. Bands from all over came to perform at this free event, and I was thrilled to be a part of it every Wednesday afternoon. Being the Art Show Director for the 10th Annual River City Roots Festival was another highlight of my summer and allowed me to apply all of the knowledge I've gained from UMEM, the Missoula Independent and now the MDA to an exciting portion of the landmark festival.

I strongly encourage my fellow UMEM friends to pursue internships in Missoula because they are filled with relevant hands-on experience and most importantly, are exciting and fun!
Alex “Red” DeNotaris
The Top Hat & The Wilma
Missoula, MT

I started out in Missoula with a job at a local music venue, The Top Hat Lounge and worked my way up from the bottom to eventually land a bartending job. It was then I realized I wanted to be involved in the music and production side of the business, not just work behind the bar. As a Communication Studies major, I had the ability to enroll in some classes in the School of Business Administration and add a certificate in Entertainment Management to my qualifications. From that moment, I jumped on every opportunity that came my way. I witnessed the importance of networking with professionals in the industry, so I put myself out there to meet people and make connections whenever possible. I was lucky enough to be offered an internship at The Top Hat and The Wilma, where I am now working under Ryan Torres, former UMEM student and the Marketing Director. UM Productions (UMP) at the University was hiring event staff, and I am now part of the UMP staff as a runner. My aim is to take on all the work experience I can, learn every aspect of the entertainment business and decide what I’m most drawn to. Upon graduation in December 2016 I plan to utilize all of the amazing experiences I’m receiving through the university, The Top Hat and The Wilma to work my way up and find what best suits me.

Alexa Poteshman
The Adams Center
Missoula, MT

I am a management major with a certificate in entertainment management graduating this spring. I am currently the intern to Adrien Wingard, Event and Promotions Coordinator, at the Adams Center. After working a few events for her, I knew I wanted to experience all that I could. During my time at The Adams Center I have worked on hiring, going through riders, working merchandise, ushering, running, setup/teardown and anything else that goes into an event. I am very fortunate to have been able to work on every aspect of the job from start to finish for concerts including Miranda Lambert and Neil Young. I have truly loved interning for Adrien Wingard this semester and to have shared this experience with everyone who works at the Adams Center. They have been so supportive in helping me gain the full experience of an event, and I couldn’t thank them enough for everything they have done for me.
Marissa Grinestaff
Actor | Nashville, TN

**Hometown:** Billings, MT

**Years spent in the program:** 2

**Favorite speaker or project:**
I really enjoyed learning from Keith Miller. My favorite project was creating a business plan for my own venue.

**Memorable program experience:**
Planning Festival on the Oval and Top of the Mic.

**What do you do on a daily basis at your new job and why do you love it?**
I am currently working as an actor. Every day I network and audition. I love it because in a place like Nashville there is opportunity at every corner. You just need to be willing and motivated to seek it.

**What skills or lessons did you learn in the program that have helped you in your career?**
While it’s true that the program teaches students important business formalities, it also teaches the importance of networking and creating and maintaining relationships. Be bold. Be seen. Put yourself out there. NETWORK. EVERY DAY. I remember every single speaker touching on this in their presentations.

**Life after graduation:**
Immediately after graduation I was hired as an event coordinator at a historic hotel. UM Productions and UMEM provide students with the opportunity to build an impressive resume in the event world, and working as an event coordinator gave me a chance to put my education to work. After a while, I decided to follow my heart. I moved to Nashville, started acting and haven’t looked back!

BE BOLD.
BE SEEN.
PUT YOURSELF OUT THERE.
Ashley Barber
Executive Assistant/Coordinator, Paula Abdul
Los Angeles, CA

Hometown: Belgrade, Montana
Years spent in the program: 3

Favorite speaker or project:
I loved learning from Maria Brunner, Gretchen Fox, James Yelich, Jeremy Sauter, Brian Knaff and Mike McGinley. My favorite project was the Festival on the Oval, when UMEM classmate and friend, Hannah Heilicher, and I flew in a helicopter over the Oval and dropped swag to the students below.

Memorable program experiences:
One of my favorite experiences was going to the Pollstar conference with a small group of UMEM students in February 2012. It was my first time going to an entertainment conference, and I wasn’t really sure what to expect. It ended up being an incredible experience! I was able to volunteer with my classmates and attend many of the panels and Q&A’s. That trip was the culmination of my education in the UMEM program. All year in class we watched lecturers and learned what being in the industry was like; this trip allowed us to network and ask questions and feel like we were a part of that industry.

What do you do on a daily basis at your job and why do you love it?
I work for Paula Abdul as her executive assistant/coordinator. I work with the highest levels of her management, legal and production team to carry out jobs and projects from pre-production to completion. I love this job because every day I learn something new and every day I meet new people and grow in the industry.

What skills or lessons did you learn in the program that have helped you in your career?
I think the biggest lessons I learned were to work hard, be a good communicator and to network my ass off. It starts when you’re taking classes from all of the amazing UMEM lecturers. During class, ask as many questions as you can. After class, go down to the front and talk to them. If you’re lucky and get invited to drinks and dinner with the lecturer, take the time to talk to them about their experiences and career. All of those things helped prepare me for a level of professionalism when I moved to L.A. I didn’t feel like a fish out of water. I felt that I was at a higher level of understanding and a better level of confidence than someone who had just graduated and didn’t have any of those experiences.

Do you have any advice for current program students about the path to success?
One of the biggest things I hear constantly in the entertainment industry is how a lot of the younger generation of people are entitled and arrogant. I’m not saying everyone is like that, but we live in a time in which technology and social media make a lot of us complacent, entitled and arrogant. So here’s my advice: Expect to start at the bottom of the ladder and slowly work your way up. You might get lucky, but most likely you’re going to be like every other manager, agent, producer and director that had to start off as an assistant, production assistant or in the mailroom, and slowly work your way up. Nothing happens over night and having the wrong attitude or entitled persona can easily land you out of a job. Be humble, work hard and know that it takes time to move up. Perseverance and initiative are better recognized in the entertainment industry than ego and entitlement.

BE HUMBLE, WORK HARD AND KNOW THAT IT TAKES TIME.
**Logan Larsen**

**Elite Talent Agency | Nashville, TN**

I moved here without a job and lived in my friend’s garage for six weeks. I worked in a warehouse for a couple months (that sucked) and then got a pretty nice sales/customer relations job for a drum company. It was decent pay and benefits but still not really what I wanted to do. I was there for a little over a year before I got the call to come to Elite. Around the same time I changed jobs, I started playing drums at a big church down here called Cross Point. I get to play with some SUPER talented people, several of whom tour with national acts. I haven’t given up on playing professionally either, and I’d really like to be on tour, whether that be playing, tour managing or whatever. I’m thankful, however, to be where I’m at. I moved 2,000 miles with the hope of starting a career in the music industry, and that hope has definitely become a reality. I’m still learning every day, and I get to work (and play) with some of my best friends. Change has always come when I least expected it. That next email you open, phone call you answer or hand you shake could change your life!

**Persistance pays off.**
A full commitment to my studies in the UMEM program eventually served as a compelling differentiator in a tough job market. When I interviewed for digital marketing manager positions at major resort hotels, my degree in business administration and marketing major was only considered a minimum requirement. Beyond my portfolio of freelance web marketing work with established clients, UMEM was easily the most dynamic part of my resume, and was met with the most enthusiasm by potential employers.

High-end employers want to see real experience of a fully executed marketing plan, not just ideas on paper that never actually happened. UMEM is one of the few programs available today that brings the student real, fast-paced marketing and management experience. Students learn and grow as if in an incubator while the rest of the world has their head stuck in a textbook. In a nutshell, a certificate in entertainment management from UMEM is the most practical business education possible in a college setting – a world-class education cleverly disguised as fun.

Laura Gabriele
Digital Marketing Manager
Mohonk Mountain Home
New Paltz, New York

If you’re an alumn, we’d like to hear from you.
Where are you? What are you doing?
Email us at umem@business.umt.edu
Nashville, TN

Hattie B's

You simply cannot visit Nashville without getting in on some Hattie B's hot fried chicken. A small, unassuming establishment on 19th Ave S., Hattie B's hosted our UMEM students almost daily during Pollstar 2015 - Pimento mac and cheese, pickles and plenty of napkins!

Ryman Auditorium

Originally home to a radio station, The Ryman Auditorium has become one of the most recognizable venues in the country. The beautiful stage has seen everyone from Elvis Presley to Johnny Cash to Dolly Parton and was, for a long time, the home of the Grand Ole Opry. Though the auditorium has seen many renovations, especially after the flood in 2010, a piece of the stage was salvaged and now encircles each performer. Today you can see many of your favorites: Brian Setzer Orchestra, The Arcs, and Christmas at The Ryman with Amy Grant & Vince Gill. Interestingly, the show continues to be broadcast on its original station: 630 AM

Hatch Show Print

Chances are, if you love music, you’ve seen the iconic style of a Hatch Show Print poster. These classic posters evoke a charm and creativity that is reminiscent of all things southern. Simple yet strong, Hatch Show Print does a glorious job of celebrating good design and sustaining the art of letterpress. When you’re out and about, keep your head up because these beauties can be seen throughout Nashville.

UMEM offers unique opportunities to cultivate connections and relationships that last a lifetime. Each semester, we’ll be highlighting a different UMEM hotspot around the country. Check out the unique events and organizations in each place and make sure to look up fellow UMEM friends!
Barista Parlor

Hipsters: meet your match. Barista Parlor is an experience, to be certain, but don’t just stumble in wearing your pajamas! This isn’t just any old coffee shop. At first, you may feel like you missed a dress code or that you’re on the set of an angsty teen drama, but don’t let the beards and lace-up leather boots scare you because, aside from all that, they’re killing it with a swanky Instagram, delectable pastries and thoughtful brewing techniques. It’s the perfect place to work and be creative or even just pretend.

Grimey’s New & Preloved Music

Perhaps the most notable record store in the state of Tennessee, Grimey’s is home to the renowned and intimate in-stores. St. Paul & The Broken Bones, February 2014: Magical.

If you’re living in Nashville, and we missed you, let us know! Email us at umem@business.umt.edu
Questions, comments or contributions? Let us know!
umem@business.umt.edu
406-243-5695