



Music Boot Camp Resources

Resources gathered at The Business of Music Boot Camp on March 9, 2018, so some resources may become outdated

Jonathan Kuuskoski, Director, EXCEL Lab at UofM's School of Music, Theater and Dance

"Vision and Strategic Planning" Presentation Slideshow:

<http://webfiles.wccnet.edu/Entrepreneurship%20Center/Web/JonathanKuuskoskipresentation.pdf>

Jeff Ponders II

"Getting Work That Works For You" Presentation Slideshow:

<http://webfiles.wccnet.edu/Entrepreneurship%20Center/Web/MusicBootCampJeff%20PondersII.pdf>

Ryan Ehlike, Station Manager for WCC's Orchard Radio

"10 Steps for Time Management" Presentation Slideshow:

<http://webfiles.wccnet.edu/Entrepreneurship%20Center/Web/RyanEhliketimemanagementpresentation.pdf>

Ashaki Zeigler

"How To Create a Balance" Presentation Slideshow:

<http://webfiles.wccnet.edu/Entrepreneurship%20Center/Web/AshakiZeiglerpresentation.pdf>

The Business of Music – WCC Bailey Library Research Guide:

<http://libguides.wccnet.edu/musicbiz>

Resources at WCC

- WCC's Orchard Radio
 - Website: <http://orchardradio.wccnet.edu/> ; Email Address: radio@wccnet.edu
 - Become a DJ (for current WCC students, volunteer position): <http://orchardradio.wccnet.edu/become-a-dj/>
 - Careers in Radio/Broadcasting Resources: <http://orchardradio.wccnet.edu/careers-in-radio/>
- WCC's Music and Performing Arts Department: <https://www.wccnet.edu/about/videos/music-performing-arts.php>
- Bailey Library: <http://www.wccnet.edu/resources/library/welcome/>
- The Entrepreneurship Center: <http://ec.wccnet.edu/>
 - EC Business Assistance Request: <https://wccpriorityone.wufoo.com/forms/business-assistance-request/>



Other Resources

- EXCEL Lab at UofM's School of Music, Theater and Dance:
https://smt.d.umich.edu/current_students/excel/
- Moore Media Records, student-run record label at Central Michigan University:
<https://www.cmich.edu/colleges/cam/studentmedia/Pages/Moore-Media-Records.aspx>
- Books:
 - *Good To Great and Built to Last* by Jim Collins
 - *The Craft of Lyric Writing* by Sheila Davis
 - *Start with Why: How Great Leaders Inspire Everyone to Take Action* by Simon Sinek & "How great leaders inspire action" TED Talk:
<https://youtu.be/gp0HIF3SfI4>
- Geoffrey Phillips, Account Director, g & r Detroit, gphillips@grdetroit.com,
www.grdetroit.com
- Project Management:
 - Trello: <https://trello.com/>
 - Asana: <https://asana.com/>
- SoundGirls.org - Supports women working in professional audio and music production by highlighting their success and providing a place for them to connect, network, and share advice.
- Women in Media - encourages gender balance in film and entertainment industries by providing networking, professional development, and advocacy for above and below the line women and all genders who love making movies with them: <https://womennmedia.com/>
- Audio Engineering Society - international organization that unites audio engineers, creative artists, scientists and students worldwide by promoting advances in audio and disseminating new knowledge and research:
<http://www.aes.org/>
- Detroit Music Foundation: <https://thedetroitmusicfoundation.com/>
- "Rockin' the Trademark" – U.S. Patent and Trademark Office:
<https://www.uspto.gov/trademark/laws-regulations/rockin-trademark>
- Artists mentioned:
 - Eric Roberson: <https://ericrobersonmusic.com/>
 - Gabriel Prokofiev: <https://gabrielprokofiev.com/>