

umem²⁰²² newsletter



Director's Note: Dr. Andrea Luoma

"Within the first two weeks of being at UM, I realized the **untapped and exponential potential of UMEM**. I envision UMEM to be able to prepare students in greater ways and **better prepare them for careers in industry that will allow them to hit the ground running**. There's so much more exposure and opportunities waiting to connect for students!"

UMEM welcomes our new Interim Director of UMEM, Andrea Luoma. Dr. Andrea has a Ph.D. in Leadership and master's degree in Organizational Communication from Washington State University, and Bachelor's in international relations and political science, emphasis on Japan and Foreign Affairs from St. Cloud State University, Minnesota.

Some of Dr. Andrea's career experience was as an **event and meeting manager in higher education**. Corporate experience was gained from several Fortune 500 companies including: Microsoft, Honeywell, Westinghouse, General Mills, Children's Hospital, Treetop Inc. and the South African Institute for Drug Free Sport.

Dr. Andrea is also a **NeuroLeadership consultant and NeuroCoach** who readies executives and teams for strategic transformation and managing change. She alters communication patterns, amplifies relational skills, enhances trust and transforms individuals into the new roles and thought processes necessary for sustainable strategic transformation. Recent clients include: the Scotland Hospitality Industry Trust, Sound Transit Seattle, Visit Seattle, Banyan Tree Hotels and Resorts, and the Nigerian Ministry of Tourism.

If you are interested in learning more about our new UMEM Interim Director, you can find articles and her website online!

umem updates

As the **University of Montana's Entertainment Management** program wraps up the fall semester, we wanted to share some of our updates! With a **new director**, live events becoming more frequent again, and a **growing demand for entertainment professionals** in Montana and beyond, we have a lot of exciting things happening!

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umem student group



support
our team!

The UMEM Student Group is now an officially recognized group that provides structured fundraising opportunities to students heading to national entertainment conferences like **IEBA** and **Pollstar Live!**

This year's president, Jack Person, has started hosting bi-weekly meetings for students of **any major** interested in learning about the professional side of the entertainment industry (resumes, interviews, networking, etc.). There are over 15 current members of the group!

our students would love some career advice from YOU!
[click here!](#)

UMEM students Holly Sudol, Carly Bacher, Rylee Owens, Lavi Capusan and Jack Person attended the IEBA Conference in Nashville this October, under the mentorship of Dr. Andrea Luoma and Maria Brunner. They met industry professionals, spoke with UM Alumni Austin Mullins at WME's Nashville office, and volunteered at the conference thanks to IEBA Director Pam Matthews.

IEBA

International
Entertainment
Buyers
Association



SWITCHBACK RECORDS

UMEM's Student Run Record Label

Our mission is to build a flourishing college music scene in the heart of Missoula, MT. We record and produce local artists to help them build a platform to share their music. We also plan and create events throughout every semester; some past examples are the **Weary Travelers Music Festival**, **Ballroom Blitz** and the **VRTX Fitness Rooftop Shows**.

This semester, we started off strong with the **Fall Switchback Music Festival**, where we hosted 3 acts from Montana on the UM Oval. We held the **Switchback Singles Competition**, a songwriting event where local musicians played in front of a panel of Switchback members. Our goal was to find aspiring musicians and produce their singles! By the end of fall semester, **we recorded and produced 4 singles by 4 different musicians!** Switchback Records members had the privilege of learning from **John Wicks, drummer from Fitz and the Tantrums**, who shared honest insights about the music business, and promised to come back in the spring to help us learn more about music publishing. Our final Fall semester event was the **2000s Dance Party** where **Switchback member and DJ, Marley Miller** played all the hits of the 2000's! Our current 12 members are focusing on live events, production, marketing and logistics!

Next semester, we are planning our signature event, **The Weary Travelers Music Festival**.

This event is a **large-scale music and arts festival** to be held on campus in early May. More details coming. We also plan on holding another **Switchback Singles Competition** to find more musicians to produce!



"Let music guide your soul!"

- Benjamin Medina Caplis

President of Switchback Records



Ben Medina Caplis, frontman of Wildlands, performing at the Fall Switchback Music Festival



DJ, Marley Miller, performing at the Switchback Records 2000's Dance Party

COLLEGE OF BUSINESS
umem
ENTERTAINMENT MANAGEMENT

Christmas Came Early!



Huge thank you to Eric Manegold, a UMEM Founder and continued supporter of everything UMEM and Switchback Records.

Eric was gracious enough to send **two K-12 speakers** to Dr. Andrea's office early this month, which will be used for **future UMEM productions as well as Switchback Records events**. This is truly a massive gift, and we plan to use them to put UMEM and Switchback on the map in 2023!

Left: UMEM employees and Switchback Records members, Jack and Marley, see the K-12's for the first time as a surprise from Eric!

help us get to

POLLSTAR LIVE! 2023

**december
fundraiser**



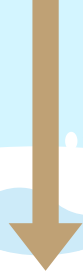
umem  **student
group**

In October this year, the **UMEM Student Group** brought 5 students to Nashville, TN to attend the **IEBA Conference**.

We plan to bring 12 students to Pollstar Live! in Los Angeles, and we need your support!

In order to take even more **UMEM Student Group** members to Pollstar Live! in February and IEBA next October, we have set up a fundraiser to help pay for accommodations while staying in Los Angeles or Nashville.

This fundraiser will be open for donations throughout January 2023, so if you or anyone you know can donate a few dollars to help **UMEM** students network at these professional events, gain experience working behind the scenes, and cultivate great careers, [click the link below!](#)



DONATE HERE!

umem alumni spotlight



Rachel Gregg

Executive Director at *Big Sky Documentary Film Festival*

Heading in to a seventh year of producing the Big Sky Documentary Film Festival, I've found myself truly immersed in an exciting corner of the nonfiction film industry. This year's festival will be returning to a full-scale event after two years of pandemic impacts, and I'm interested to see what the films show us about this short, yet disruptive era. I'm also excited to capture the momentum of our hybrid event, finding creative ways to engage and leverage our virtual audience alongside the prolific live event. As the director of the Institute, I am tasked with raising funds to sustain our operations and programs, hiring and nurturing our dedicated staff, planning and managing the myriad logistics of a 10-day festival, and creative direction of our artist programs. That latter piece is where I get to work with my colleagues and mentors in the documentary industry to curate programs that inspire artists to continue to pursue filmmaking as a career.

Big Sky's 2023 DocShop Conference will welcome representatives from Firelight Media, ITVS, America Film Showcase, Field of Vision, Nia Tero, The New Yorker, and many other powerful influences in the field. I'm honored to work alongside these entities to create a critical mass that supports artists who make our lives more colorful, profound & enjoyable.



Zach Partin

Senior Talent Buyer and Promoter for Outriders/Under the Big Sky Festival

My booking and promoting career started as a student in UMEM, as well as involvement in UM Productions and KBGA. From there I spent time in my hometown of Chicago with React Presents, where we produced 6 festivals, operated three venues, and produced over 750 shows a year. I did a stint in LA with the promoter SFX/LiveStyle, before going out on my own and buying for a handful of different festivals, venues, and promoters.

Since 2018 I've been involved with Outriders Present, and we produce our flagship festival Under the Big Sky Festival in Whitefish.

In between all that, another UMEM alum, Ian LaPlace and I started an artist management company that we've been running for the past three years.



Jesse Schuster

Talent Agent at True Grit Talent and Black Swan Booking

I made a change from running my own agency to joining True Grit Talent in Austin, TX. Clients on the roster consist of some of Country/Americana's fastest rising clients: Cody Jinks, Charles Wesley Godwin, Whitey Morgan, Ward David, Lost Dog Street Band, Benjamin Tod, Cole Chaney, and Logan Halstead.

I spent most of my time working with artists and their teams to route tours, pitch to festivals, and talk with other agents/managers about packaging acts and touring together. I get to travel across the country seeing shows, seeking out bands to develop, and attending festivals/conferences. I've been an agent for a little over 5 years now, and I've loved every moment!

HELP TEACH OUR STUDENTS!

UMEM GUEST SPEAKER FORM



if you would like to guest speak to our students, fill out this short form so we can stay in touch! we may use this form to contact you about guest speaking, job opportunities for students, or to highlight you!

Dr. Mike Morelli



THANK YOU!!!

A huge thank you to Mike Morelli who has left UMEM to be the Executive Director of the Missoula Children's/Community Theatre (MCT), a cultural icon in Missoula and the USA. MCT's paid artistic staff are supported by more than 300 volunteers each year, who conceptualize and perform 10-12 community and children's shows per season locally. They also bring over 800 residencies on the road in cities across North America and 17 countries worldwide. MCT is the largest touring children's theatre of its kind in the world.

Previously, Morelli directed the UMEM program for 7 years where he shared he was "fortunate to work with passionate and diverse students, cool and connected industry professionals, dedicated core instructors, and program Founders and Friends." Before coming to UM, Morelli was involved with country-wide programming of music and art, constructing and running venues, and buildings arts organizations.

Mike, his lovely wife Emily, and their youngest delightful, dancing daughter Gabby, are grateful to live in Missoula where the music scene is hopping, the fishing is good, and the great outdoors is a bike ride away. He's also blessed with a strong, focused older daughter Annan, who serves, along with her hard-working husband Mark, in the U.S. Navy. Annan and Mark, along with son Ollie, recently welcomed new son Soren to the world.

Currently, Mike and the great staff at MCT have been working to rebuild international touring to 1,000 residencies around the world by committing to rehiring key positions and strengthening organizational infrastructure. Dr. Andrea is excited to continue to have Dr. Mike's involvement through opportunities for UMEM students to gain venue, marketing and theatre experience at MCT.

"When students think about their time in the UMEM Program, Dr. Mike is always one of the highlights. He developed a strong, immersive program and connected so many students to jobs and opportunities outside of class. I worked with him for over three years, and I thoroughly enjoyed my time getting to know him - I wish Mike nothing but the best at MCT!"

- Jack Person, UMEM Senior*

**guy writing this newsletter*

Andrea Luoma, interim director of the UMEM program, was recently quoted in a U.S. News story titled "[What Is Dynamic Pricing, and Why Has It Made Everything So Expensive?](#)"

In the story, Dr. Andrea explains dynamic pricing, why it might influence consumer behavior, and how it contributes to rising expenses.

Andrea was also featured in an AP Wire story that was picked up by 200 media outlets including *Bloomberg*, *ABC*, *Fox News*, *Federal Newsweek*, the *Washington Post*, and even in the UK's *Daily Mail* and *Independent*. Here's the ABC News story "[Task force unveils improvements in wake of Astroworld show.](#)"

Dr. Andrea spoke of lingering safety concerns about a new Houston municipality agreement intended to prevent dangerous crowd conditions like those that arose during the 2021 Astroworld festival, which killed 10 people.

If you or your business have opportunities for students in any department, please join us at the next Career Expo at the College of Business!

[Click here to learn more and apply for a tabling slot!](#)



Follow UMEM on LinkedIn!

[Click here!](#)



Parade of Lights

The UMEM Student Group hosted a fundraiser on December 3rd in the Dana Gallery in Downtown Missoula to support their upcoming trip to Pollstar Live! The event took place during the Parade of Lights, and **hundreds of Missoulians came out to enjoy!**

They hosted **two amazing local musicians**, Stephen Jay Clement and Arwen Grace Baxter, and **put tinsel in Missoulians' hair!** Everyone had a great time listening to music, looking at art, and learning about the UMEM Student Group and UMEM as a department.

We are working on a much larger fundraising event in the spring, so stay in touch via our Instagram @umemstudentgroup so you don't miss out!

Thanks to our Fall 2022 Guest Speakers in Classes!

A huge shout out and thank you to **Maria Brunner** for organizing guest speakers for BMGT 402: Principles of Entertainment Management. Maria, you created immense opportunities for UMEM students, and we sincerely thank you! Maria is a UMEM Founder, President & Founder of **Insight Management**, and Founder of **Musically Fed** Non-Profit, Scottsdale, AZ.

Thank you to the following guest speakers for bringing content to life in BMGT 402:

Tracie Davee, Show Imaging
Ian Munsick, Country Music Artist
Jim Bozzi, VP Marketing, Live Nation
Steve Evans, President & CEO, Show Imaging
Chris Thacker, Tour Manager for Dierks Bentley
Addison Nunes, Sr. Analyst, Warner Music Nashville
Megan & Shane Baskerville, Independent Music Artists
Kate Myers, Strategic Partnerships, Warner Music Nashville
Mark Hogue, Co-Founder & Partner, Vashon Island Partners
Terry Hummel, Vashon Island Partners & CityKids Foundation
Clark Mims Tedesco, VP, Artist Development, Warner Music Nashville
Joe Giordano, VP, Arena Alliance & Stadium Alliance, Oak View Group
Alex Ciasnocha, Coordinator, Artist Development, Warner Music Nashville
Jesse Schuster, UMEM Alum, Talent Agent, True Grit Talent, Black Swan Booking
Zach Partin, UMEM Alum, Senior Talent Buyer & Promoter, Outriders/Under the Big Sky Festival

Thank you to **Steve Robertson** for guest speaking in BMGT 401 and sharing about crowd management, risk and safety.

Partnership in the making!

UMEM is honored & excited that **Show Imaging**, has reached out to partner – in the true sense of the word – **partner – with UMEM.**

UMEM students will be involved with activities like assisting backstage at **Pollstar Live!** with load-in/load-out, accommodation support, course collaboration, and experience for students at the **Under the Big Sky** music festival in July!

CONGRATULATIONS UMEM GRADUATES!

A huge congratulations to all of our Fall 2022 UMEM Graduates:

- Sylvia Snyders
- Morgan Sprague
- Tammy Staat
- On Lee
- Noah Ambuehl
- Carly Bacher
- Jace DeWalt
- Cassidy Moen
- Timothy Newill
- Alexis Olson
- Heidi Schneller

Thank you for reading our newsletter!