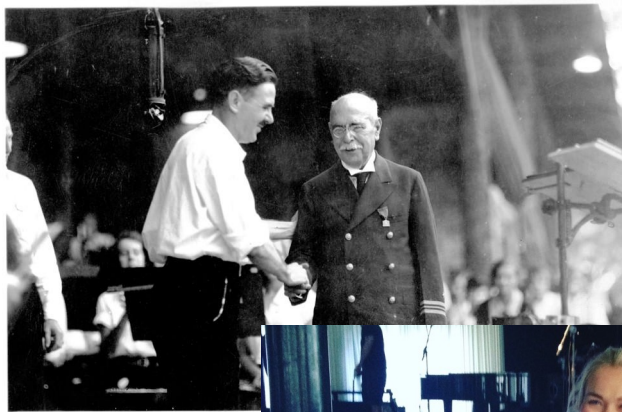


MUSICAL ENTREPRENEURSHIP LAB



National High School Orchestra Camp
Interlochen, Mich.



Project Purpose & Timeline

During our time together this week, you and your team will formulate, define, organize, market, and execute a project demonstrating an entrepreneurial approach to a musical environment. Creating value that you determine, implementing a structure in which that value is capitalized upon, and bringing that value to a market will occur over a four day working period. Your success will be determined not only by the value you create, but by how well you are able to answer questions from the judging panel, how well you address issues that arise during your work, and how well you can adjust your project to changing conditions that will be part of the exercise.

Joe Maddy, John Philip Sousa, Becky Pell, Sō Percussion, and you.

Much of what you will come across during the week will be new to you. Embrace that unfamiliarity as you do any new musical challenge and the experience will be a richer one for you and for your team. I wish you well and look forward to working with each of you. The remainder of this packet will walk you through the initial organizational steps and other preliminary items.