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Center for Entrepreneurial Development in association with the School of Music presents “Entrepreneurship in the Entertainment Industry”

Urbana-Champaign, IL. The Center for Entrepreneurial Development (CED) in association with the School of Music is hosting its first public forum for 2003 on “Entrepreneurship in the Entertainment Industry,” featuring three-time Grammy award winner Tom Lord-Alge. The event will be held on February 28 at 6:00 p.m. in the Krannert Art Museum, Room 62. Registration begins at 5:30 p.m. Glen Harris, visiting assistant director of MBA Career Services, will moderate the session.

Tom Lord-Alge is a successful music professional. He runs the high-profile and world-renowned South Beach Studios in South Beach, Miami, FL, and is the co-founder of L.A. Spank Factory, a music equipment leasing business that he started in 1992.

Lord-Alge will be sharing his entrepreneurial experiences and his views on entrepreneurial opportunities that exist in the music industry today. Members of the audience will have an opportunity to ask questions of a professional who is credited with nurturing and developing a billion-dollar niche in the entertainment industry.

Lord-Alge began his career as a staff engineer in the recording industry. Working for a company that was pioneering MIDI (musical instrument digital interface) recordings and computer-based production techniques in the 1980s, he became a music engineering expert. Lord-Alge earned his first Grammy for best mix engineer when he mixed Steve Winwood’s 1986 album *Back in the High Life*, and he received his second Grammy when he co-produced and mixed Winwood’s 1988 album *Roll With It*.

Although extremely successful as a music producer, Lord-Alge soon realized that he was one of many music producers but one of a few specialists in the field of mix engineering. Shortly afterwards, he struck out on his own and in 1990 focused solely on mix engineering. Music mixing is taking music already recorded on a multi-track tape and controlling the level of each instrument by accepting the track as recorded or equalizing individual instruments based on the mix engineer’s expertise and vision. Once the blending is finished, the final version is recorded on CD and made available for purchase.

His client list now read like a who’s who in the music industry, including U2, the Rolling Stones, Dave Matthews Band, Avril Lavigne, Santana, and Alanis Morissette. Lord-Alge has been nominated for five 2003 Grammy Awards for his work with artist Avril Lavigne. He is a voting member of the National Academy of Recording Arts & Sciences, Inc., an organization of 18,000 musicians, producers, and other recording professionals.

The Krannert Art Museum is located at 205 Kinkead Pavilion, 500 E. Peabody in Champaign. Enter through the south door. Free parking is available on Peabody Street, Gregory Street, and adjacent and near-by parking lots. The event is free and open to the public.

The February 28th event is the first of several entrepreneurship events to be hosted by CED, which was established in 2002 to coordinate entrepreneurial initiatives in the College of Business. CED works closely with students in the Illinois MBA Program to enhance their educational experience by organizing activities that expose them to entrepreneurs and entrepreneurial initiatives.

Nationally recognized as one of the leading business schools, the College of Business has outstanding programs in accounting, business, economics, and finance. The college enrolls more than 3,200 undergraduates and 1,000 MBA, master’s, and doctoral students from all 50 states and more than 30 countries worldwide. The School of Music is a unit of the College of Fine and Applied Arts.

<http://www.mba.uiuc.edu/current/entertain.pdf>