

# Starting, managing and growing a business in the Performing Arts

September 3, 2015

Music, dance and entrepreneur students came together to learn from Andy Horowitz, MBA of Galumph Dance, Inc., about how pursue an interest in the performing arts by focusing on business. The students learned how to structure their business (not-for-profit or for-profit), as well as relationship marketing, contract negotiations and staffing. The information presented was of great assistance to those interested in pursuing a career in the arts as well as those who wanted to learn more about business.



**Left to right: Music Instructor Peter Sicilian, Dance Instructor Tina Christina-Price, Lecturer Andy Horowitz, and Entrepreneur Instructor Laura Knochen-Davis**

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