

You Are Your Own Business
A presentation on career development

The New York City based electroacoustic flute duo Flutronix, comprised of flutists/composers Nathalie Joachim and Allison Loggins-Hull, has taken the new music scene by storm with their original music and business ventures in publishing and recorded music. In an effort to share their knowledge and experience with aspiring professional musicians, Flutronix has developed a unique presentation for university students.

Details of Presentation:

Business Plan

- You can only be as big as you dream to be.
- Know your end goal and work backwards from there.
- Planning and revising as you go – allow your plans to evolve with you

Branding and Imaging

- Build a consistent public image
- Connect with your audience(s)
- Press – why you need it and how to get it

What Makes Me Different?

- Programming
 - Examples: Sybarite5 and Imani Winds
- What (besides music) can you offer your audience?
- Paying attention to trends

Money

I. I just got out of school – now what?

- How many different ways can I wear my musician hat?
- Build your resumes
- Optimize your time vs. money earned

II. How do I fund my ventures?

- Investors
- Sponsors
- Funders
 - Non-profit opportunities
 - For profit opportunities

Networking

- Learning that you're already part of large network
- Real-life social networking
- Give support to get support

Balance your business and performance life

- Time management
- Efficient practice methods
- Take care of yourself

Included in this workshop package is the option to schedule Flutronix for a performance of their original music and an hour long post-concert Q&A.

About Flutronix:

Nathalie Joachim and Allison Loggins-Hull are Flutronix, a pair of fresh and eclectic flutists who are paving the way from their classical roots to the future of music. Performing the works of notable pioneers of new music alongside their own creations, Flutronix displays an innovative combination of flute and mixed media elements. Their original compositions comfortably navigate daring forms of popular, experimental, and contemporary classical music while implementing electronics and digital effects. The duo pays tribute to groundbreaking work by exposing audiences to composers who have contributed to new bodies of literature that expand the language of the flute.

Press:

"Joachim and Loggins-Hull's success here lies in the duo's impressive timbral coordination of acoustic flute with the inherent polish of synthetic sounds - no simple achievement."
-Doyle Armbrust, *Time Out Chicago* (April 07, 2011)

"All in all, the nine tracks on Flutronix's recorded debut make a strong case for a post-stylistic, post all-powerful-single-auteur-driven music, one that allows multiple voices to share in the shaping of a music that is equally indebted to and comfortable in several musical lineages."
- Frank J. Oteri, *New Music Box* (Jan 04, 2011)

"Flutronix, their debut album, is a masterful collage of electronic and acoustic music, woven into multi-faceted textures that combine the instruments and digital effects in a very accessible, contemporary manner" - Brenda Nelson-Strauss, *Black Grooves* (Jan 06, 2011)

"Remarkably free of gimmickry and deep as a forest, these pieces bewitch the ear ... they're sturdy and mysterious in a way shared by Classical, New Music and Jazz instrumentals alike." - Matthew Finch - Music Director, KUNM 89.9FM Albuquerque, NM (Nov 10, 2010)

"...Hip hop, drum & bass, indie rock, electronica, classical, reggae—each genre is a thread in the musical fabric of Flutronix..." - Q2 of WNYC, Q2 Blog (Jun 02, 2010)