

*Price • Rubin*  

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**& PARTNERS**

*Career Management  
Seminar Program*  
*Charting a Course to Success*



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# Price • Rubin & PARTNERS

## Introduction to Price Rubin & Partners

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### A Company Built on Relationships

Located in San Francisco Price, Rubin & Partners (PRP) has been providing exceptional professional representation to concert artists, conductors, ensembles, and arts organizations for over twenty-five years. With the simple concept of establishing strong professional relationships within the performing arts industry, PRP focuses on direct marketing to decision makers which in turn has given PRP a strong name brand.

The roster currently has 121 clients and our agency has represented clients have been recipients of some of classical music's most-coveted awards including the Naumberg, the Geneva Music Competition, the Ernest Ansermet Conducting Competition, the Queen Elizabeth Competition, the Leopold Stokowski Conducting Competition, among many others. Artists on Price Rubin's roster have performed with major symphony orchestras throughout the world and have recorded on major record labels. The wealth of PRP's roster is attributable to the company's success in recruiting and retaining top talent in the classical music industry.

Price Rubin leads the industry in representing conductors in podia exchange opportunities. Our *Podium Exchange* program has introduced conductors to new performance venues and new orchestral experiences throughout the world.

The company has also expanded overseas establishing affiliates with management companies in Europe, South America, and Mexico. In fact Mexico is proving to be fertile new territory for our concert management division, and a number of Price Rubin's conductors have major posts there. Additionally, Italy, Germany, and Poland are providing excellent opportunities to expand with a number of podium exchanges planned for this season.

At the heart of our marketing operation is TUTTI, our company's marketing and management system. TUTTI is an outgrowth of *Arioso.com*, the performing arts internet search engine portal developed by Marc Parella. From 1997 until 2001, *Arioso.com* was a leading classical music website providing a business-to-business directory for the performing arts industry. The database acquired from years of development has proven to be an enormous asset to Price Rubin.

The Window's based *TUTTI* application allows all of PRP's marketers to have instant contact information with industry organizations and staff members. The database holds nearly 6000 organizations and over 7800 music

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## Career Management Seminars – A Dynamic Program for Artists

### Charting a Course for Success

Let's face it: most music students know very little about the business and marketing techniques for the industry they are about to enter in as a career. Most student composers know nothing about royalty schedules and few instrumental students know little about buy out contracts. Almost all music students have had little exposure about marketing concepts in the music field. The Music Industry could not be more dynamic or more daunting today, and yet there is a wealth of opportunity for those rugged enough to endure the obstacles and be brave enough to make a sales call.

The eight-hour PRP Career Seminar is an intensive one-day program designed to encourage, educate, and motivate young performing artists,

"There is no substitute for talent. Anyone who thinks that slick marketing can overcome the absence of talent should quit and get an MBA instead. But too often gifted and deserving young artists leave the business prematurely because they simply don't know the ropes of the music business."

conductors, and composers in the practical side of managing a career in music. With a vast reservoir of marketing know-how, industry contacts, and music business acumen, Price Rubin has developed a seminar designed to stimulate music students and challenge them to take charge of their career goals by providing sensible career strategies and sound music business principles.

The all-day seminar is divided into two sections: a 90-minute General Assembly where course curriculum is first outlined by Marc Parella with insights about the Classical Music Management Industry from Jack

Price, the man who built PRP into one of the most successful management companies in the industry, and a series of individual one-hour courses that dives deep into an array of music business and career issues. The free 90-minute General Assembly is opened to all, including faculty, local musicians, and college-age students.

The General Assembly includes a discussion and question/answer period, and afterwards, attendees to the General Assembly can elect to register for the individual coursework. Each attendee who registers for the coursework receives a trial version of TUTTI and a copy of the text booklet used in the courses, *Pursuing the Dream*.

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Each one-hour course is conducted by an industry professional and supervised by either Marc Parella or Jack Price. A separate one-hour course on self-management is offered to all seminars and is hosted by Marc Parella and Jack Price. This insightful course contains a number of tried and true methods focuses on understanding the classical music industry with emphasis on a number of key concepts from identifying markets and audience tastes to the art of the sales call. No musician today can simply establish a career, regardless of discipline simply by possessing talent; musicians today must be distinct and possess a strong desire to succeed. And while a good measure of business sense is necessary to succeed in any endeavor, performing artists must not forsake their originality and chase after fleeting trends. Music students will greatly benefit from the PRP Seminar Program where they will learn the skills to market their unique talent and the concepts necessary to forge strong relationships that will carry them to a level of artistic satisfaction ultimately leading them to a meaningful and successful career in music.

"While it helps, success in this business is not about winning a music competition or playing a solo engagement at Carnegie Hall; it is about learning to develop a growing corps of listeners who are committed to your artistry year after year. That after all is what defines a reputation."

The PRP Career Management Seminar provides the following forum for our on-campus seminar training:

- Schools and institutions who participate in the PRP Career Management Seminars must schedule in advance the coursework offered by Price Rubin.
- Provide auditorium and classroom space for assembly and coursework.
- Provide display space for posters announcing a PRP Career Seminar Program.

"It is the duty of every musician to promote their own wares. No longer can the arts survive with dispassionate government hand-outs. It is now up to artists themselves to become their own advocates and go out and recruit listeners. Make no mistake: the world is full of undiscovered music lovers."



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### A Sample of Courses Offered

Course Name	Description
<b>Self Management</b>	Focus is given to self-management techniques and the business behind selling talent. Learning the ins and outs of the Concert Management Industry, how to overcome objections, identify opportunities, market demos to orchestras, opera companies and festivals with an emphasis on establishing relationships. Appreciate the all important difference between <i>value</i> and <i>merit</i> . This course is ideal for students embarking on a solo concert or touring ensemble career who want to learn about the booking process.
<b>Confessions of a Ringer</b>	A practical guide to first surviving and then thriving as a session/per-service musician. This course focuses on the audition process, what it takes to be a full-time symphonic/session player, getting to know contractors, and learning the contract process in detail.
<b>The 21<sup>st</sup> Century Composer</b>	Composers today have the advantage of the Internet to market their music, but the Internet is no guarantee of getting the right material to the right audience. This course goes beyond the myth that contemporary music is no longer in demand and only prize-winning composers get their music heard. The truth is that the classical music industry is changing and the opportunity for performances, recordings, and commissions have never been better.
<b>Marketing to the Listener</b>	With the advent of the Internet, it is possible to produce and distribute music to an international audience in less time then it takes to record a single track. But the ubiquity of the Internet has also lead to an oversupply of music and a crowded selection of artists. The task of getting listeners who can literally download any style of music from the comfort of their home into a concert hall is a daunting task. This course explores promotional and marketing techniques.

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## TUTTI – Musician Contact System Organizer

A Tool for Self-Management



*Tutti, adj. Intended for all performers to play at once.*

At the heart of PRP's marketing operation is TUTTI, a comprehensive software tool that combines management contact functionality with the Arioso database. Originally developed by Marc Parella Consulting, a software development firm located in Silicon

Valley, TUTTI stores all contact information and sales leads for Price Rubin's clients. TUTTI employs an array of functions that facilitate PRP's telemarketing campaigns.

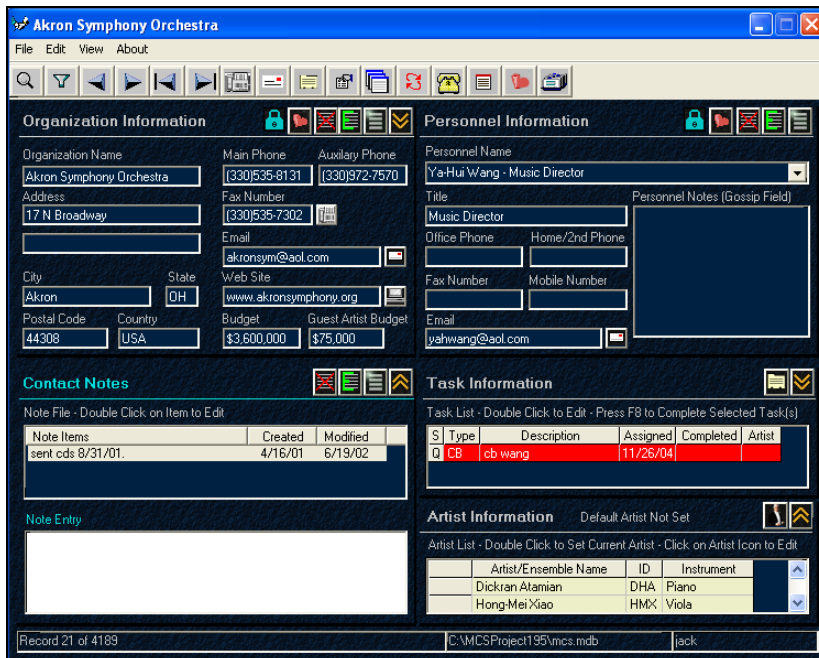
After three years of development, TUTTI has recently undergone a substantial upgrade that now employs a list of new features designed to improve navigation, customization, scalability, and portability of data. The application now utilizes an improved tool bar, a new menu array, multiple-user functions along with a password protection mechanism. New users to TUTTI must now register each copy through our companion internet site.

The system was originally designed for internal use but the long-term goals of the project were to market the software to the burgeoning number of individual solo artists, composers, and conductors who were beginning to manage their own careers. Artists who participate in Price Rubin's Anchor Management Program use TUTTI to market themselves to the industry. Because the software application contains one of the largest directories of classical music presenters and professional organizations ever compiled, PRP now markets the application online.

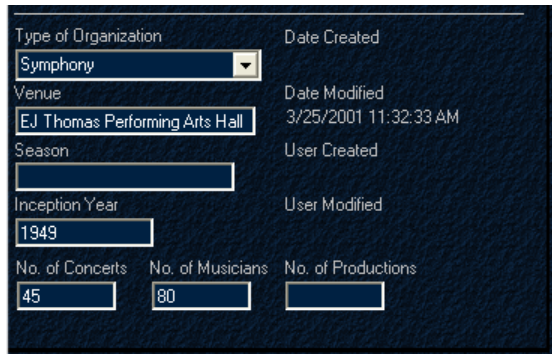
For more information on TUTTI, visit the website at:

<http://www.mpm-management.com/tutti/>

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TUTTI's Main Entry Screen



TUTTI's *Main Entry Screen* provides user's with four sections: Organization Information, Personnel Information, Contact Notes, Tasks, and with TUTTI's *Manager's Edition*, Artist Information.

The Organization Information section contains address and contact information for a specific performing arts organization with

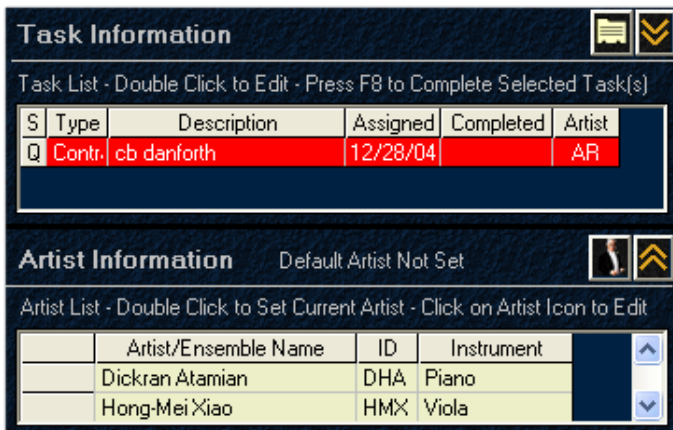
controls to automatically open email and websites addresses. And with TUTTI's *Fax Server*, documents like press kits and dossiers can be easily faxed. The Organization Information section expands to reveal other pertinent data.

By default data is locked and

cannot be inadvertently changed without first unlocking the controls. The Contact Notes section stores an unlimited number of notes pertaining to each organizational record. The notes are date stamped when created and each time a note entry has been modified. The Personnel Information section stores

an unlimited number of staff names alone with contact information. The Tasks section

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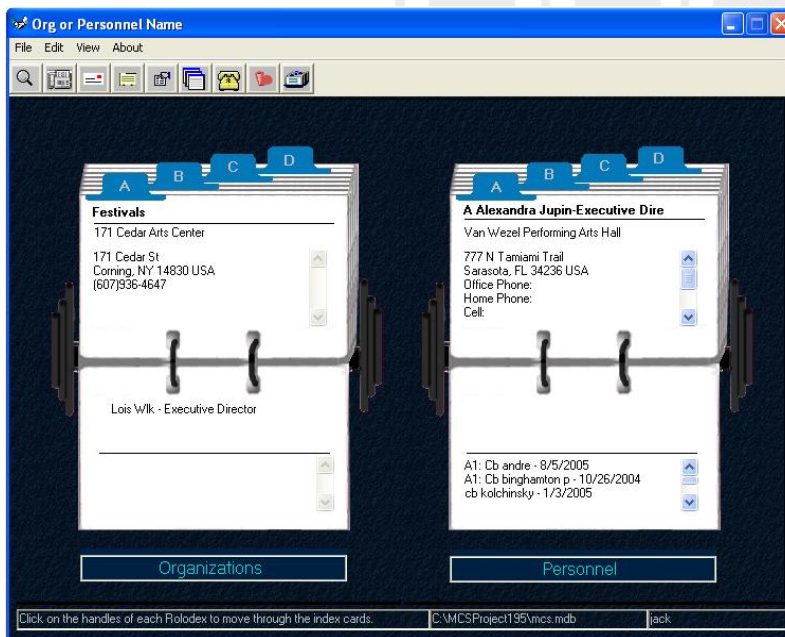


allows users to add date-specific tasks to both organizations and individual personnel who have multiple posts.

TUTTI also provides a section for managers who want to maintain their artist roster. Individual artists can be attached to tasks allowing managers to assign specific

duties that need to be performed for their clients. The Artist Information section is an add-on feature available only in the *Manager's Edition*.

Complementing TUTTI's *Main Entry Screen* is the Rolodex View allowing users to see independent views of both organizational and personnel records. The Rolodex view is helpful when users



**Rolodex View – Locating records faster by scrolling through either organizational or personnel records**

want to the quickly scroll through either

organizations or personnel information to locate a specific record.



**Favorites List – Stores an unlimited number of records for quick access.**

TUTTI also comes with customizable filters for retrieving specific collections of records. The Favorites List section stores records that users can easily access without the need to first search for a specific record.

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Users can also *clip* records together allowing users to assign one task to multiple records. With the many search, filter, view, edit, and record retrieval functions, and the wealth of data included, PRP expects TUTTI to be the dominant software product for use by managers and individual artists alike.

S	Organization/Personnel	Type	Description	Assigned	Completed	Artist
0	Donald Potinoy	CB	Cb augusta s	10/25/04		
0	Edward Poloschick	CB	cb poloschick	10/25/04		
0	Jackson Wiley	CB	cb wiley	10/25/04		
0	Jessica Hanna	CB	cb tony lag	10/25/04		
0	Sonia Marie de Leon de Vega	CB	cb de vega	10/25/04		
0	Thomas Crawford	CB	Cb american classical s	10/25/04		
0	Timothy Mullis	CB	cb mullis	10/25/04		
0	William Fred Scott	CB	cb scott	10/25/04		
0	Binghamton Philharmonic	CB	A1: Cb binghamton p	10/26/04		
0	Black Liberated Arts Center	CB	cb black liberated	10/26/04		

**Task Maintenance Screen – Create and maintain, and assign tasks**

**Table 6.1 – Overview of TUTTI's Functionality**

### Main Entry Screen

- Add/Edit/Delete Organizational and Personnel Records
- Add an unlimited number of staff (Personnel) records to any organization
- Include contact information, i.e. phone, fax, email, website addresses for both organization and each individual staff member
- Store contact notes each time a sales call is made
- View tasks assigned for organization and staff members
- Toggle between Form View and Rolodex View
- Quick access to all maintenance screens

### Task Form Screen

- Assign a task to either the current organization or any related staff members
- Tasks can have two levels of priority (high/low)
- Choose from a number of preset tasks, i.e. call back, send mail, etc.
- Tasks are displayed next to the related record or view all tasks at once
- *Activate* tasks by selecting desired tasks and navigating through each corresponding record
- Tasks can be removed from task queue when finished
- Import/Export Tasks and Notes to other TUTTI users

### Other Functionality

- Maintain Artist Information Assign an Artist to a Task
- Store Organization and Personnel Records in Favorite's List for easy access
- Comprehensive Search and Filter Capabilities
- Dialer feature that makes calls via computer modem and optional calling card
- Password Protection and Multi-user Account Setup

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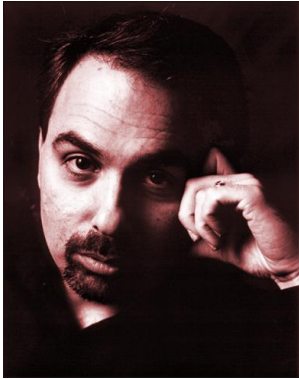
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### Price Rubin Executive Staff

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#### **Dickran Atamian, Founding Partner**

The indomitable Jack Price started Price Rubin & Partners in 1984 in response to his own career as an internationally renowned and celebrated concert pianist. Jack took on the role as manager for pianist Dickran Atamian who knew the toils of self-management would require a ubiquitous trade name. After taking over Atamian's career, (a career that began with winning first-prize at the 50th Naumburg Competition, a landmark Carnegie Hall Recital, and the first-ever digital recording for RCA) Jack was successful in garnering nearly 200 orchestral and recital engagements and two commercial recordings on Delos for Atamian.

His relentless and persuasive management style soon attracted other artists, mainly music directors, who too wanted a more assertive manager. Since retiring from the concert stage, Jack Price and Price Rubin have both become synonymous with hands on and highly-personalized career management.

Jack Price can be reached at 866-PRI-RUBI opt 1 or [jp@pricerubin.com](mailto:jp@pricerubin.com)



#### **Marc Parella, Partner - Director of Operations**

Marc became a full partner of Price Rubin and co-owner of the company in January of 2010 and in addition to his work as a concert manager and promoter, he is also an accomplished composer, conductor and pianist. His orchestral music has been performed by symphony orchestras through North America. Marc recently conducted the Mexican Premiere of the Prokofiev 4th Symphony with The State of Mexico Symphony Orchestra and premiered his Concerto for Viola and Orchestra with renowned violist Hong-Mei Xiao. In 2009 he was contracted to write original orchestral music and arrangements for the Guadalupe Festival sponsored by the Knights of Columbus. An event that attracted approximately 21,000 persons in attendance and was broadcast to a worldwide audience on cable.

As a music producer Marc has worked on recording projects for Koch International, AUR, and Con Brio. Marc has also worked in the technical arts having spent 18 years in the Information Technology field working for a number of Silicon Valley and Fortune 500 companies. Marc currently manages the firm's 6 member marketing staff from the San Francisco Office. Marc can be reached at 866-PRI-RUBI opt 3 or [mp@pricerubin.com](mailto:mp@pricerubin.com).

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