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Guest lecturer brings music & marketing expertise to Drury Feb. 19

by *Mike Brothers* • *Releases* • *Tags: Business, Edward Jones Center for Entrepreneurship, events, music, Self Employment in the Arts*

SPRINGFIELD, Mo., Feb. 16, 2016 — The Self-Employment in the Arts Lecture Series, sponsored by the Edward Jones Center for Entrepreneurship, will host a lecture and performance by musician and marketer Christopher Burnett this Friday.

Currently the marketing director at the **American Jazz Museum** in Kansas City, Burnett is also an award-winning composer and jazz saxophonist himself, and has **decades of experience** in all facets of the music business.

Burnett will host a lecture about his history of success as a self-employed performer at 4 p.m., Friday, Feb. 19 in Clara Thompson Hall. Burnett will then lead a performance at 8 p.m. that night at Q Enoteca Wine Bar, 308 W. Commercial St. Both events are open to the public.



A native of the Kansas City area, Burnett rose to prominence

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while leading, touring and recording with U.S. military bands from 1974 to 1996. He was an early explorer of the digital music landscape. Through skillful and innovative promotion and marketing, Burnett garnered more than a half million music downloads and sold CDs to fans in 38 countries via the original MP3.com website in the early 2000s. Burnett founded a retail music store business immediately after his military career and served as Acting CEO of the American Jazz Museum for a short time.

About the Series and the Edward Jones Center

The Self-Employment in the Arts Series features successful, entrepreneurial artists from across the country for small-group sessions, lectures and the occasional performance on Drury's campus. The series will bring Drury alumnus and professional opera singer Michael Spyres to campus on Thursday, March 31.

The **Edward Jones Center for Entrepreneurship** was made possible by the generous contribution of John and Crystal Beuerlein and Edward Jones, Inc. All parties feel passionately about entrepreneurship and believe in the idea of helping people create new businesses. They are also eager to provide employees of existing corporations with tools to continually refresh and reinvent their organizations as markets and business environments change.

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