

How Iconic Eagles Band Member Learned His Craft

Glenn Frey



The talent and humanity of late musician Glenn Frey is featured in Tavis Smiley's recent rebroadcast of a 2012 two-part interview with the singer-songwriter of Eagles band fame.

An insightful glimpse of how the music industry veteran learned how and why to write and collaborate.

References

[Pbs.org/](http://pbs.org/) Tavis Smiley interviews Glenn Frey-part2
<http://tinyurl.com/hmcuoyb>

[Cnn.com](http://cnn.com)

History of the Eagles, Part 1

<http://tinyurl.com/gnw2dkb>

Includes more details on Jackson Brown's whistling tea kettle and how those sounds

helped Frey hone his own craft

Dee Adams is the editor of *MusicBiz Notes*...

[Music Biz...](#)

Launching a Snow Plowing App in a Crowded Tech Industry

Plowz and Mowz

Unfortunately, many humans can't muster up the same joyful reaction as the Smithsonian's panda after heavy snowfall.

But the frustration of one homeowner trapped in her driveway by piles of cold wet snow inspired her son to create a snow removal app.

The Plowz and Mowz app not only solves a problem by offering a speedy service but doubles as a business, administrative, and marketing tool for independent business owners. Elements that help to market an app in the crowded tech industry.

Check out *Nightly Business Report* and Mark Cuban's observations

References

Fortune.com

**Mark Cuban: How Businesses
Can Learn from Shark Tank**
<http://tinyurl.com/jz447an>

Techcrunch.com

Data suggests consumers only use around
two dozen apps per month

<http://tinyurl.com/q468gh5>

Snow and Ice

Management Association.org

<http://www.sima.org/resource/library/>

[Snowplows delivered in a click](#)

Dee Adams is the author of
Finding Your Niche: Discover...

[Niche eBook](#)

**How a School Lunch Box
Inspired the Idea for a
Unique Food Science Book**

Let's Talk Food Presents



Author presentation: When food writer and mom, Anastacia Marx de Salcedo wondered about the origin of some of the sandwich fixings in her daughter's lunch box one day her curiosity uncovered surprising answers and led to *Combat-Ready Kitchen: How the U.S. Military Shapes the Way You Eat*.

Combat-Ready Kitchen is a fascinating historical look at how rations for soldiers developed, including the Aztecs and the ancient Romans.

Several unsettling lessons are presented from the book others describe as a fun food science read. But the content also illustrates how products created for one industry can be marketed to a completely new one.

References

C-Span.org

<http://www.c-span.org/video/?402061-1/book-discussion-combatready-kitchen>

Let's Talk about Food

<http://www.letstalkaboutfood.com/>

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Why Every Young Person Should Have an Interest in Entrepreneurship, Says Economist

Julianne Malveaux PhD



Author, economist, and President Emerita of Citing the challenges facing people of color in today's economy, the acclaimed economist, author,

and President Emerita of Bennet College stated. “...every young person needs to be interested in entrepreneurship...” Dr. Malveaux explained why she felt it important to implement an entrepreneurship major during her tenure at Bennett.

Arguably, Dr. Malveaux’s philosophy also applies to those with no interest in starting a business. Learning the principles of entrepreneurship and critical thinking gives the traditional worker a competitive edge.

References

Tavis Smiley

<http://www.pbs.org/wnet/tavissmiley/interviews/covenant-week-education-economy-julianne-malveaux-russlynn-ali/>

Diversity woman.com

<http://diversitywoman.com/educating-tomorrows-leaders/>

Library Guides/Bennett.edu

<http://libraryguides.bennett.edu/home/entrepreneurship>

Julianne Malveaux.com

<http://www.juliannemalveaux.com/>

Q&A: Breaking into the Greeting Card Industry

Q: What kind of greeting cards might a new artist consider offering to card companies?



A The Web has affected this industry with a sizeable shift to e-greetings instead of traditional snail mail

For starters, the Greeting Card Association.org has a tip page.

Create a strategy that involves spotting and forecasting significant trends in the marketplace that will inspire ideas for innovative cards that people will want to buy to give to someone else. For instance, questioning a veteran seller in an upscale California city recently revealed the following insightful market research:

There's a need for more diversity in greeting card imagery. People of all ethnic groups, and that includes Europeans, keep asking for cards featuring diverse racial groups in the illustrations.

We feature many local artists and our customers like that, but so far we can't find designs that caters to the many requests we get. At one point, we brought in a line of African American cards but they were all Bible verse themes...and didn't sell well, said the seller.

Note that the response above came from a greeting card shop in a small semi-suburban city, and the demographics are multicultural but overwhelmingly European and offers a rich source of ideas for an artist with an avid interest in multicultural issues.

What other ideas might be sparked by targeting established shops in other areas?

Your learning style, skill set, aptitudes, knowledge, and marketing street smarts may mean using methods other than questioning to find ideas for successful cards.

Check out the eye-opening 1996 *LA Times* article on millionaire greeting card artist Sandra Boynton and how she finds her ideas.

References

Greeting Card.org

<http://www.greetingcard.org/AbouttheIndustry/WritersArtistsTips/tabid/80/Default.aspx>

LA Times.com

http://articles.latimes.com/1996-03-19/business/fi-48835_1_card-designer.

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IKEA Lawsuit: Safety Lesson for Aspiring Designers and Inventors

Avoiding Dangerous Furniture Design



After incidents in which a dresser toppled over causing fatal injuries to a small child, lawsuits were filed against IKEA.

Tragic circumstances that illustrate what can happen when a product is introduced to the marketplace with a lack of proper initial research and planning..

At a minimum, risk analysis. was overlooked:

Who, what where, how will the product be used? Could anyone be injured? How? What solution best solves the problem?

Responsibility for a poorly designed product shifted to consumers when free anchor kits were offered?

How many people would make a mistake and not secure the heavy furniture correctly? With no way to answer that question, A proper design was the answer followed by recall. recall were

Takeaway: Check accident records of similar products and factor in design specs that not only solve the issue but provide a competitive edge based on safety

References

Abc7ny.com

IKEA Facing Lawsuits...

<http://tinyurl.com/gnxo2lf>

CDC.gov/datastatistics

<http://www.cdc.gov/datastatistics/>

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Dog Training Wizard

So You Want to Become a Professional Dog Whisperer



Dog education PDF, inspired by the Chase ad and by a fascinating 60 Minutes piece on bomb sniffing dogs a few years earlier on bomb-sniffing canines.

A short eye-opening lesson based on primary telephone

research with a core theme: Do you know what's really involved in becoming a dog whisperer?

<https://youtu.be/FHbJ3eFAWxM>

<https://youtu.be/q1QzFghc-k4>

Reference

Teachers Pay Teachers

So You Want to Become a Dog Trainer:

Q & A , Printable, Research Activity
<https://www.teacherspayteachers.com/Product/So-You-Want-to-Become-a-Dog-Trainer-Q-A-Printable-Research-Activity-2232788>

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Little Jazz Genius from Bali

Spotlight on Joey Alexander's Natural Talents

The awesome ability of 12-year old jazz musician Joey Alexander was identified after his parents tried to channel their son's hyperactivity by giving him a musical instrument

What two primary talents,

other than musical, might best describe Alexander's abilities?

See the references that follow for clues.

Answers below...

Answers: Based on video analysis, highly likely a probability of *Ideaphoria* and *Dexterity* for starters...

References

60-minutes/Little Jazz Man

<http://www.cbsnews.com/news/60-minutes-joe-alexander-little-jazz-man/>

Johnson O'Connor Research Foundation.org

Understanding Your Aptitudes/PDF

<http://www.jocrf.org/aptitudes/book-understanding-your-aptitudes>

O*Net Online

Musicians and instruments

<http://www.onetonline.org/link/summary/27-2042.02>

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