

18th annual SEAConference

An event for Performing, Literary, Media & Visual artists



"The greater danger for most of us lies not in setting our aim too high and falling short, but in setting our aim too low and achieving our mark."

February 23 & 24, 2018
Hilton Hotel, Lisle, Illinois
selfemploymentinthearts.com



@seaconference
#seaconf2018



SEA in the Arts
Self Employment ●

WELCOME

We're glad you have joined us for the 18th annual Self Employment in the Arts (SEA) Conference. There are many wonderful opportunities for you to learn about the business of art. Please make sure to interact with the other artists, speakers and educators. It's amazing what you can learn from each other! If you need assistance at any time, please stop by the registration table. We want to make sure you have an exciting and enriching experience.

The mission of SEA is to provide educational resources to help aspiring artists gain the entrepreneurial knowledge and skills needed to establish and maintain a career as an independent artist.



Self Employment in the Arts

Founder Gary Ernst, Emeritus
North Central College
SEA Director Amy Rogers
North Central College
Executive Director Brian Hanlon
North Central College
Student Interns Alex Peters
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Jim Jozwiak Band for Today
Kate Flemming Millikin University
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Jeffrey Ross Ross Creative Works

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Dianne Welsh University of North Carolina
Greensboro
Eileen Braun Eileen Braun Ceramics
Elaine Luther Elaine Luther Art
Ed Wimp Speaker, Author,
Artists Manager, and Musician

Artwork:

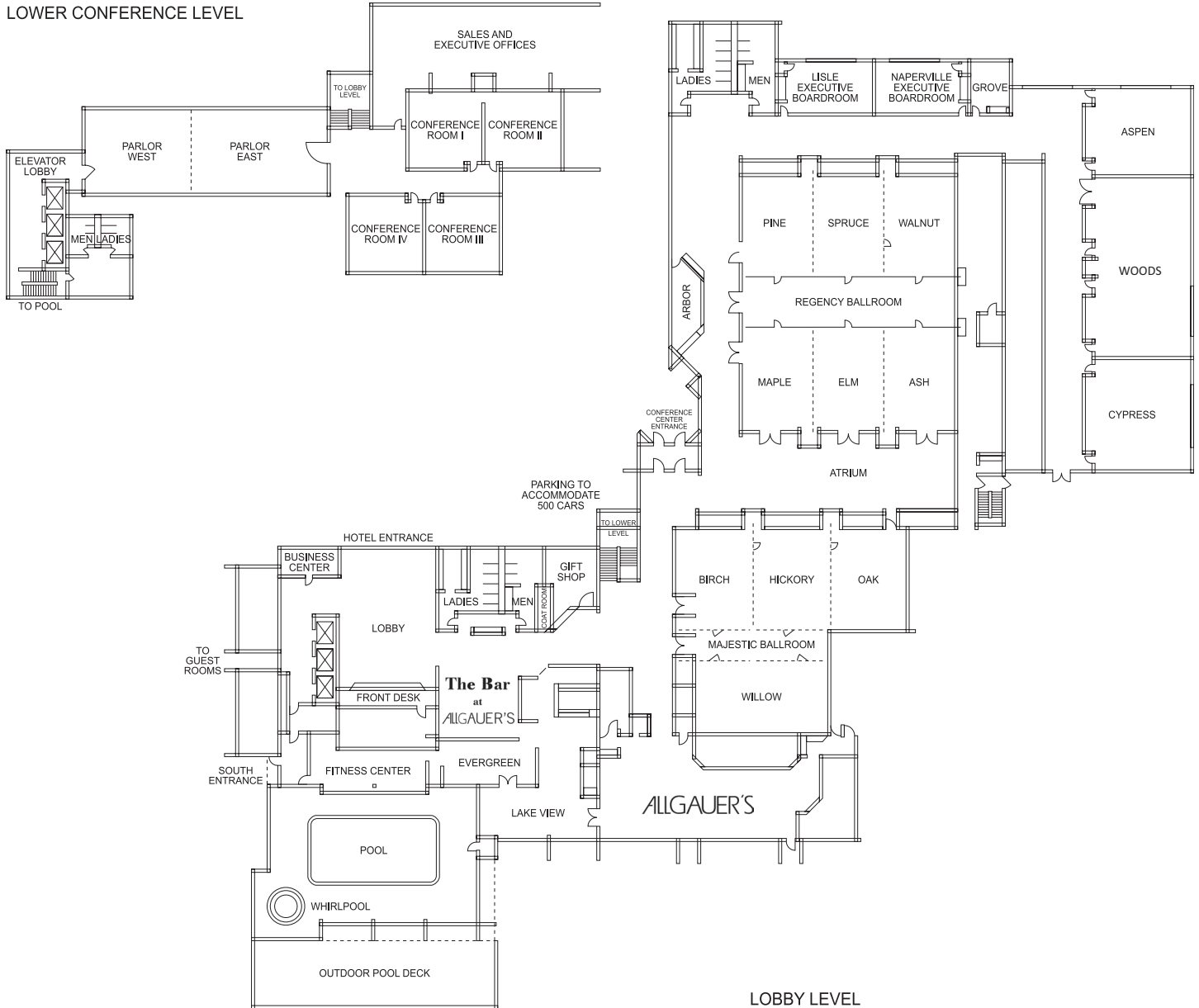
On the Cover: Sharon Bladholm, Beth Shadur, John
McDavitt, & Jim Plaxco
Below Map: John McDavitt, Jeffrey Ross, & J.C. Geiger
On Page 11: Sharon Bladholm, Jim Plaxco, Elaine Luther

Program Design

Danielle J. Wohead & Alyssa Ibara

MAP

LOWER CONFERENCE LEVEL



LOBBY LEVEL



KEYNOTE Speakers



Kara Kurcz

Producer

Friday Opening Keynote – February 23, 1:00 PM.

It Only Takes One Yes

In an industry where you hear “NO” a thousand times... “KNOWING” that you need just one yes could be the key to your success. So, when does “No” mean it’s time to rework your plan and when does it mean you need to trust that you are on to something bigger? Learn when to go with your gut Vs. adjust your thinking to achieve your career goals in Arts and Entertainment.



Bettina “Poet Gold” Wilkerson

Poet, Author, Songwriter, Music Director, Curator, Community Activist, Speaker

Friday Dinner Keynote – February 23, 6:00 PM

Be the Poem: Awakening the Artistpreneur, Turning Your Artistry into Your Business

How do creatives go from exploring the possibilities of their talents to living off their dream of being an independent artist? This entertaining poetic delivery reveals what every artist will need to manifest the results to become a successful Artistpreneur. Be the Poem ... Perfect the vision ... Obtain the skills ... Embrace your gift



Paul Klein

Artist Coach/Curator

Saturday Lunch Keynote – February 24, 12:00 PM

What if the Secret to Artistic Success is You? Not Them.

A bunch of attitudes (I mean truths) about what I’ve observed from discussions with 1000 artists over 40 years. Pretty much they’re all saying the same thing. I want to share it with you, because it might save you a lot of time and frustration getting there. And that will be good for me. (I mean us.)

COLLEGE ART Competition Juror



Deborah Venezia

DuPage Foundation – Director of Arts DuPage.

Deborah Venezia has been involved in the arts in DuPage County for close to 30 years. She is currently the director of Arts DuPage, a newly formed county-wide arts council created to promote engagement and investment in the arts in DuPage County. Through her work, she fosters the understanding and appreciation of art in the community while working to provide the tools necessary to empower artists and leaders of arts organizations. Deborah is also the founder and executive director of the After Hours Film Society, an organization that has been bringing foreign, art, and independent films to west suburban audiences since 1989. Additionally, she serves as the director of the Riverwalk Fine Art Fair, a show that has earned the reputation as one of the most prestigious juried art fairs in the nation. As a champion of the arts, Deborah received the Outstanding Contribution to the Arts Award in Naperville in 2009 and was inducted into Willowbrook High School’s Distinguished Alumni Hall of Fame in 2010.

STUDENT Master of Ceremonies



Brandon Barnes

North Central College, Alum and Graduate Student

Brandon Barnes is a civic minded artist and budget-preneur focused on mobile videography, stock photography, Black intersectional arts advocacy and archival media research. This work is critical to social justice movements because “art communities and organizations need to expand their institutional memory by mapping the margins of Black arts and everyday life social innovation-in local and global context-relative to race, gender, sexuality and class. Arts communities need Black creatives thought leadership, social media and content curation privileging marginalized community stakeholder’s bodies, voices, livelihoods and labor in popular culture, education and entertainment.”

Eyes On Your Mission (EOYM) Opening Video

Featured Creative: Shifra Whiteman, textile and fashion designer / Producer: Eric Phillips, DePaul University

Regency Ballroom

Welcome from SEA

Opening Remarks from The Coleman Foundation President, Michael Hennessy

It Only Takes One Yes - Keynote Presentation by Kara Kurcz

In an industry where you hear "NO" a thousand times... "KNOWING" that you need just one yes could be the key to your success. So, when does "No" mean it's time to rework your plan and when does it mean you need to trust that you are on to something bigger? Learn when to go with your gut Vs. adjust your thinking to achieve your career goals in Arts and Entertainment.

SESSION 1

Friday 2:00 – 3:00 PM

The Coleman Foundation Fellows Session by Invitation Only

Woods

The seminar will focus on best practices in teaching entrepreneurship to students in majors outside the business school. A number of key concepts, frameworks, and learning tools will be introduced. Emphasis will be placed on helping students develop key competencies associated with an entrepreneurial mindset, including opportunity recognition, resource leveraging, risk mitigation, guerrilla skills, and creative problem-solving. A set of teaching modules will be shared which can be dropped into virtually any course. A number of effective experiential learning tools will be introduced that attendees can adapt to their own learning environments.

Session Leader: Dr. Michael H. Morris, University of Florida

Freelance – Panel Discussion

Aspen

Freelancing is now the norm in many creative fields. Discussion will focus on how to get started including legalities, getting your first client/gig, building a reputation and client base, and more. Panelists will also share top tips from their own experiences within their respective creative fields.

Panelists: Catherine Borzym, John McDavitt, Toni Greathouse, and Steve Leeper

Moderator: John Wightkin, Trinity Christian College

Audition Panel with Mock Auditions

Cypress

This session will start with a panel discussion about the audition process – where to find auditions, how to prepare, what to expect and handling rejection. Time permitting, we will conclude with an opportunity for attendees to participate in a mock audition.

Panelists: Paula Frasz, Annie Hackett, and Carin Silkaitis

Moderator: Nickole Lanham, North Central College Gallery Director

Getting Started as a Creative Entrepreneur

Parlor

Before jumping in with both feet, it is important to make sure you have a basic understanding of what you are getting into. This session will touch on what you need to do to get your creative business off the ground. We'll discuss different types of entities, legal responsibilities, acquiring your first paying customers, what to do with the cash (and bills) coming in, and how to successfully keep things moving forward.

Panelists: Jim Jozwiak, Leah Jozwiak, Michael Luchies, Elaine Luther, Emily Weber, and Clarence Welton

Moderator: Jeffrey Ross, Ross Creative Works

Getting Exposure for Your Creative Work

Oak

As an emerging artist, one of the issues you will likely tackle is how to get exposure for your work. Just like it takes time to build your portfolio of work, it also takes time to gain exposure. However, there are many useful strategies you can utilize now to increase your exposure both through traditional and non-traditional means. This discussion will look at what role the internet can play, how to build a network, the importance of being intentional, and more!

Panelists: Sharon Bladholm, Maria Rapetskaya, Julie Sulzen, Debbie Venezia, Dan Zamudio

Moderator: Janet Bloch, Author of Strategic Marketing Tools for Visual Artists

Roundtable #1 with Jimmy Stafford

Naperville Boardroom

Musician and former guitarist for Train will be on-hand to meet with attendees to talk about his career and provide tips. Space is limited and pre-registration is required. If you are not signed up, please stop by the SEA registration table to see if there are any open spots.

Roundtables

Conference Room 1

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

• Branding for Non-Design Majors with Catherine Ross

Do you have a design or logo idea that you would like feedback on? Would you like input on branding your business? Join this small group discussion as Catherine shares best practices and provides feedback on your work.

• Public Art Insight with Beth Shadur

Beth has experience in both commissioned and community based collaborative public art. During this small group discussion she can share best practices and answer questions on everything from contracts to skill development.

The Smartphone Video Challenge

Conference Room 2

This challenge is designed for the artist that is ready to grow their business using the most powerful marketing tool there is, video! Why not use your Smartphone to show and tell people how talented you are? In this hands on experience every participant will receive at least 10 new video ideas for their business, an introduction video to use for their business and a complimentary seat to my online Smartphone Video School.

Session Leader: Brandy Sales, Video Marketing Expert

SESSION 1 CONTINUED

Ask A Mentor Resource Room (Open hours from 2-4:15 PM)

Conference Room 3

This is your place to ask any question about a career as a creative entrepreneur from how to start a business to contracts to what you need to do for the IRS and more. No question is too basic and for those tough questions, we'll do our best. If we can't answer, we'll help point you in the right direction. If there has been something you've wanted to ask but aren't sure who to ask or feel like it is something you should already know, stop by. We're here to help!

Mentors: Martha Carney & John Joseph (ConVerge), Gary Vaughan (Guident Business Solutions), Amor Montes de Oca (2112), & Marci Rolnik Walker (Lawyers for the Creative Arts)

An Author's Life Panel

Conference Room 4

Join authors J.C., Allie, and John as they discuss their careers as authors. How did they get that first piece published? What strategies did they use to get noticed by a publisher or did they self-publish? How do they overcome struggles like writer's block and rejection? This session will be full of tips for aspiring writers.

Panelists: J.C. Geiger, John Madormo, and Allie Pleiter

Moderator: Steve Rogers, The Page Writer

SESSION 2

Friday 3:15 – 4:15 PM

The Coleman Foundation Fellows Session by Invitation Only (Continues)

Woods

The seminar will focus on best practices in teaching entrepreneurship to students in majors outside the business school. A number of key concepts, frameworks, and learning tools will be introduced. Emphasis will be placed on helping students develop key competencies associated with an entrepreneurial mindset, including opportunity recognition, resource leveraging, risk mitigation, guerrilla skills, and creative problem-solving. A set of teaching modules will be shared which can be dropped into virtually any course. A number of effective experiential learning tools will be introduced that attendees can adapt to their own learning environments.

Session Leader: Dr. Michael H. Morris, University of Florida

Mental Health for the Creative Entrepreneur

Aspen

Starting your own creative business can be an exciting time and a stressful time. In fact, it can be a catalyst for serious mental health issues if you aren't careful. In this workshop, Mike Veny and Leanna Johnson share their personal experiences, insights, and tips on how to stay mentally well on your journey.

Session Leaders: Mike Veny & Leanna Johnson

Busting Legal Myths: Contracts and Business Entities

Cypress

Legal mistakes are expensive. They are far more expensive than avoiding them in the first place by using a good lawyer. "OK," you reply, "if I'm going to get a lawyer anyway, why should I spend my time learning about legal issues?" Good question. One reason is so you can be a good client. Artists believe a lot of dangerous myths when it comes to the law. (Yes, I'm talking to you, filmmakers-who-think-you-can-pay-all-crew-as-independent-contractors.) If you aren't going to believe what the lawyer tells you, you will be poorly served. So learn, and shed the myths. Another reason is so you can be good at triage. You're the one out there, so you have to know how to spot your issues and call the lawyer at the right time. We'll use this session to dispel myths and deliver issue-spotting tools in two ground-zero legal areas: contracts and business entities (e.g., LLC, corporation, sole proprietor, etc.). I'm not a fan of boring, so it won't be a lecture. More like a game show.

Session Leader: Elizabeth Russell, Russell Law

State of Arts Entrepreneurship (For Emerging Creatives)

Parlor

This panel will look at the challenges creatives face as a whole. How can you be engaged in the bigger picture? What can you do to advocate for your field locally, regionally, and nationally. How can you become involved in the arts business culture of your local community? What does the future look like for creative entrepreneurs?

Panelists: Matt McClure (Artlink), Amor Montes de Oca (2112), Debbie Venezia (DuPage Foundation / Arts DuPage)

Moderator: Kate Flemming, Millikin University

Marketing your Creative Talent or Business

Oak

Whether you are a singer trying to get airplay for your song or a studio photographer trying to attract more clients, you need to get noticed. This is where marketing comes in. Marketing can take many forms from the traditional print advertisement in the newspaper to very targeted ads on Facebook. During this session we'll discuss different avenues for marketing and the various strategies that go with them. We'll also discuss how technology has changed promotional efforts as well as how to generate free publicity.

Panelists: Ross Egan, J.C. Geiger, Jim Plaxco, Lauren Ramsey, Brandy Sales, and Martin Atkins

Moderator: John Wightkin, Trinity Christian College

It's Called Show Business

Conference Room 2

During this 60-minute experiential jam session we'll follow Bob's journey from growing up in mid-market America to co-star billing on a network TV show. He'll share the business and life lessons he learned along the way, why he left the business and how he found his creative fulfillment as a speaker. We'll apply those lessons to other creative endeavors, and leave time for lively Questions & Opinions. He may not have all the answers but he does have lots of opinions.

Session Leader: Bob Roitblat

Ask A Mentor Resource Room (Open hours from 2-4:15 PM)

Conference Room 3

This is your place to ask any question about a career as a creative entrepreneur from how to start a business to contracts to what you need to do for the IRS and more. No question is too basic and for those tough questions, we'll do our best. If we can't answer, we'll help point you in the right direction. If there has been something you've wanted to ask but aren't sure who to ask or feel like it is something you should already know, stop by. We're here to help!

Mentors: Martha Carney & John Joseph (ConVerge), Marci Rolnik Walker (Lawyers for the Creative Arts), and Gary Vaughan (Guident Business Solutions)

An Artist's Life Panel

Conference Room 4

What really is involved in an artist's career? What does the daily grind look like? How much time is spent on activities like creating artwork, marketing, submitting work to shows, teaching, and bookkeeping? How has this changed over the course of their careers?

Panelists: Sharon Bladholm, Annie Hackett, and John McDavitt

Moderator: Nickole Lanham, North Central College Gallery Director

SESSION 2 CONTINUED

Roundtable #2 with Jimmy Stafford

Naperville Boardroom

Musician and former guitarist for Train will be on-hand to meet with attendees to talk about his career and provide tips. Space is limited and pre-registration is required. If you are not signed up, please stop by the SEA registration table to see if there are any open spots.

Roundtables

Conference Room 1

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

• Working with a Publisher with John Madormo

Join Author John Madormo as he discusses the author's relationship with a publisher. What should your expectations be as an author? How do you know if someone is a good publisher or not?

• Own your own studio without it owning you with Emily Weber

Would you like to start your own music, dance, or art studio? Join Emily for this small group discussion where she will share tips and answer your questions.

• Contracts & Gigs for Performing Artists with Carin Silkaitis

Why are contracts important and what should you know about them? Bring your questions and join Carin as she discusses contracts & gigs in the areas she specializes in: Theatre, Film, Commercial, Industrial, and VoiceOver

• Productivity with Allie Pleiter

Do you find you can't seem to finish what you're working on? Need some new strategies to be more productive? Come join the conversation on productivity.

• Finding an Audience. A Guide to Animation Festivals with Steve Leeper

Animation festivals are great ways to get exposure for your work, meet some like-minded people and pick up an award or two along the way! The growing world of on-line festivals make things even more exciting. . . and confusing. Steve will help answer your questions and provide tips and strategies for making and submitting in your work.

SESSION 3 - WORKSHOPS

Friday 4:30 –5:45 PM

Creating Value for Customers - Business Model Canvas

Woods

Having a business idea is the easy part. Implementing on a business venture is harder but more clearly understood in the context of The Business Model Canvas. Come to this workshop to learn how to apply tools from the business model canvas to create value while engineering a brand that resonates with customers.

Workshop Leaders: Martha Carney (ConVerge North Central College) and John Wightkin (Trinity Christian College)

Career Map Planning to Roll with the Punches

Aspen

Si, como No? means "YES! Why not?" That should be your mantra as an artist! Despite your meticulously drawn up five-year plan, stuff happens!!! How to create opportunities and roll with the punches! What if the jobs dry up? What if you get sick or injured? What about a branch of your art that you never considered? Being able to say "Yes, why not" instead of "I don't think I can" is a valuable skill for anyone, and crucial for an artist. With stories from 30 years of experience plus examples from YOUR life, we will explore the possibilities!!

Workshop Leader: Paula Frasz, Northern Illinois University

Design Your Life

Cypress

As creatives, we get so wrapped up in work, that we can spend countless days perfecting every pixel, yet not find a single hour to hit the gym. And while during our careers we'll design hundreds of projects, few will take on the most rewarding complicated creative challenge of all: our own lives. But a life that's perfect for you doesn't come together by magic. It's created by design, and that's easier dreamt of than accomplished. What if we treated our career – and by extension, the rest of our life – like a client project? This speaker did, and for over a decade, she's been joyfully balancing a successful creative business with her other passions, favorite daily routines and ample downtime. This workshop weaves an intimate story of her quest, emotional insight, plenty of inspiration and precise, actionable steps you can implement immediately.

Workshop Leader: Maria Rapetskaya, Undefined Creative

Creative Career Exploration

Parlor

This workshop is geared towards those that know they want to do something with their creative talents but aren't sure exactly what that is. The workshop will start with a panel discussion about creative careers. The panel will be made up of art professionals from a variety of backgrounds. We will then break into smaller groups by interest and brainstorm all the different career paths within that art field as well as look at what we can do now to start investigating and pursuing those paths in more depth now.

Panelists / Small Group Leaders: Janet Bloch (Visual Arts), Jim Jozwiak (Performing Arts), John McDavitt (Visual Arts), Lauren Ramsey (Visual & Media Arts), Catherine Ross (Visual Arts – Graphic Design), Jeffrey Ross (Visual Arts – Photography), Beth Shadur (Visual Arts), Mike Veny (Performing Arts), Emily Weber (Performing Arts)

Workshop Moderator: Amy Rogers, Self-Employment in the Arts

Roundtable #3 with Jimmy Stafford

Naperville Boardroom

Musician and former guitarist for Train will be on-hand to meet with attendees to talk about his career and provide tips. Space is limited and pre-registration is required. If you are not signed up, please stop by the SEA registration table to see if there are any open spots.

Money Mindset

Conference Room 2

Money is a huge part of doing business and yet so many artists struggle because they haven't received financial education and they are living with money mindsets that don't support them having sustained creative success. In this session we'll define what mindset is, and learn how to identify your unique money story and how it's impacting your life and business. We'll cover some common money mindset beliefs, and bust some myths around artists and money! Artists will walk away with easy to implement actions to go from negative thoughts to positive thoughts, as well as tools and hacks for shifting to a happier, healthier relationship with money that supports your ideal lifestyle. Cheers to making art and money!

Workshop Leader: Sonya Highfield, Real World Creatives

SESSION 3 CONTINUED

Branding Workshop

What is a brand, anyway? Why do companies go to all the trouble of creating a brand? Do you actually need it? In this class, we'll examine various brands – big and small – and discuss what goes into making a brand successful. Learn from an expert who's put her creative skills to work for Apple and for Columbia University in NY, and for small businesses and entrepreneurs internationally. She'll tell you what you need to know about websites, copy, colors, fonts, business cards and so much more! You'll leave with DIY tools, an action plan with step-by-step instructions, and critical next steps. You'll have fun, learn branding moxie, and walk away one step closer to building that killer brand you've always dreamed of and your target market can't resist!

Workshop Leader: Catherine Borzym, Kiwi Avenue

Conference Room 3

Alternative Jobs and Spaces for Artists

Can your day job benefit your art career? Can your dorm room or apartment be a viable gallery space? Do you have creative friends with creative ideas anxious to build a community? How does waiting tables materialize into art sales? This workshop will encourage artists to utilize jobs in fields that might not be their long-term goal but may give one skills and opportunities that are within their reach to use in their art careers. This workshop will also take you outside of the traditional gallery system to help you explore non-traditional ways of creating, promoting, networking and selling your art in order to build your career.

Workshop Leaders: Julie Sulzen and Dan Zamudio

Conference Room 4

DINNER

Friday 6:00 – 7:30 PM

Dinner Welcome

*Please note that dinner will be served from 5:45-6:30 PM. Poet Gold's keynote will start at 6:30 PM.

Ballroom

Eyes on Your Mission (EOYM) Videos:

Featured Creative: Catherine Borzym, branding designer / Producer: Thomas Johnson, Concordia University

Featured Creative: Mike Veny, musician and mental health speaker / Producer: Emily Tilma, Northern State University

Be the Poem: Awakening the Artistpreneur, Turning Your Artistry into Your Business

Keynote Performance: Bettina "Poet Gold" Wilkerson

How do creatives go from exploring the possibilities of their talents to living off their dream of being an independent artist? This entertaining poetic delivery reveals what every artist will need to manifest the results to become a successful Artistpreneur.

Be the Poem ... Perfect the vision ... Obtain the skills ... Embrace your gift ... Manage your business.

VISIT EXHIBITS

Friday 7:30 – 8:00 PM

An infographic on the left side of the exhibit banner. It features a central white circle with the CONVERGE logo. Surrounding this central circle are ten smaller red circles, each containing a white icon and a label. The labels are: WORKSHOPS, COACHES & MENTORS, CO-WORKING SPACE, BUSINESS PARTNERS, SOURCES TO ACCESS CAPITAL, ENTREPRENEURSHIP EDUCATION, BUSINESS ROUNDTABLES, CARDINAL LAUNCH SERVICES, and two others partially visible. The background of the infographic is a gradient of orange and yellow.

The Center for Innovation & Entrepreneurship at North Central College

Helping local entrepreneurs innovate and accelerate the growth of their businesses

www.convergenaperville.org
630.637.5121
entrepreneur@noctrl.edu

ROUNDTABLE DISCUSSIONS - SPONSORED BY ILLINOIS STATE UNIVERSITY

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

Regency

Print On Demand led by Jim Plaxco

Selecting, Using, and Marketing print on demand services

Producing Your Own Concert led by Greta Pope

Have you ever thought about producing your own concert? Don't miss this opportunity to learn the steps you need to take and ask questions.

Free vs. Paid led by Brandy Sales

Donating work is a great strategy to build your portfolio and make connections – but what is the balance?

Social Media Tools and How to Use Them led by Lauren Ramsey

You should only market what you can measure. If you are marketing your business or yourself on social media...how are you measuring the results? There are a number of social media tools available at your fingertips: from scheduling to analysis to listening tools, there are quite a number of options. Which do you choose?

Effective Networking led by Sonya Highfield

Getting over networking fears and discussing where and how to network effectively

One-Person Show led by Bob Roitblat

Mounting and starring in your own one-person show

Making Money with Writing led by Michael Luchies

From creating business names to writing blog posts to earning cryptocurrencies (like Bitcoin) with writing, Michael will help roundtable participants learn about what's available and how to turn their skills and interests into money online.

Public Art led by Sharon Bladholm

Sharon will discuss the challenges and best practices of applying for and creating public art, including outdoor permanent installations like her "Soil : Alive with Life" piece for Openlands Lakeshore Preserve as well as temporary and permanent art for museums such as the Peggy Notebaert Nature Museum.

Design Tools for Non-Designers led by Catherine Borzym

We'll discuss some useful and often free tools to help take your promotional and marketing efforts to the next level. Catherine will share some of her favorite tools like CANVA. Do you have a favorite tool? Come share with the group.

Making a Career as an Illustrator led by John McDavitt

We'll talk about how to get started and what types of work you can do as an illustrator.

Music Unions led by Jim Jozwiak & Rich Daniels

What you need to know about music unions

The Fortune is in the Follow Up led by Jolyn GC, Aramis Hamer, & Kamari Bright

How to Get and Keep Customers along with maximizing networking opportunities

Music Development / Management led by Clarence Welton

Learn "what to do next" to jump start your music career.

Ambition is Awesome led by Michael Royce

This discussion will be a dialogue about how to encourage one's own ambition for success and look at the inhibitors that prevent individuals from pursuing their dreams.

Getting and Keeping Students led by Annie Hackett & Leah Jozwiak

How do you acquire those first students and once you have them, how do you keep them?

Crafting a Comedy Career led by Victoria Elena Nones

Looking to get into comedy? Bring your questions and we'll discuss how to get started, alternative opportunities, and much more.

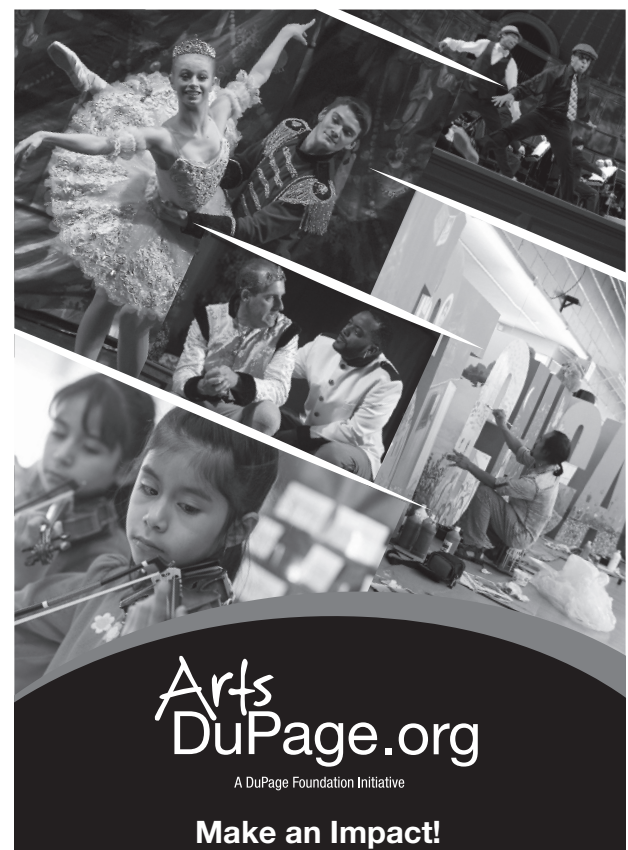


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Make an Impact!

SESSION 4 CONTINUED

Panel: Young Entrepreneurs

Parlor

What is it like to start a business while in college or soon after graduating? Young creative entrepreneurs will share their stories of challenges and successes as well as provide useful tips for those looking to follow in their footsteps.

Panelists: Shavonne Alvarez (Alverno College), Keyante Aytch (DePaul University), Tyler Bradley (Columbia College Chicago), Cecilia Castro (Alverno College), Edgardo Santiago-Figuera (Pontifical Catholic University of Puerto Rico), and Maribelis Santiago-Serrano (Pontifical Catholic University of Puerto Rico)

Moderator: John Wightkin, Trinity Christian College

Panel: Pricing Your Creative Work

Oak

There are many opinions and strategies for pricing your work. We'll tackle this often challenging topic through a panel format. Panelists will share key aspects to consider as well as the different strategies that they utilize.

Panelists: Toni Greathouse, Catherine Ross, Jeffrey Ross, Ian Sherwin

Moderator: Nickole Lanham, North Central College Gallery Director

One-On-One Mentoring

Conference Room 1

Mentoring sessions may be signed up during the conference at the registration table. Space is limited.

J.C. Geiger – inventive marketing, landing a literary agent, creative writing, working with a publisher, enduring rejection

Allie Pleiter – creative writing, productivity, time management

Beth Shadur – curating, visual arts, public art, collaboration, teaching, artist in residencies

Piece by Piece: The Art and Business of Building Stories Over Time

Conference Room 2

With the resounding success of movies and books that have multiple sequels and prequels, we see how narrative universes continue to expand beyond just one installment. Gabriel Romaguera, has studied serial storytelling in different media of publication and shares how these multilayered stories start out and evolve beyond the author's original concept. Narrative divisions, rates of publication, feedback integration, among other elements will be highlighted as different examples of serialization are presented.

Presenter: Gabriel Romaguera, University of Puerto Rico

Faculty Roundtables

Conference Room 3

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

• Building Entrepreneurial Music Students with Andrew Friedrichs

Are you a music teacher? Would you like to see your students succeed in music? We'll discuss an approach to teaching that will help you prepare your students with the skills needed to succeed in the changing music industry.

• How do you use Entrepreneurship to drive students to your university with Gary Vaughan

Learn about a collaboration between several universities for the benefit of their Entrepreneurship programs and how this can benefit Admissions and Alumni Relations at your institution.

• New Business Models with Julie Griffey

New online tools and platforms have opened doors to new business models for students. How can we as educators help support these endeavors

Panel: Non-Profits

Conference Room 4

As a creative, one option you may consider is setting your business up as a non-profit. What are the advantages and disadvantages? What steps do you need to take? Panelists will also share other tips and strategies from their own experiences.

Panelists: Janet Bloch, Ross Egan, Paula Frasz, Leanna Johnson, Elaine Luther, and Elizabeth Russell

LATE NIGHT ACTIVITY ROOMS

Friday 9:15 – 10:15 PM

Drum Circle

Redwood

Join Mike Veru as he leads attendees in drum circle activities.

Improv by Voodoo Barbie of Beloit College

Rosewood

Sponsored by Beloit College

Voodoo Barbie is Beloit College's student-run improv comedy troupe. They perform regularly and sometimes host workshops. Although no one really knows how Voodoo got started, it is rumored that the group originated in the 1970s amid the fervor of free love, student protest and SNL's first season.

Voodoo Barbie is: Aaron Hirst, Claire Read, Otis Roffman, and Richard Swinford

Create Room - Sponsored by Blick Art Materials & Gamblin Artist Colors (open until 11 PM)

Cypress

All are welcome to come and "create" with art supplies donated by Blick Art Materials and Gamblin Artist Colors. You may leave your "creations" at the registration table and we will display them in the gallery. Guest judges will pick several winners! All entries must be created with materials from the Create Room and turned into the SEA Registration Table no later than 11 PM.

Gallery Reception

Birch (9:15-10 PM only)

Join this year's gallery participants and judges for a reception. Winners will be announced for the juried competition shortly after 9:15 PM. Light refreshments will be served.

Idea Pitch Competition

Ballroom

Breakfast buffet will open at 8:00 AM. Pitches start at 8:30 AM. Please refrain from entering or leaving the ballroom during a pitch.

Come watch previously selected finalists pitch their creative business or business ideas to our panel of SEA “Sharks.” Pitch Competition winners will be announced at the end of the lunch session

A special thank you to all our “Sharks”:

Gary Vaughan, Guident Business Solutions • Tom Hartman, United Audio Productions • Jim Jozwiak, Band for Today • Frank Pampenella, PM Music Center • Julie Hamilton, +Intention • Tyler Bradley, 2017 SEA Pitch Winner

SESSION 5

Saturday 9:30 – 10:30 AM

Gallery Chat

Birch/Hickory

This workshop will teach participants how to increase their odds of getting accepted into juried art competitions. Students will learn what makes a strong submission and what is expected from them after getting in to the show, including how to frame and present work. Everyone is welcome to the session whether they applied to the student show or not.

Session Leader: Debbie Venezia, Arts DuPage

Getting Started as a Creative Entrepreneur

Redwood

Before jumping in with both feet, it is important to make sure you have a basic understanding of what you are getting into. This session will touch what you need to do to get your creative business off the ground. We'll discuss different types of entities, legal responsibilities, acquiring your first paying customers, what to do with the cash (and bills) coming in, and how to successfully keep things moving forward.

Panelists: Annie Hackett, John McDavitt, Greta Pope, and Mike Veny

Moderator: John Wightkin, Trinity Christian College

Death to the Starving Artist Myth: How to Eat, Live and Succeed as an Artist

Rosewood

In this session, Seattle artists Aramis Hamer, Kamari Bright, & Jolyn GC highlight the three major pitfalls that create the “starving artist” myth. They share the three different options that have allowed them to travel, create, and “eat”, or generate income, in one of the most expensive cities in the world. Pulling insights from their real-life practices, the trio will show the top three methods that can lead to a sustainable life in the arts. Regardless of your art form, you'll leave this session with a full plate of options!

Session Leaders: Kamari Bright, Jolyn GC, and Aramis Hamer

Panel: Pricing Your Creative Work

Aspen

There are many opinions and strategies for pricing your work. We'll tackle this often challenging topic through a panel format. Panelists will share key aspects to consider as well as the different strategies that they utilize.

Panelists: Toni Greathouse, Michael Luchies, Catherine Ross, and Jeffrey Ross

Moderator: Steve Rogers, The Page Writer

Getting Started – The Actor's Way

Cypress

This panel will discuss a variety of topics for actors entering the marketplace offering concrete advice/tips: getting started as an actor in Chicago (K. Martinovich); maintaining physical, emotional and mental well-being as a working actor (P. Skarbinski); other jobs to pursue as an actor (H. Corwin); artist entrepreneurship online (K. Holton); and strategies for assembling a beginning actor's reel (M. Romriell).

Panelists: Heather Corwin, Kendra Holton, Kay Martinovich, Matthew Romriell, and Patricia Skarbinski

Trademark

Parlor

Stop. Read this. Failing to clear and protect trademarks can sink your business. Seriously. This is the number one mistake I see, in my law practice. You choose a name you love; you get the domain; and you don't see any exact matches anywhere online. So you launch. Then, having already invested everything you have, one of two things happens. Either you go to a lawyer and ask her to “fill out the forms” so you can get a trademark registration (and you learn it won't be possible); or you receive a cease and desist letter from a senior user. Either way, you have to scrap your entire brand and start over. Whether you're a fine artist, a band, a theater, or a laundromat: learn how this works, so it doesn't happen to you. Our session will include attention-grabbing visuals and a hands-on exercise. It'll be fun. And it might save your business.

Session Leader: Elizabeth Russell, Russell Law

Roundtables

Oak

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

• Teaching Art with Elaine Luther

How to break into being a teaching artist, the different kinds of places to teach and how to pitch them, based on Elaine's 25 years experience teaching in a wide range of settings, from after school to a cancer patient support center.

• Curating with Beth Shadur

Shadur is the Gallery Director at Prairie State College and has also independently curated numerous exhibitions at museums and galleries. During this small group discussion she will share how to prepare and install an exhibition with strong professional skills from its inception to its completion.

• Music Development / Management discussion led by Clarence Welton

Learn “what to do next” to jump start your music career.

SESSION 5 CONTINUED

One-On-One Mentoring

Conference Room 1

Mentoring sessions may be signed up during the conference at the registration table. Space is limited.

Leah Jozwiak – Opening your own performing arts studio, Getting and Keeping Students
Jim Plaxco – Web design, photography, digital photography, technical writing, HTML, SEO

Faculty Session: The Deep End: How to Teach Your Students to Succeed in the Arts Industry

Conference Room 2

How can arts educators better prepare their students to have successful careers in the arts industry? Entrepreneurship education research shows that effective educators must allow their students to be immersed in a real entrepreneurial experience, with the educator embodying a mentorship/facilitator role as opposed to a traditional didactic lecturer role. However, arts educators are too frequently waiting to address the subject of entrepreneurship until after their students have left the safety of their educational institution. This session will present a set of salient guidelines for arts educators that will help them to practically implement entrepreneurship in their teaching and thereby better prepare their students to succeed in the arts industry.

Presenter: Andrew Friedrichs

One-On-One Mentoring

Conference Room 3

Mentoring sessions may be signed up during the conference at the registration table. Space is limited.

Brandy Sales – Video production, finding your first client, growing a business
Lauren Ramsey – Project management, marketing, social media marketing
Janet Bloch – Art centers, juried submissions, preparing and presenting a portfolio, preparing statements and proposals

An Artist's Life Panel

Conference Room 4

What really is involved in an artist's career? What does the daily grind look like? How much time is spent on activities like creating artwork, marketing, submitting work to shows, teaching, and bookkeeping? How has this changed over the course of their careers?

Panelists: Joe Bianco, Elliot Callighan, and Ross Egan
Moderator: Melissa Hennessy, Columbia College Chicago

SESSION 6

Saturday 10:45 – 12:00 PM

State of Arts Entrepreneurship (for Educators)

Redwood

Join art organization leaders as they share opportunities they see for arts entrepreneurship within higher education. What needs do they see? What are tools that these organizations have for colleges? How can organizations in the arts and higher education collaborate more?

Panelists: Janet Bloch (Lubeznik Center for the Arts), Rich Daniels (Illinois Arts Council Member / The City Lights Orchestra), Matt McClure (Artlink), Amor Montes de Oca (2112), Michael Royce (New York Foundation for the Arts), Debbie Venezia (DuPage Foundation – Arts DuPage)
Moderator: Melissa Hennessy, Columbia College Chicago

Branding Workshop

Rosewood

What is a brand, anyway? Why do companies go to all the trouble of creating a brand? Do you actually need it? In this class, we'll examine various brands – big and small – and discuss what goes into making a brand successful. Learn from an expert who's put her creative skills to work for Apple and for Columbia University in NY, and for small businesses and entrepreneurs internationally. She'll tell you what you need to know about websites, copy, colors, fonts, business cards and so much more! You'll leave with DIY tools, an action plan with step-by-step instructions, and critical next steps. You'll have fun, learn branding moxie, and walk away one step closer to building that killer brand you've always dreamed of and your target market can't resist!

Workshop Leader: Catherine Borzym, Kiwi Avenue

Career Map Planning to Roll with the Punches

Aspen

Si, como No? means "YES! Why not?" That should be your mantra as an artist! Despite your meticulously drawn up five-year plan, stuff happens!!! How to create opportunities and roll with the punches! What if the jobs dry up? What if you get sick or injured? What about a branch of your art that you never considered? Being able to say "Yes, why not" instead of "I don't think I can" is a valuable skill for anyone, and crucial for an artist. With stories from 30 years of experience plus examples from YOUR life, we will explore the possibilities!!

Workshop Leader: Paula Frasz, Northern Illinois University

Design Your Life

Cypress

As creatives, we get so wrapped up in work, that we can spend countless days perfecting every pixel, yet not find a single hour to hit the gym. And while during our careers we'll design hundreds of projects, few will take on the most rewarding complicated creative challenge of all: our own lives. But a life that's perfect for you doesn't come together by magic. It's created by design, and that's easier dreamt of than accomplished. What if we treated our career – and by extension, the rest of our life – like a client project? This speaker did, and for over a decade, she's been joyfully balancing a successful creative business with her other passions, favorite daily routines and ample downtime. This workshop weaves an intimate story of her quest, emotional insight, plenty of inspiration and precise, actionable steps you can implement immediately.

Workshop Leader: Maria Rapetskaya, Undefined Creative

Business Model Canvas

Parlor

Do you already have an idea for a creative business? This session will take a look at the Business Model Canvas – a one page business plan that is a great tool at helping you get all the pieces together so that you can start off on the right foot.

Workshop Leader: John Wightkin, Trinity Christian College

SESSION 6 CONTINUED

Roundtables

Oak

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

- Audition Prep discussion led by Andrew Friedrichs

Do you want to improve your chances of winning the job you want? We'll break down the essentials of audition preparation and discuss tips and tricks that you can implement in your next audition.

- Voice Over Work discussion led by Joe Bianco

Learn how to get into the business and how the industry works

- Writing discussion led by J.C. Geiger

It may take 10,000 hours to become an amazing writer -- but you can learn the basics of the industry in about an hour. This conversation will focus on meaningful networking, finding an agent, and the essentials of a book deal once you're ready to make the leap.

One-On-One Mentoring

Conference Room 1

Mentoring sessions may be signed up during the conference at the registration table. Space is limited.

Kendra Holton – Artist entrepreneurship on-line

Kay Martinovich – Getting to know Chicago as an actor; ideas on how and where to start your career there

Matt Romriell - Strategies for assembling a beginning actor's reel

Patricia Skarbinski - Maintaining physical, emotional and mental well-being as a working actor

Elaine Luther – Art, blogging, mixed media, sculpture, jewelry

Money Mindset

Conference Room 2

Money is a huge part of doing business and yet so many artists struggle because they haven't received financial education and they are living with money mindsets that don't support them having sustained creative success. In this session we'll define what mindset is, and learn how to identify your unique money story and how it's impacting your life and business. We'll cover some common money mindset beliefs, and bust some myths around artists and money! Artists will walk away with easy to implement actions to go from negative thoughts to positive thoughts, as well as tools and hacks for shifting to a happier, healthier relationship with money that supports your ideal lifestyle. Cheers to making art and money!

Workshop Leader: Sonya Highfield, Real World Creatives

Alternative Jobs and Spaces for Artists

Conference Room 3

Can your day job benefit your art career? Can your dorm room or apartment be a viable gallery space? Do you have creative friends with creative ideas anxious to build a community? How does waiting tables materialize into art sales? This workshop will encourage artists to utilize jobs in fields that might not be their long-term goal but may give one skills and opportunities that are within their reach to use in their art careers. This workshop will also take you outside of the traditional gallery system to help you explore non-traditional ways of creating, promoting, networking and selling your art in order to build your career.

Workshop Leaders: Julie Sulzen and Dan Zamudio

LUNCH & KEYNOTE

Saturday 12:00 – 1:30 PM

Please enjoy your lunch and conversation. The keynote will start at approximately 12:30 PM.

Eyes on Your Mission (EOYM) Videos:

Ballroom

Featured Creative: Leanna Johnson, freelance journalist / Producer: Nicole Garza, Concordia University Chicago

Featured Creative: Sunny Shah, Illinois Institute of Technology / Producer: Brandon Barnes, North Central College

What if the Secret to Artistic Success is You? Not Them.

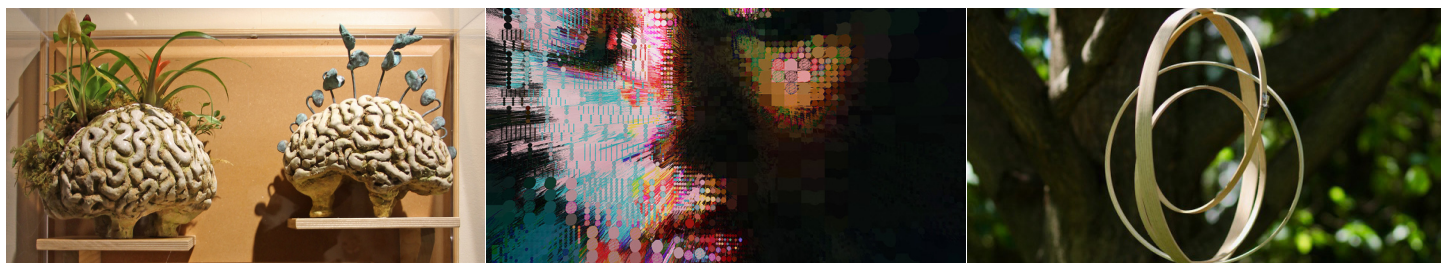
Keynote: Paul Klein

A bunch of attitudes (I mean truths) about what I've observed from discussions with 1000 artists over 40 years. Pretty much they're all saying the same thing. I want to share it with you, because it might save you a lot of time and frustration getting there. And that will be good for me. (I mean us.)

Idea Pitch Competition Awards

VISIT EXHIBITS

Saturday 1:30 – 1:50 PM



Freelance - Panel Discussion

Redwood

Freelancing is now the norm in many creative fields. Discussion will focus on how to get started including legalities, getting your first client/gig, building a reputation and client base, and more. Panelists will also share top tips from their own experiences within their respective creative fields.

Panelists: Joe Bianco, Catherine Borzym, Toni Greathouse, and Elaine Luther

Moderator: Jeffrey Ross, Ross Creative Works

New Online Tools & Techniques for Creative Entrepreneurship

Rosewood

In this workshop, we will discuss the artistic endeavors of the attendees and their intended business models. Then, we will look at some case studies of successful art entrepreneurs who have taken advantage of new online platforms to build unique businesses that allow them to pursue their art while earning a living. Finally, we will think about how we can use these new tools to further our own artistic ambitions.

Session Leader: Julia Griffey, Webster University

Marketing your Creative Talent or Business

Aspen

Whether you are a singer trying to get airplay for your song or a studio photographer trying to attract more clients, you need to get noticed. This is where marketing comes in. Marketing can take many forms from the traditional print advertisement in the newspaper to very targeted ads on Facebook. During this session we'll discuss different avenues for marketing and the various strategies that go with them. We'll also discuss how technology has changed promotional efforts as well as how to generate free publicity.

Panelists: J.C. Geiger, Michael Luchies, Maria Martinovich, and Catherine Ross

Moderator: Melissa Hennessy, Columbia College Chicago

Changing Opportunities in the Music Business

Cypress

Martin Atkins will look at the changing face of revenue in the music business. Forget the four P's of marketing - how about the three F's - Three Floyds breweries and coffee makers are partnering with artists to release 7" singles and custom brews. The methods of distribution, release and, most importantly, story creation are changing. Martin will lead you through some insightful, mind opening ideas and, he's funny...

Session Leader: Martin Atkins, SAE Chicago

Round Table Discussions

Parlor

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

- Managing Clients for Creatives discussion led by Maria Rapetskaya

How to set expectations, when to stand your ground and other strategies for smooth client relationships.

- Social Media Strategy discussion led by Lauren Ramsey

It's not enough to be on social media anymore. You have to have a strategy behind your actions. Learn the key components for building a social media strategy that will make your business stand out from the rest.

- Smartphone Video Wrap Up discussion led by Brandy Sales

For those that participated in the session on Friday, we'll share our experiences as well as answer any questions.

- Opening Your Own Performing Arts Studio discussion led by Leah Jozwiak and Annie Hackett

What do you need to start a teaching studio and how do you get started?

- Forward Thinking / Adaptabilities in Theatre discussion led by Ross Egan

We'll discuss strategies for being adaptable and forward thinking in theatre.

Meet & Greet with Paul Klein

Oak

Join Paul in the Oak Room (located directly across from the back doors of the Regency Ballroom)

One-On-One Mentoring

Conference Room 1

Mentoring sessions may be signed up during the conference at the registration table. Space is limited.

Sonya Highfield – commercial and fine art photography, business, money matters

Greta Pope – music, entertainment, self-producing concerts, music business

Beth Shadur – curating, visual arts, public art, collaboration, teaching, artist in residencies

John McDavitt – Illustration, graphic design, product design, murals, large-scale art

Clarence Welton – artist development & management, marketing, strategic planning, auditioning

One-On-One Mentoring

Conference Room 2

Mentoring sessions may be signed up during the conference at the registration table. Space is limited.

Leanna Johnson – branding, marketing, mental health

Mike Veny – percussion, mental health, sponsorships, networking

Elliot Callighan - Music Composition for Media, Music Business, Teaching, Self Management and Business Development

SESSION 7 CONTIUED

Round Table Discussions

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

- Thinking outside the "Gallery Box" discussion led by Julie Sulzen and Dan Zamudio

We will discuss other ways to show your work including licensing and brick-and-mortar places.

- Analyzing Your Web Site discussion led by Jim Plaxco

How to analyze and identify weaknesses with your web site.

- Ambition is Awesome discussion led by Michael Royce

This discussion will be a dialogue about how to encourage one's own ambition for success and look at the inhibitors that prevent individuals from pursuing their dreams.

- Copyright Q&A led discussion led by Elizabeth Russell

Opportunity to ask general questions about copyright (*no individualized legal advice)

Conference Room 4

CLOSING

Saturday 3:00 – 4:00 PM

Closing Remarks Top Tips and Actions Steps

Ballroom

Now what? You have been exposed to great information the past two days and now it is time to take what you have learned and turn it into action. Brandy Sales, Jeffrey Ross, Greta Pope, and Mike Veny will share with you their top tips and action steps to help you leave this event on the right foot. This has been a favorite way to end the event. Don't miss out!

Thank You for attending! Please make sure to fill out a conference evaluation and return it to the registration table.



FEEDBACK PLEASE!



We want to hear your feedback so we can keep improving the event as well as learn about other ways we can help you succeed.



PRESENTER Bios



MARTIN ATKINS

martinatkins.bigcartel.com

Martin Atkins is the definition of entrepreneurial activity in cultural arts endeavors, his 35+ years in the music business spans across genres and borders and industries. He was a member of Public Image Ltd and Killing Joke. He founded industrial supergroup Pigface, The Damage Manual, and Murder Inc., and has contributed to Nine Inch Nails (for which he has a Grammy) and Ministry. He is the owner of Invisible Records and Mattress Factory Recording Studios (est. 1988). He is the author of *Tour:Smart, Welcome To The Music Business....You're F*cked!* Band:Smart, the Music Business Dept Chair at SAE Chicago and the new Music Industries Coordinator at Millikin University in Decatur, Illinois. Martin is a producer, drummer, documentary filmmaker, DJ, and father of four. Whatever the future of entrepreneurial music business education is, you can pretty much bet that he'll be in the middle of it.



JOE BIANCO

Voiceover Actor • actorjoebianco.com

JOE BIANCO is all too happy to return to SEA. Some recent voiceover clients include Mercedes-Benz, Jeep, Spotify, McDonalds, Sears, Kmart, The Onion, Purina, Tostitos, Lays, Ducati, Pick n' Save and Dollywood. Theatre credits include *Merry Wives of Windsor*, *Timon of Athens* and an understudy in *Henry V*, *Othello: The Remix*, *Funk It Up About Nothin'* and *Q Brothers Christmas Carol* (Chicago Shakespeare). The Hammer Trinity, *The Nutcracker* (The House Theater), *Tale of Two Cities* (Lifeline Theatre); *Amadeus*, *Richard III*, *Henry V* (Oak Park Festival Theatre); *The Comedy of Errors*, *Space Wars* (Piccolo Theatre) and will be appearing next in *Fear and Misery in the Third Reich* (Haven Theatre); Regional credits include *I <3 Juliet*, *Midsummer* (Illinois Shakespeare Festival), *Hamlet* (Montana Shakespeare in the Parks), *Julius Caesar*, *King Lear*, *Comedy of Errors*, *Midsummer* (Door Shakespeare).



SHARON BLADHOLM

Visual Artist / Opal Glass Studio • sharonbladholm.com

Sharon's work has been profoundly influenced by her participation as artist, on scientific expeditions to remote and biologically diverse ecosystems of the Peruvian and Brazilian Amazon on expeditions with the Field Museum, Conservation International and Andes to Amazon Biodiversity Program. She has long explored the interfaces of art, science, conservation and nature in her many series of artworks in diverse mediums including glass, bronze and ceramic, as well as works on paper. Concurrently she has run Opal Glass Studios since 1983 and continues to complete many important commissions and show her art work in numerous galleries and museums. Sharon often teaches workshops, present lectures and is involved with residencies at schools and in 2016 she was the first Artist in Residence in the Amazon with Project Amazonas, spending several weeks at their forest reserve near Iquitos, Peru.



JANET BLOCH

Lubeznik Center for the Arts, Executive Director • janetbloch.com

Janet Bloch is an artist, administrator and author. She holds a Master of Fine Arts from the School of the Art Institute of Chicago. From 1993 to 2002, she co-directed Chicago's Woman Made Gallery. During that time, Janet formalized workshops and materials for artists so they could better achieve success. She is the recipient of numerous grants including an Illinois Arts Council Visual Artists Fellowship, a National Endowment of the Arts Regional/ Midwest Fellowship and three Artists Grants from the Indiana Arts Commission. Janet has had several solo exhibits nationwide and her work is in numerous collections which include the South Bend Regional Museum of Art, Illinois State Museum, Deloitte and Eaton Corporations. She is the author of a workbook, *Strategic Marketing Tools for Visual Artists*. After a long career as a professional artist, Janet now serves as the executive director at Lubeznik Center for the Arts in Michigan City, Indiana



CATHERINE BORZYM

Branding Expert • KiwiAvenue.com

Catherine Borzym has been an almost lifelong entrepreneur. From thirteen, when she started her first business, she's been a leader, risk-taker, dreamer, and doer. Her favorite part of running her own business is transforming her client's plain documents and ideas into stunning brands, websites, and print materials. Kiwi Avenue works with small businesses, churches, and award winning speakers to build attention-grabbing brands. She's also worked with Columbia University and Apple to create websites and branding that compel action and grow sales. Kiwi Avenue prides itself on being ninja fast, professionally designed and delivered on time™.

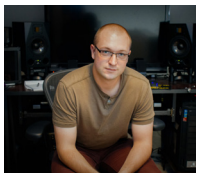


KAMARI BRIGHT

Writer / Creative • KamariBright.com

Operating with the belief that everything she creates is intended to foster understanding of self and surroundings, Kamari Bright is a poet/creative whose work heavily reflects those themes. The St. Louis-born artist has had work displayed in exhibits, featured in publications, and has obtained grants from city and private organizations. Bright was recently named a 2018 Jack Straw Writer and published her debut poetry book, *"Emergence"* in 2016.

PRESENTER Bios



ELLIOT CALLIGHAN

Composer, Sound Designer, Violinist, Pianist, Guitarist • ramovamusic.com

Elliot is a classically trained violinist and pianist, metal guitarist and electronic music enthusiast with degrees in Music Composition and Sound Design for Cinema. Currently, Elliot is an independent Composer and Sound Designer, a Soundpost Co-Chair for the Chicago Symphony Orchestra Overture Council as well as Adjunct Faculty in the Film & Game programs at DePaul University. His work has been featured in campaigns for United Airlines, The Chicago Advertising Federation, GMC, The Godrej Group, Chevrolet Motors, The Goodman Theatre as well as many independent films and games. In addition, he is an Officer and Platoon Leader in the Illinois Army National Guard.



MARTHA CARNEY

ConVerge, Executive Director • ConVergeNaperville.org

Martha is an entrepreneurial executive with a 20-year career that embodies innovation and new product development. Her career began in the pharmaceutical and energy industries. Since that time, she has launched and sold two businesses and has helped usher forward hundreds of startups. Martha is an innovation curator and advocates for entrepreneurship as a means of self-employment. She is currently the Executive Director of ConVerge which focuses on assist entrepreneurs using tools and practices that focus on business implementation strategies. Martha has a BBA from the University of Wisconsin- Whitewater and an MBA from Keller Graduate School of Management and a certified New Product Development Professional. She was recently honored among the 2015 Most Influential Woman in Business from the Daily Herald.



HEATHER L. CORWIN

Head of Movement for Actor Training

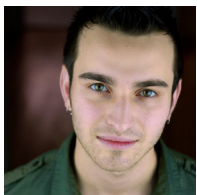
Heather L. Corwin is an Assistant Professor of Theatre at Northern Illinois University where she is the Head of Movement for Actor training. She holds a PhD in Clinical Psychology with a Somatic concentration from the Chicago School of Professional Psychology, and an MFA in Theatre from Florida State University/Asolo Conservatory, where she performed in repertory with the Asolo Theatre Festival. Heather is a professional actor, director, and performance coach. Her work spans regional theatres across the U.S., network television, commercials, and independent films. In addition to teaching, Heather is a Rolfer, coach, and published author. Heather's research explores the relationships between emotional intelligence, psychological wellness, and stress management with artists.



RICH DANIELS

City Lights Music, Inc. – Owner / The City Lights Orchestra – Musical Director • citylightsorchestra.com

Rich Daniels is the musical director of The City Lights Orchestra in Chicago. The orchestra is a highly sought after entertainment attraction for corporate and association events, as well as non-for-profit charitable galas. Since 1974 Daniels has been making music professionally and appearing across the country at private events and concerts. Over the years Daniels and the orchestra have appeared with some of the greatest names in show business. In addition, he has had the privilege of being the on-camera music supervisor and local casting agent for musicians for the hit FOX television show EMPIRE.



ROSS EGAN

Refuge Theatre Project, Executive Director • refugetheatre.com

Ross is currently an MA/MBA Theatre Management student at Illinois State University. Prior to attending graduate school, he and his wife founded one of the fastest growing music theatre companies in Chicago. Refuge Theatre Project strives to foster a broader theatre community by producing under-appreciated musicals in found spaces around Chicago creating an only-in-Chicago theatrical experience. Their first eligible show, High Fidelity: The Musical, won 3 Joseph Jefferson Awards.



PAULA FRASZ

Northern Illinois University

Ms. Frasz holds a B.A. and an M.A. from Butler University. She graduated from the University of Illinois with an M.F.A. She is also a member of Actor's Equity Association and has served several terms on the Illinois Arts Council Dance Panel. Ms. Frasz is an active and vital member of Chicago's dance community. She has performed, choreographed and taught at several locations internationally. "A tongue-in-cheek choreographer with a spunky stage presence" as Lucia Mauro of the Sun Times insists, Paula Frasz continues to produce her work around the United States and abroad. As one critic wrote: "This review is full of superlatives, but she deserves them. Thank you, Paula Frasz!"



ANDREW FRIEDRICHS

Trombonist

Trombonist, Andrew Friedrichs (DMA and MM University of Miami; BM Eastman School of Music) has won auditions for the U.S. Army "Pershing's Own" Ceremonial Band and the Air Force "Heritage Band of America." Andrew has performed regularly with the Florida Grand Opera and the Palm Beach Symphony. A winner of the Frost Concerto Competition, Andrew performed Paul Creston's "Fantasy for Trombone and Orchestra" with the Frost Symphony Orchestra. He is an active composer, arranger, and jazz pianist. His doctoral paper entitled "Suggestions for Incorporating Entrepreneurship Education in the Classical Brass Performance Studio" presents salient guidelines for adopting entrepreneurship education best practices in the music education realm. Andrew is also an active composer and arranger with works for many settings including orchestra, wind ensemble, and jazz ensemble.

PRESENTER Bios



JOLYN GC

Artist / Arts Entrepreneur – Gallery Concepts • Jolyngc.com

Jolyn GC is a modern and contemporary portrait artist from Seattle. It wasn't until after her decision to leave her career as a criminal prosecuting attorney that she rekindled her interest in art. Her signature mixed media collage portraits, called Afro Jazz, serve as artistic contribution to the narrative that #BlackLivesMatter and reflects the African Diaspora with its use of vibrant African textiles and the beauty of blackness. Influenced by her legal background, Jolyn has developed a social justice art program for teens called TEENERGY that teaches young leaders how to use their creative voice for social change. As the curator and owner of a digital art gallery, she enjoys helping emerging artists define their own artistic paths. Jolyn has participated in various festivals as well as both juried and non-juried exhibitions and is the recipient of several grants. Appointed by the Governor of Washington, Jolyn serves as a board member and Advocacy Co-chair for the Washington State Arts Commission. When she is not advocating for the arts, she splits her time between Seattle and Jamaica with her husband living a life driven by her mantra: "I have unlimited permission slips to create as I see fit."



J.C. GEIGER

Author • jcgeiger.com

J. C. Geiger has eaten the beating heart of a snake, been deported from a full-moon party, and spent a short time locked in a Bolivian prison. He also writes fiction. His short works have appeared internationally in literary magazines and journals, and onstage at The Second City in Chicago. Geiger's debut novel, WILDMAN (Disney-Hyperion), earned the Kirkus Star and was named by Amazon editors as a Best Book of 2017. The accompanying #WildmanRoadtrip -- the first publicity event of its kind -- succeeded in raising thousands for US libraries, and propelled the author (and his '93 Buick Century) from Eugene, Oregon to his publisher's offices in New York City. His second novel with Hyperion is slated for release in 2019.



TONI GREATHOUSE

Since 1996, Serial Entrepreneur Toni Greathouse has carved out a creative niche and in the process paved a path to profit. Her book "Coloring Along America's Highway" is sold nationwide at 227 Walmart stores. The book features Classic Cars on Route 66. Toni helms the communication consultancy - Custom Community Creations, LLC named "Best Small Business of 2015" by the Bolingbrook Area Chamber of Commerce. For the past 22 years Toni has blazed an unconventional entrepreneurial trail by simply following her inner compass which is set to Teddy Roosevelt's prolific words, "Do what YOU can, with what YOU have, where YOU are!" Toni feels blessed to be able to channel her talents - daily - into a diverse range of creative projects. She hosts the monthly MeetUP.com group: "So YOU Think YOU Want To Be In Business" to empower like-minded entrepreneurs. Contact Toni via me@tonigreathouse.com or visit her website TOONilnk.com



JULIA GRIFFEY

Creative Technologist / Entrepreneur / Professor of Interactive Digital Media • Juliagriffey.com

Julia Griffey, M.A., M.F.A. is a creative technologist, entrepreneur and associate professor of interactive digital media at Webster University in St. Louis, MO. At Webster, she teaches a variety of courses within the realm of interactive media design/development and its intersection with marketing, promotion and online business. When not teaching, Griffey builds apps and web sites, runs her own creative online businesses and hosts a podcast on innovative arts/crafts-based businesses



ANNIE HACKETT

Kenosha Academy of Dance Music & Drama – Owner/Director • kenoshadancemusicdrama.com

Ms. Hackett is the owner and artistic director of the Kenosha Academy of Dance, Music & Drama, is a member of the Actor's Equity Association and is a former professor of dance at Carthage College. She has also been a guest teacher at Columbia College and Roosevelt University. She and her studio have been featured in Dance Magazine and Dance Teacher Magazine. In her 30 years as a dance educator Ms. Hackett has taught workshops, master classes and at studios in her home state of New York as well as Chicago and its surrounding suburbs. Her choreography has been seen at Chicago area theaters. Ms. Hackett's performing career includes many productions at theaters such as The Chicago Shakespeare Theater (Chicago, IL), and The Marriott Lincolnshire Theatre (Chicago, IL). She has also performed for Carnival Cruise Lines and many industrial shows for organizations like State Farm, Pepsi, Give Kids the World, and Kraftmaid. Ms. Hackett is a veteran of additional regional theatre productions in New York and Florida, and industrial shows internationally.



ARAMIS O. HAMER

Visual Artist & Muralist • Aramishamer.com

Aramis O. Hamer is a visual artist and muralist living in Seattle, WA. Her subject matter is inspired by the cosmos, music, nature, divine femininity, and the complexities throughout the Black culture. From a very young age she always loved to create, but at the age of fifteen she discovered her love for acrylic paints. With the supportive art community in the Pacific Northwest, Aramis has been able to exhibit her colorful creations at many different exhibitions in the greater Seattle area- including the EMP Museum, Paramount Theater, Martyr Sauce Gallery, Columbia City Gallery, and more. Aramis created the iconic purple goddess in 2016 for KEXP radio station at Seattle Center which became a catalyst to her art career. You can find many of her designs all over the city including Jimi Hendrix Park. As a self-taught artist, Aramis lets the pull of her imagination be her guide. Her adventure is just beginning, and she invites others to join her on this journey.

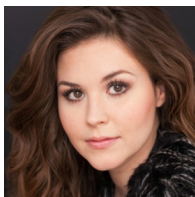
PRESENTER Bios



SONYA HIGHFIELD

Commercial & Fine Art Photographer / Coach
Realworldcreatives.com / sonyahighfield.com

Sonya Highfield is a Boston born and bred entrepreneur dedicated to helping artists and creative entrepreneurs lead successful lives. She started her commercial and fine art photography business (Sonya Highfield Photography) in 2012 after graduating with a BA from George Mason University in 2011. Then in 2015 Sonya started Real World Creatives, which provides business and mindset coaching as well as virtual communities and in-person events and workshops. While growing her photography business and landing clients like Harvard University, JP Morgan, Thrillist, Taj Hotels, as well as many other great companies and individuals, Sonya realized the lack of education and resources given to artists who found themselves running businesses. Founding Real World Creatives was her solution to giving creative folks the business savvy they need, while supporting them with positive mindset work, and connecting them to others who are on the same journey.



KENDRA HOLTON

Human in Public, Founder

Kendra Holton holds an MFA in Acting from NIU, and attended the actor training programs at Shakespeare and Company and Moscow Art Theater, in addition to a degree in theatre and minor in dance from the University of Central Florida. She is one of a handful of teachers certified in the Williamson Physical Technique, a system created to develop heightened sensuality and vibrant use of the full acting instrument. Kendra is the founder of Human in Public, through which she offers voice, movement, and cyclical creativity training to online entrepreneurs. Since joining SOTD Performance faculty in 2013, she directed Good Person of Setzuan, Who's Afraid of Virginia Woolf, A Lie of the Mind, and assisted or coached dozens more. In Chicago, she provided period styles coaching for Jeff-Nominated La Bete at Trapdoor. Next spring, Kendra will direct the regional premiere of Abbey Fenbert's Intentions, an ode to living purposefully.



LEANNA JOHNSON

Lost Lass Word Branding, Owner • Lostlass.com

Journalist and producer Leanna Johnson is the founder of strategic messaging consultant company, Lost Lass. With the tagline "We brand your words", Lost Lass facilitates authentic brand story development and personalized marketing solutions for small businesses, startups, nonprofits and corporations alike. Leanna has been featured on HuffPost, Business Innovators and BBC News and cohosts and business and mental health podcast with renowned speaker, Mike Veny.



JIM JOZWIAK

Band for Today, President • bandfortoday.com

As a professional trumpet player Jim worked with some of the giants in the entertainment world. 19 time Grammy award winner Tony Bennett, Mel Tormé, Ella Fitzgerald, the Rock and Roll Hall of fame Temptations, Frankie Valli and the Four Seasons and scores of others, including playing at President Clinton's inaugural in Washington D.C. In 1984 Jim founded Band For Today which is a national outsource company providing music education to schools which operates in 7 states educating over 30,000 students. Jim's wife Leah owns a successful Music and Dance studio and their three children are also successful entrepreneurs in the music business. Daughter Brittany has worked on shows like The American Music Awards, Glee, American Idol and performed with Diddy, Nicki Minaj, Ariana Grande, Stevie Wonder, Jennifer Hudson and many others. Son Nick has performed at the International Jazz Festival in Bern Switzerland and daughter Kelly has been seen numerous times playing on the hit show Empire and plays professionally in Chicago.



LEAH JOZWIAK

The Music and Dance Suite – Owner & Director • themusicanddancesuite.com

After a successful career as a singer, actor and dancer on stage and television, Leah Jozwiak began to focus her energies on spreading the passion of the performing arts to children through music and dance education. For the past 18 years, Leah has been the owner and director of The Music and Dance Suite in southwest Naperville. Leah's 30 instructors teach weekly lessons to more than 550 students. She also provides instructors and programming to ten other facilities. In addition, Leah is also partners in two other entrepreneurial ventures. For the past 30 years, Leah has been the co-owner of Band For Today, a national outsource education company. Her newest company, Prodigy Arts Readiness Training provides music, dance and yoga programs to preschools and daycare facilities.



PAUL KLEIN

Artist Coach / Curator • Kleinartistworks.com

"I believe in people. I particularly believe in creative people; people who have the ability to challenge me and make my world more dynamic and a whole lot better. I want to see more artists have a bigger impact and make my world even brighter than the one artists have already given me." Paul has accomplished a lot over his career. He owned a gallery for 30 years and has been a curator for longer. Since 2011 he has formally been coaching artists. In 2006 he was acknowledged by the Chicago Society of Artists as Man of the Year. From 2004 to 2015 he promoted Chicago art and artists by writing and distributing ArtLetter. Paul was the Managing Director of The Briddge Group the premier Art Succession Planning Group in the country. He was the Art Consultant/Curator for the completed 2.3 million square foot expansion of McCormick Place, where they used solely Chicago and Illinois artists at the new convention center. He owned and operated Klein Art Works from 1981 to 2004. He currently has an ongoing relationship with TED Fellows.

PRESENTER Bios



KARA KURCZ

Producer • thestresspert.com • motiv8tv.com

Kara Kurcz has been producing and directing in television for over two decades. She got her start at America's Most Wanted and went on to work for a variety of television shows such as E! Entertainment where she received accolades in TV Guide and People Magazine for producing and directing Dirty Dancing - The E! True Hollywood Story. Before launching her Production company, Motiv8 Media, Kara was both behind the scenes as a showrunner for several networks such as TLC, MTV and TNT and in front of the camera as an expert on Fox News and MSNBC. Recently, Motiv8 Media has paired with Big Fish USA on the hit show, Live PD, on A&E where Kara is also an active Executive Producer. Live PD was the #1 DVR'd show of 2017 and was nominated for a Critics Choice Award. Motiv8 Media also has several other projects in development with networks such as Oxygen and Travel Channel.



STEVE LEEPER

Associate Professor, Animation – Central Michigan University • brotherthomasfilm.com

Steve has produced short films and commercials using pixilation, stop-motion, digital cutouts and drawn animation. Steve was a freelance animator in Chicago while leading workshops for the Chicago Children's International Film Festival. Steve later became the 3D Layout Supervisor for Big Idea Productions, contributing to many videos including the feature film Jonah: a VeggieTales Movie. In 2005, Steve became a founding faculty of Digital Media Arts at Huntington University where, as Director of Animation, he helped students produce award-winning animation for over a decade. Last fall Steve joined the Department of Art and Design at Central Michigan State University to begin building a new animation program. You can see examples of his personal and commercial work on his JSL Studio/Vimeo page and view progress on his Br. Thomas project at www.brotherthomasfilm.com.



MICHAEL LUCHIES

TrepRep - Founder • treprep.com

Michael Luchies helps entrepreneurs and small businesses grow with words. He's Founder of TreRep, Contributor for Entrepreneur, a former TEDx speaker, and has published over 1,000 articles. Michael uses his passion for and knowledge in small business, creativity, and writing experience to write content from website copy to press releases, from books to speeches. After starting his first business over ten years ago, he quickly realized the importance writing plays in the success of small businesses. In 2014, Michael started his own company to work with thousands of clients in various industries across the country and the world.



ELAINE LUTHER

Artist • elainelutherart.com

Elaine Luther is an independent studio artist with a sense of humor. Her mission is to make art that's brave, vulnerable and true, and sometimes funny. Her art has been exhibited in Chicago and across the country, including at Gallery I/O in New Orleans, LA and Woman Made Gallery in Chicago, IL. Solo shows include Harold Washington Library, West Englewood, Forest Park and Orland Park Public Libraries. She regularly gives speeches at conferences and professional association meetings. She is an Advisory Board member for Woman Made Gallery and an ambassador for the Self-Employment in the Arts Conference. Her newest adventure is being an artist writer; she writes for Art Jewelry Forum, the Craft Industry Alliance and Moore Women Artists.



JOHN MADORMO

Author • charliecolliersnoopforhire.com

John Madormo, a Chicago area screenwriter, author, and college professor, has created a body of work that has attracted the attention of motion picture producers and publishers. John has sold a family comedy screenplay to a Los Angeles production company, signed a contract for a three-book deal with a major New York publisher, and was recently named the Grand Prize winner of a national writing competition. John signed a contract for a three-book deal with Penguin Books for Young Readers. The middle-grade mystery series, "Charlie Collier, Snoop for Hire," is a tale about yours truly, a 12-year-old private detective, who sets up shop in his parents' garage and solves cases for fellow sixth-grade classmates.



KAY MARTINOVICH

Theater Director / Professor at Northern Illinois University

Kay is a Chicago-based theater director - most recently "Deirdre of the Sorrows" at City Lit. Other credits include a Jeff-award winning "La Bete" at Trap Door and "Down Range" at Genesis. Martinovich was formerly, Associate Artistic Director of Irish Repertory of Chicago where she directed several American & Chicago premieres. She is a member of SDC, professional stage director's union. Currently Kay is the Head of Performance/Asst Prof at Northern Illinois University where she teaches acting, auditioning, directing, and professional development for the actor.

PRESENTER Bios



MATT MCCLURE

Artlink, Executive Director • artlinkfw.com

Matt McClure is the Executive Director of Artlink, a non-profit arts organization and gallery in Fort Wayne Indiana. He is the architect of 212, Artlink's professional arts incubator/residency program opening in early 2018. Prior to this, Matt worked in arts advocacy and creative direction through his work editing The Sequentialist, serving as an art educator and mentor. Matt is a writer and illustrator.



JOHN MCDAVITT

McDavitt Design Studio, Inc. - President

John McDavitt is a creative entrepreneur. He has provided 'visual clarity' services to a variety of clients ranging from the toy industry to commercial illustration to creative communication for the past 25 years. John is the president of McDavitt Design Studios as well as a Pastor at the Rock Community Church in Romeoville, IL.



AMOR MONTES DE OCA

2112, Director of Strategic Initiatives • 2112inc.com

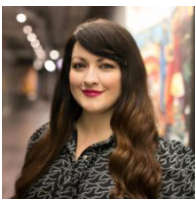
Amor Montes de Oca is Director of Strategic Initiatives at 2112, Chicago's first business incubator focused on the development of entrepreneurs in music, film/video and creative industry technology. Through community, educational opportunities and access to capital, 2112 creates a truly fertile ground for the professional development and acceleration of its members. Responsible for developing member engagement programs and partnerships, including spearheading and developing initiatives as part of 2112's strategic direction and core principles. A passionate leader, combining business acumen, personable demeanor, cultivation and stewardship. Amor is a mother, travel enthusiast, flamenco aficionado, knitting novice and aspiring paintball ninja.



MICHAEL MORRIS

University of Florida

Dr. Michael H. Morris is the George and Lisa Etheridge Professor of Entrepreneurship at the University of Florida, and previously served as the Malone Mitchell Chair in Entrepreneurship at Oklahoma State University. He has built top-ranked entrepreneurship programs at three universities, including launching the first academic school of entrepreneurship. A pioneer in curricular innovation and experiential learning, his entrepreneurial outreach efforts have facilitated the development of many hundreds of ventures. He is especially devoted to entrepreneurship as a solution to poverty and disadvantage. Dr. Morris has published eleven books and over 140 articles in peer-reviewed scholarly journals. He is co-editor of the Prentice-Hall Entrepreneurship Series and a Past President of the United States Association for Small Business and Entrepreneurship. A former Fulbright Scholar, Dr. Morris was selected as one of the top twenty entrepreneurship professors in the U.S. by Fortune Small Business, and is the recipient of the Levey Award from the Freedoms Foundation for impacting private enterprise education and the Dedication to Entrepreneurship Award from the Academy of Management. He received his Ph.D. from Virginia Tech.



VICTORIA ELENA NONES

Musical Comedian & Entrepreneur • VictoriaElenaNones.com

Victoria Elena Nones is a serial entrepreneur, musical comedian, dog mom, speaker, activist, mentor, teacher, and business consultant. From the definition of Emilie Wapnick - Victoria is a "Multipotentialite". Fusing her passions for gender parity, entertainment, animals, inspiring/empowering women, and business - Victoria founded and operates 3 successful companies in Chicago, IL. Her companies are Women In Comedy, Satira, and SIT Social: A Dog Lounge. She is the queen of boot-strapping companies to success - a term she calls having "genuine grit". Victoria has been a speaker and teacher at numerous businesses and conferences including the Yale Women In Leadership Conference. When it comes to comedy, Victoria has trained and performed with places such as The Second City, Improv Olympic, and the Chicago Women's Funny Festival to name a few. In 2015, Victoria launched a non-profit called Women in Comedy. Her comedy work to empower women has been featured in the Chicago Tribune, NY Magazine, including others. Victoria is currently in the soft launch of her first tech startup for comedy - Satira. She volunteers her time as a mentor working with adults and youth at organizations such as 1871, 2112, Envision Lead Grow, Campus 1871, and Future Founders.



JIM PLAXCO

Digital Artist • [artsnova.com / jimplaxco.com](http://artsnova.com/jimplaxco.com)

Jim Plaxco is a digital artist and creative coder creating art using software of his own design. Jim specializes in abstract, algorithmic, generative, glitch, portrait, and astronomical art. Jim has judged multiple space art contests for NASA, IAA, USRA, National Space Society, and served as manager of the 2014 Enterprise in Space Orbiter Design Contest. Jim lectures on the subjects of space art, algorithmic art, image processing, creative coding, web design, and social media. Jim views the creation of art using digital technologies as the frontier of art today and for the foreseeable future.

PRESENTER Bios



ALLIE PLEITER

Author • alliepleiter.com

The bestselling author of over 30 titles of fiction and non-fiction, Allie Pleiter has kept a writing career up and running for almost 20 years. A well-known creativity and productivity expert, Allie works on as many as four books at a time while coaching writers and other professionals on how to get and keep the words flowing. At last count, Allie has sold 1.3 million books worldwide, and is the creator of The Chunky Method of writing productivity as well as over two dozen titles for Harlequin's Love Inspired line of inspirational romance. of writing productivity as well as over two dozen titles for Harlequin's Love Inspired line of inspirational romance.



GRETA POPE

Singer / Entertainer • gretapope.com • TheMusicBusinessExpert.com

Greta Pope is an award-winning, internationally acclaimed entertainer, author, educator and motivational speaker. She is also known as "The Music Business Expert." Pope holds a Ph.D. in business administration as well as a master of music degree. She is the author of self-help book "Music, Money & You; Managing the Business," which is the selected text for several after-school programs for the Chicago Public Schools. Pope has delighted audiences throughout Europe, the Far East, South America, the Caribbean, as well as the United States and Canada. Pope has been touted one of the great voices of our time as she performs with ease all styles from country to opera and from rhythm and blues to Broadway. She has shared the stage with such well-known performers and her voice is featured on commercials and voiceovers, including those for McDonald's, Whirlpool, Allstate, Lexus, Estee Lauder and others.



LAUREN RAMSEY

Social Media Strategy Expert • betsybash.com • LaurenIgnited.com

Lauren Ramsey is social media content strategist, podcaster, and promoter of brands and bands through Betsy Bash, a boutique social media agency and The Lauren Ignited Podcast, a podcast for soul music and comfort food fanatics. She hosts a community for female business owners who are passionate about growing their brands through proper social media techniques. She coaches these women through creating a personalized social media strategy for their business, and she regularly holds Social Media Soirées, where guests learn and discuss crucial social media skills, tactics, and tools. Lauren has worked with million dollar consulting firms, New York Times Best Selling Authors, the Walt Disney Corporation, and has interviewed bands and restaurants such as The Wailers and Cafe Tola. You can hear her interviews with musicians, chefs, and discover culturally curious events by tuning into the Lauren Ignited Podcast or by joining her for a Betsy Bash Social Media Soirée.



MARIA RAPETSKAYA

Undefined Creative, Owner • defineyourpath.co

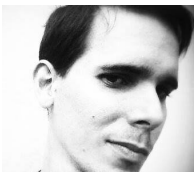
Maria is the architect of Undefined Creative, a media production agency working with household names like NHL, NBC Universal and United Nations. She built the company's reputation on good old-fashioned customer service and consistent execution on brand, on time and on budget. She stubbornly remains a hands-on creative, doing what she truly loves on a daily basis. Blessed with years of success, Maria is a serious pay-it-forward give-backer – through teaching, mentoring, writing and public speaking. Together with her studio, Maria donates 300+ hours a year in pro bono work and mentorships. DefineYourPath.co, her new side project, is a growing collection of her articles, podcasts and talks, helping creatives at all levels to develop careers that accurately express their personalities and goals. A near-native New Yorker, Maria lives in Brooklyn, but gets out often with over 60 countries under her belt, and counting.



BOB ROITBLAT

Actor • roitblat.com

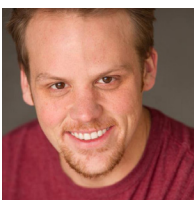
Bob Roitblat was a professional actor for many years, appearing in more than 60 network episodic television shows and feature films. Now Bob is professional speaker appearing on stages throughout the U.S. and Canada.



GABRIEL ROMAGUERA

University of Puerto Rico

Gabriel Romaguera has a BA in English as well as an MA in English Education from the University of Puerto Rico at his hometown of Mayaguez where he currently works as an adjunct professor. He graduated from the University of Rhode Island with a PhD in English. His research focuses on the complex notions of authorship, specifically within the realms of serial fiction throughout different media. His dissertation juxtaposes the creative abstractions and economic realities that go into the publishing of stories with multiple parts making a greater narrative whole.



MATTHEW ROMRIELL

Writer, Director, and Singer

Matthew Romriell is an instructor at Northern Illinois University, where he teaches On-Camera Acting and Opera Theatre. He holds an MFA in Acting from Northern Illinois University, and a BFA in Acting from the University of Utah. At NIU, he produces filmed reels for the graduating MFA and BFA actors, and functions as Stage Director for NIU Opera Theatre. He also coaches dialects and leads workshops in Butoh. Matthew is a writer, director, and singer. He has performed with regional theatre and in independent film, and produces video content for Chicago's Muse Theatre Collective.

PRESENTER Bios



CATHERINE ROSS

Art Director and Graphic Designer • rosscreativeworks.com

Catherine Ross is an art director and graphic designer with extensive experience creating marketing and branding for both large companies and non-profit businesses. After working for over 10 years as a lead designer in the corporate world, she left to form her own company, Ross Creative Works. Working with her husband Jeffrey, they create powerful imagery, marketing, & advertising for numerous businesses. Some of their recent clients include the Rehabilitation Institute of Chicago, Aprima Medical Software, the Chicago Cubs, Universal Technical Institute, DuPage Bar Association, Bader-Rutter, WJE Engineering, and Edward-Elmhurst Hospital. fields, helping them make their passion a reality.



JEFFREY ROSS

Commercial Photographer • jeffreyworks.com • rosscreativeworks.com

Jeffrey Ross is an award-winning commercial photographer traveling the world extensively for various projects and assignments. Whether he's working for a corporate client, a non-profit, or a personal narrative project, getting to the heart of the story is always his goal. He regularly blogs about his various travels and adventures, and loves to share his stories with others. Jeffrey's images can be found in magazines, advertisements, books, and personal collections. He often speaks to college students and others just starting to work in the creative arts fields, helping them make their passion a reality.



MICHAEL ROYCE

New York Foundation for the Arts, Executive Director • nyfa.org

Michael Royce is the executive director of the New York Foundation for the Arts (serves artists, arts administrators, and emerging arts organizations), and has raised and managed over \$100 million dollars worth of programming. In 2017, Time Out New York Magazine named NYFA as one of their top 10 organizations that make living in New York a better place. Michael has designed programs for emerging artists, mid-career, and aging artists in the US, and in 2017 launched a program for immigrant artists in Detroit, Newark, Oakland and San Antonio. Further, Michael has developed entrepreneurial training programs for partners in several countries, including Guatemala, Ireland and China. He was the co-chair of Grantmakers in the Arts' Individual Artists Group Steering Committee, and as a trustee, has served on the New York Council of Nonprofits, the Jersey City Museum, the Art Directors Club of New York, and the Rebecca Kelley Ballet.



ELIZABETH RUSSELL

Russell Law • erklaw.com

Elizabeth T Russell helps businesses protect their most important assets by providing thoughtful, thorough counsel in the fields of copyright, trademark and internet law. She also maintains a vibrant arts and entertainment practice. Elizabeth is a frequent author and speaker. In both capacities she enjoys taking complicated issues and explaining them in understandable terms for non-lawyers. She is the author of the newly released Arts Law Conversations: A Surprisingly Readable Guide for Arts Entrepreneurs. Elizabeth's undergraduate degree is in music. She is admitted to practice law in the states of New York, Connecticut and Wisconsin, and is remarkably fluent in plain English.



BRANDY SALES

Video Marketing Expert • brandysales.com

I started my career in the arts right after high school when 2 of my friends and I started a performance group called, "The Bucket Band." None of us were drummers but we were all entrepreneurs at heart. In our short 4 years together, I made enough money to help me through college. "The Bucket Band" experience taught me about marketing, business relationships, dedication and hard work.

Now, I am a 4 Time International Award Winning Video Producer that is dedicated to building confident communities through video production and video education. I typically produce for Non Profits and Education based organizations. I am also the proud owner of the Smartphone Video School and I am the host of the Smartphone Video Camp. My entire video production business was started with a \$2000 grant for my WeCast Youth Video Programs which are still present in Boston, MA and now Brooklyn, NY.



BETH SHADUR

Visual Artist & Curator • bethshadur.com

Beth Shadur is an artist who has exhibited widely in solo and group exhibitions in the United States and abroad, including at the Art Institute of Chicago and the Drawing Center in New York City. She has created over 150 large public murals as public, private and community art projects in both the United States and Great Britain. She is an Artist-in-Education for the Illinois Arts Council in Chicago, IL. She has taught and served as a visiting artist at many colleges and universities. Shadur's work appears in such publications as Twentieth Century Watercolors, Abbeville Press and Community Murals: The People's Art, Associated University Press, NJ. Her mural work in Barlinnie Prison, Glasgow, Scotland is included in the archives of the Peoples Palace Museum in Glasgow. Shadur is an independent curator and the Gallery Director at Prairie State College. Her work is in various collections in the US and abroad.

PRESENTER Bios



IAN SHERWIN

Visual Artist • iansherwingallery.com

Ian M. Sherwin is a graduate of the School of the Art Institute of Chicago, which he attended on full scholarship. He is a contract artist for the Field Museum, designing programs for children and families that are at the intersection of art and science. His teaching experience spans 20 years and includes CPS Schools, private institutions, and within his own art galleries. He is also passionate about art as therapy through his work with special needs children. Several years ago, Ian lost the sight in one of his eyes and had to re-learn to draw. Based on the circumstances of his vision, he explored new materials which led to painting. He continues to complete private commissions in painting and drawing and recently featured his work in the L.A. BE MINE art show sponsored by L'art Pour L'art. He is a self employed visual artist who thrives on selling his own artwork, teaching private art classes and parties, and selling the artwork of other artists.



CARIN SILKAITIS

Actor / North Central College Department of Arts and Theatre - Chair • Carinsilkaitis.com

Carin Silkaitis is an actor from Chicago working in film, television, commercial, industrial, voiceover, and theatre. She is also the Founding Artistic Director of Other Theatre, a not-forprofit organization dedicated to othered populations and their allies. Carin is also a certified Green Dot instructor - a bystander training program dedicated to eradicating power-based personal violence. Carin has been teaching theatre in and around Chicago for almost 20 years. She taught acting to both undergraduate and graduate students at the Chicago College of Performing Arts at Roosevelt University, and now Carin is the Department Chair of Theatre at North Central College, where she specializes in Audition Technique, Realism and Naturalism, and Acting on Camera. Her favorite regional credits include: LOVE LETTERS, DANGEROUS LIAISONS, and A COMEDY OF ERRORS. Carin is a graduate of the School at Steppenwolf, and she received her MFA in acting from the Theatre Conservatory at Roosevelt University. Carin is a proud member of the Actors Equity Association, and she is equally proud to be represented by Gray Talent Group. Next up, Carin will direct the world premiere of THROUGH THE ELEVATED LINE at Silk Road Rising.



PATRICIA SKARBINSKI

Actor, Director, and Teacher

Patricia Skarbinski is a Polish-born, American-trained actor, director, and teacher. She is Head of the MFA Acting Program at Northern Illinois University. She has developed a style of teaching acting called Somatic Meisner, which integrates the Sanford Meisner technique with various somatic practices including Williamson Physical Training for the Actor and Somatic Experiencing®, based on the work of Peter Levine. Additionally, Patricia holds certifications in the Michael Chekhov Technique, Fitzmaurice Voicework®, and Yoga and has extensive experience in Period Style work. She was awarded the prestigious Fulbright Scholarship to Poland where she worked with directing luminaries Krystian Lupa and Krzysztof Warlikowski. Patricia is passionate about truth, emotional depth, clarity of purpose, and connection.



JIMMY STAFFORD

Musician-Songwriter • Jimmystaffordmusic.com

Jimmy Stafford is an American musician-songwriter who was an original member of the Grammy Award winning band Train from its inception in 1994 until he parted ways with the band in 2016. His unique style of guitar playing helped give Train its distinctive sound. Jimmy recorded eight albums with Train, selling more than 10 million copies and 30 million tracks. With Train, he was nominated for eight Grammy Awards, three American Music Awards, two Billboard Music, a CMT Music Award, a Nickelodeon Kids Choice Award, and a Peoples Choice Award. He has toured the world many times over. After his final tour with Train in the fall of 2016, Jimmy returned home to Nashville and discovered a batch of unfinished songs he had written during his tenure with Train. His debut solo album titled "No Man's Land" was released on vinyl and CD in January 2018. Jimmy wrote and produced the album as well as performing much of the music.



JULIE SULZEN

Visual Artist • Sulzenfineartstudio.com

Julie Sulzen has been a professional artist for over 25 years. She graduated in 1991 from the American Academy of Art and then in 2017 earned a BA from Concordia University Chicago graduating summa cum laude with an Art major and double minors in Sociology and Women & Gender Studies. She also studied privately for several years under the late portrait artist Grace Cole. Julie focuses on the American landscape with an emphasis on her hometown Chicago. Her work can be found in national and international private collections as well as university and corporate collections including Concordia University Chicago, Deloitte and Harris Bank. Since 2002 Julie has lived with her husband Dan Zamudio in the Logan Square neighborhood of Chicago where they raise their two children. They live and work inside the former Wold airbrush factory where they have been curators of over 25 exhibitions in their home/studio/gallery.



GARY VAUGHAN

Guident Business Solutions - President • guidentbusinesss.com

Gary Vaughan has a passion for helping business owners through his consulting firm where he specializes in financial sustainability and growth. He serves on several civic committees and nonprofit boards. He has also been a judge for the Wisconsin Governor's Business Plan Contest for the past several years. Gary is a lecturer of economics/entrepreneurship at Lawrence University.

PRESENTER Bios



DEBORAH VENEZIA

DuPage Foundation – Director of Arts DuPage • artsdupage.org

Deborah Venezia has been involved in the arts in DuPage County for close to 30 years. She is currently the director of Arts DuPage, a newly formed county-wide arts council created to promote engagement and investment in the arts in DuPage County. Through her work, she fosters the understanding and appreciation of art in the community while working to provide the tools necessary to empower artists and leaders of arts organizations. Deborah is also the founder and executive director of the After Hours Film Society, an organization that has been bringing foreign, art, and independent films to west suburban audiences since 1989. Additionally, she serves as the director of the Riverwalk Fine Art Fair, a show that has earned the reputation as one of the most prestigious juried art fairs in the nation. As a champion of the arts, Deborah received the Outstanding Contribution to the Arts Award in Naperville in 2009 and was inducted into Willowbrook High School's Distinguished Alumni Hall of Fame in 2010.



MIKE VENY

Mental Health Speaker & Corporate Drumming Event Facilitator • TransformingStigma.com

Mike Veny is one of America's leading mental health speakers and a high energy corporate drumming event facilitator. He delivers educational, engaging, and entertaining presentations to meetings and conferences throughout the world. As a 2017 PM360 ELITE Award Winner, Mike was recognized as one of the 100 most influential people in the healthcare industry. He starred in several OC87 Recovery Diaries documentary films. His compelling TEDx talk, Mental Illness is An Asset has been used in college classrooms and gotten sensational reviews.



MARCI ROLNIK WALKER

Marci Walker joined Lawyers for the Creative Arts in 2004. She has advised clients in all areas of art and entertainment, including intellectual property protection for motion pictures, visual arts, music, dance and literary works. Ms. Walker plans LCA's educational programming and lectures widely on copyright law, including rights acquisition and transfer and overall best practices to manage copyright interests in creative works. She is the former Chair of the Volunteer Lawyers for the Arts Division of the ABA Forum on the Entertainment and Sports Industries, the Chicago Bar Association's Media and Entertainment Committee, the Intellectual Property Committee of College Art Association, and the Fiscal Sponsorship Committee of Independent Features Project Midwest (IFP/ Chicago). Ms. Walker is an adjunct faculty member at DePaul University and Columbia College Chicago where she teaches entertainment law courses. She formerly taught an ABA certified course on intellectual property at Harper College and student taught a legal ethics course at her alma mater, the University of Illinois, Urbana-Champaign. Ms. Walker earned her juris doctorate from Loyola University Chicago School of Law and is licensed to practice law in the state of Illinois and in the United States District Courts for the Northern District of Illinois.



EMILY WEBER

Your Performing Arts Center, Owner • ypacarts.com

Emily Weber is the owner/visionary leader of Your Performing Arts Center, a multi location arts center serving the greater Chicagoland Area. Born a creative, Emily found her passion for dance at the young age of 2, in small town rural Illinois. Overcoming physical limitations at a young age she realized the fruits of her labor. Hard work consistently over a period of time creates massive improvement. This is the work that moves mountains. She has committed her life to passing on her life philosophy to reach into the hearts of others to find where their true passions lie equipping them encouragement to take the leap of faith. Adversity became her victory and the same goes for you! As a person who seeks hard after self improvement in her own life, Emily relates to anyone struggling and longing to live their life with purpose. She personally has transformed her own life knowing what it is like to burn both ends of the candle only to feel left empty handed and broken. Emily uses her own strategies making it possible to have balance in her life as a wife, mother of 4, visionary leader, community ambassador, multi business owner, opportunity creator and most importantly servant of Christ.



CLARENCE WELTON

INOJ Music Artist, LLC – CEO/Managing Partner • www.inoja.com

Clarence J. Welton is the managing partner at INOJ Strategic Acquisitions LLC. His experiences range from retail banking in corporate America to international music placements, production, artists development and music management in the music industry. Clarence has a passion for small business, venture capital and music. Clarence's gift has been to effectively coach artists on the mastery and development of their craft to competing worldwide in the music business. His artist have performed in almost every major venue around the world and televised award shows. Come and meet with Clarence and let him help your next business move be your best business move! If its money or music dealing with your craft, Clarence would love to help!



JOHN WIGHTKIN

Trinity Christian College, Business Department Chair

John Wightkin chairs the Business Department at Trinity, and has previously served at Trinity as a mentor and advisor, and has taught at the University of Illinois at Chicago and Franklin University. A tireless entrepreneur and mentor, Wightkin recently began a successful non-profit organization called Samaritan Network that helps people over their speed bumps in life. Most recently, he launched his entrepreneur-coaching firm, Taking Flyt, which transforms and strengthens individuals, businesses, and communities through entrepreneurship.

PRESENTER Bios



BETTINA POET GOLD WILKERSON

Poet, Author, Songwriter, Music Director, Curator, Community Activist, Speaker

A rare talent, original, grabs you by the heart and says "Recognize" – Poet, author, songwriter, music director, curator, community "Artist" and speaker, Bettina "Poet Gold" Wilkerson is a prolific writer and performer whose presence alone quietly stirs a room. Living with a chronic illness since childhood, Poet Gold, or as she is affectionately known as "Gold", brings through her poetic performance a soul-searching insight about the human existence, love, dreams, challenges, and triumph. Poet Gold is the 2017 NYS Dutchess County Poet Laureate, 2017 recipient of the Empire State Federation of Women's Clubs and Youth Affiliates, Inc. "Women of Excellence" award, recipient of the 2016 Dutchess County Executive's "Artist" Award, named the 2016 Dutchess County Athena Award Honoree by The Chamber Foundation, Inc., and the 2014 NYSCA Individual Artist Tier Grant Awardee for Mid-Hudson, NY. Her book, "When My Soul Speaks, I Scribe...poetry" is available on www.amazon.com.



DAN ZAMUDIO

Photographer • sulzenfineartstudio.com

Dan Zamudio is a photographer whose work focuses on traditional darkroom photographic techniques. His photographs have been displayed throughout Chicago including a solo show at the Chicago Cultural Center. He has been featured in USA Today, Chicago Tribune, Chicago Sun-Times, Chicago Reader, WGN-TV and Radio. Since 2013 Dan's work has been licensed to various national retail chains. He is the author of three books, "Chicago Neon Signs: Neighborhood and Downtown Landmarks through a Toy Camera", "Catcher in the Wry: Baseball Poems", and "How to Sneak into the Movies". Dan has a MLIS from Dominican University and a BA from Columbia College in Chicago. Since 2002 Dan has lived with his wife Julie Sulzen in the Logan Square neighborhood of Chicago where they raise their two children. They live and work inside the former Wold airbrush factory where they have been curators of over 25 exhibitions in their home/studio/gallery.

YOUNG ENTREPRENEUR Bios

Master of Ceremonies



BRANDON BARNES

North Central College, Alum and Graduate Student

Brandon Barnes a civic minded artist and budget-preneur focused on mobile videography, stock photography, Black intersectional arts advocacy and archival media research. This work is critical to social justice movements because "art communities and organizations need to expand their institutional memory by mapping the margins of Black arts and everyday life social innovation-in local and global context-relative to race, gender, sexuality and class. Arts communities need Black creatives thought leadership, social media and content curation privileging marginalized community stakeholder's bodies, voices, livelihoods and labor in popular culture, education and entertainment."

Panelists



SHAVONNE C. ALVAREZ

Alverno College / Visual Artist

Shavonne is an interdisciplinary artist based in Milwaukee who graduated from Alverno College with a B.A. in Art Therapy. Guided by her studies, she utilizes the power of art as a catalyst for community healing, unity and resistance against social injustices. Across visual narratives, poetry and written works, Shavonne creates art to interpret dreams, honor her ancestral roots and cherish her childhood memories in Mexico. In 2013, she co-founded Nochtli, a small local business led collaboratively with her siblings. Through Nochtli, she has participated in various cultural/art markets throughout Milwaukee to promote alternative economies, networking and the practice of exchange between other local vendors. Shavonne has joined other creators in curating safe, sacred spaces for black, brown, immigrant, latinx, brujx/indigenous and lgbtq communities to exhibit their handmade works while standing together in solidarity, prayer and to decolonize.



KEYANTE AYTC

DePaul University / 3Dime Designs

As a third year Entrepreneurial Management student at DePaul University, Keyante Aytch is the Creative Director and Lead CAD Designer of 3Dime Designs. It is a design label currently focused on accessories for evening wear and special events wear. Keyante uses Entrepreneurship as a vehicle to address the very root of his passions: connecting with the world and the people in it. He recognizes that there aren't many career paths that force you to constantly push outside of your comfort zone to explore something new. Upon taking both an economics and an entrepreneurship class during his Senior year of high school, he fell in love with the topic of business and the pathway of a startup. He has a heavy involvement with DePaul's Coleman Entrepreneurship Center as he is a regular attendee of their workshops, has worked with two startups through the center's internship program and is currently employed as the center's peer entrepreneurial advisor. Two of Keyante's biggest role models are Elon Musk and Chance The Rapper for their innovation and "do it yourself" mindsets in their respective fields.

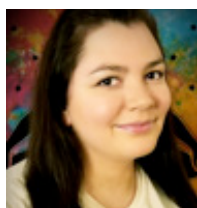
Panelists



TYLER LENN BRADLEY

Central Michigan University & Columbia College Chicago / HUE Productions

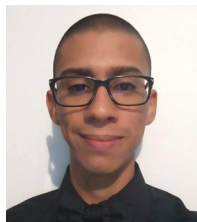
Tyler Lenn Bradley is a native of Lansing, MI. She obtained her Bachelor of Science degree in Theatre (Acting Concentration), and minors in Dance and Business Administration at Central Michigan University. Currently, Bradley serves as the Executive | Artistic Director of her company HUE Productions, an educational entertainment company that utilizes the arts to inspire social change. Since 2015, HUE Productions has presented Bradley's original dance production, HUMANITY, fourteen times across the Michigan and Chicagoland areas. In spring 2017, HUE Productions/HUMANITY was awarded Student Led Social Entrepreneurship Endeavor of the Year by the Future Founders EntrepreneurshipU program and Bradley participated and won the 2017 Self-Employment in the Arts (SEA) Student Pitch Competition. Bradley is currently pursuing her Masters of Arts Management degree at Columbia College Chicago, where she received a graduate assistantship. In addition, recently, Bradley accepted a position as the Chief Operations Director of Deeply Rooted Dance Theater and was accepted into the 2018 Future Founders Residency program.



CECILIA CASTRO

Alverno College / Visual Artist

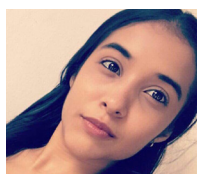
Cecilia Castro is a Milwaukee native, multi-media artist, with an A.A. in Graphic Design (MATC) and a B.A. in Studio Art (Alverno College). She is an entrepreneur who has used the skills and knowledge that she acquired from her professors and mentors, as well as the professionals at the SEA Conference to develop and market her art business, 2 of Cups. Cecilia enjoys displaying her art in exhibitions, collaborating on public art projects, and creating and donating art for auction at non-profits. When creating art, Cecilia focuses on the environment, sustainability, personal metaphor, culture, and social justice issues. Her mission is to create artworks and craft items that bring change to the lives of people and their animal friends. She continues to develop her understanding and exploration of new media. Cecilia is intrigued with the natural, supernatural, real and surreal aspects of the universe. She sees the universe as infinite, as is everyone's individual potential.



EDGARDO SANTIAGO

Pontifical Catholic University of Puerto Rico / Fashion Designer

Edgardo Santiago studies fashion design at the Pontifical Catholic University of Puerto Rico and simultaneously has been developing his enterprise to aid emergent designers in developing their careers in fashion. The initiatives to assist emergent designers include his minimalist creative approach to effectively curate and capture the catwalk where his classmates present their fashion creations. This contribution shows his dual interest in fashion design and entrepreneurship alongside supporting both his classmates and colleagues in the industry. All of which further motivates Edgardo's pursuits, while he faces the challenges of balancing his time between studies and enterprise development, plus the unexpected major disruptions from the devastation caused by two hurricanes that recently impacted his island. Edgardo's take on all of these challenges is that "at the end of the day I know that I chose the right path, the path of being a creative entrepreneur".



MARIBELIS SANTIAGO

Pontifical Catholic University of Puerto Rico / Photographer

Maribelis Santiago plans to work in the area of research and for that reason she currently is a student of the criminology program at the Pontifical Catholic University of Puerto Rico. Since childhood, she has also had an interest in photography and through the years she has developed her artistic talent, which has turned into her personal passion. This personal interest has developed into her practice of photography by undertaking work commissioned by other students at the university, thus building her professional portfolio while providing them access to quality photography. She has learned on the go how to balance her time between the academic program at the University

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UPCOMING EVENTS

SESI: February 9, 2018 (Mid-West)
SEEC: February 16-17, 2018 (South-East)
BUNEEC: March 2-3, 2018 (North-East)
MWECC: April 6-7, 2018 (West Mid West)
Global Conference: November 1-3, 2018

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SHARE YOUR PICS!

We want your pictures and quotes. Submit in to Instagram or Twitter using the following hashtags by midnight on February 25th, 2018. We'll select a winner for each category. Winners will receive a \$25 Amazon Gift Card. Make sure to also include **#SEACONF2018** in your post.



#SEACONFCREATE

Images of art at the event - formal or informal

#SEACONFQUOTE

Quote about your experience with image

#SEACONFEXHIBITS

Picture of you interacting with an exhibitor

#SEACONFLEARN

Images of sessions, keynotes, mentoring, etc.

#SEACONFNETWORK

Pictures of attendees networking

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Images of you having fun at **#SEACONF2018**

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Writer, Editor and Marketer

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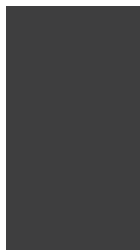
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Photo Credit: Thomas Levinson



RICHIE KOTZEN
APRIL 6

ADVANCED DATA
TECHNOLOGIES



**Are You
My
Mother?**

**ARTSPOWER NATIONAL
TOURING THEATRE**
"ARE YOU MY MOTHER"
MAY 6



**AN EVENING WITH
BRANFORD MARSALIS**
APRIL 21

Photo Credit: Eric Ryan Anderson



HYPNOTIC BRASS ENSEMBLE
APRIL 13

Photo Credit: Ray Yau



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Roundtable Discussions
Illinois State University, George R. and Martha Means Center for Entrepreneurial Studies
Mark Hoelscher

Art Competition

Millikin University
Kate Flemming
Julienne Shields

Idea Pitch Competition

Tyler Bradley, 2017 Pitch Winner (Hue Productions)
Stacey Earnest, Ace Metal Refinishers
Julie Hamilton, +Intention
Jim Jozwiak, Band for Today
Frank Pampanella, PM Music Center
Gary Vaughan, Guident Business Solutions
Tom Hartman, United Audio Productions

Create Room

Blick Art Materials
Linda Carter
Gamblin Artist Colors
Mary Weisenburger

Improv Room

Beloit College

Public Art Project

Alverno College

Future Founders

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Friday Sponsor Reception

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Kamari Bright
ConVerge
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Jolyn GC
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