

20<sup>th</sup> annual

# SEA Conference

An event for Performing, Literary, Media & Visual artists



## 20 YEARS

February 22 & 23, 2020  
[selfemploymentinthearts.com](http://selfemploymentinthearts.com)



@seaconference  
#seaconf2020



**SEA** in the Arts  
Self Employment ●



WHAT WOULD I DO TODAY IF I WERE BRAVE?

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Artists

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Idea Pitch

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LET'S GROOVE!

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Eyes on Your Mission

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GIVES YOU A BIG HIGH FIVE for making it to this year's SEA conference!

# WELCOME

We're glad you have joined us for the 20th 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  
SEA Director ..... Amy Rogers  
Executive Director ..... Brian Hanlon  
Student Intern ..... Shrina Patel

### SEA Advisory Board Members Emeritus

Sharon Alpi ..... Millikin University  
Jerry Gustafson ..... Beloit College  
Gary Ernst ..... North Central College  
Joe Roberts ..... Webster University  
Elizabeth Laken ..... University of St. Francis

### SEA Advisory Board Members

Mark Hoelscher ..... Illinois State University  
Gary Vaughan ..... Lawrence University/  
Guident Business Solutions  
John McDavitt ..... McDavitt Design

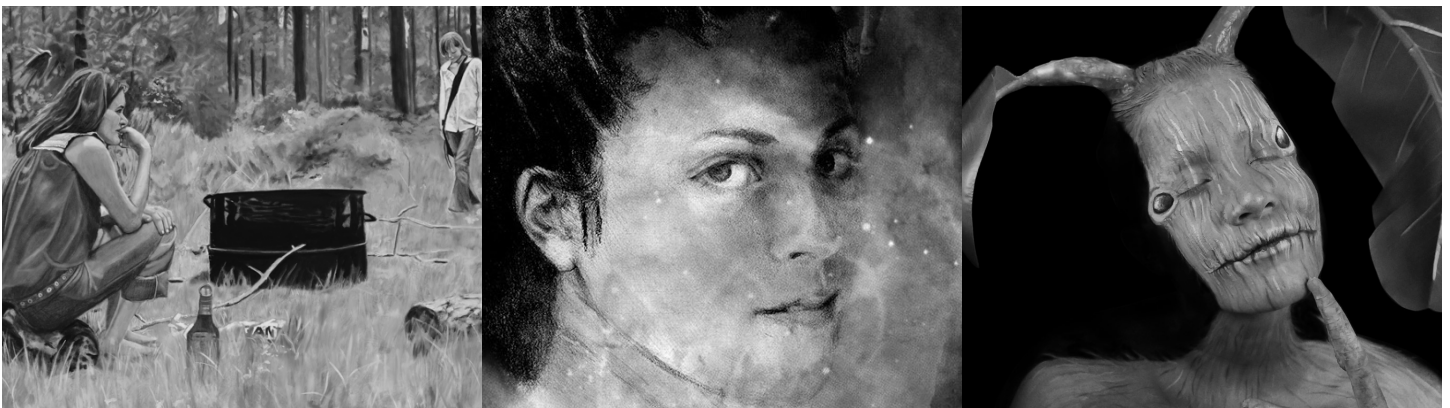
Stacey Earnest ..... Ace Metal Refinishers, Inc.  
Brian Morello ..... Beloit College  
Andy Heise ..... University of Missouri Kansas City  
Greta Pope ..... Greta Pope Entertainment  
Jim Jozwiak ..... Band for Today  
Julie Shields ..... Millikin University  
Bethany Gotts ..... Millikin University  
Jeffrey Ross ..... Ross Creative Works

### Artwork:

Welcome Page: Sheryl Kosovski, Denise Laurin-Donatelle, & Kimberly Witte

### Program Design

Leah Erb, David Joram, & Thomas Meehan



## REGISTRATION CHECK-IN | GALLERY SET-UP | ENTERTAINMENT

Saturday Morning

Gallery Set-Up @ 618 S. Michigan Avenue from 8 to 10 AM

Registration and Check-In @ 754 S. Wabash Ave starting at 9:00 AM

Pre-event performance by River Road Trio @ 754 S. Wabash Ave. starting at 9:15 AM

*River Road Trio is an acoustic trio hailing from the southwest suburbs of Chicago IL. Singer songwriter Jonelle Marie joins band mates Terry Carter and Kyle Ripsch in an intimate combination of smooth harmonies and deep, soul stirring lyrics*

## OPENING SESSION @ 754 S. WABASH AVE

Saturday 10:30 AM

### Welcome from SEA and Opening Remarks

5th Floor

### Keynote: Phil Tyler - Director/Actor/Stunt Coordinator

*Why working relationships matter? Breaking down the power of collaboration and how important it is to communicate and build with like-minded creatives.*

## TRANSFER TO 618 S. MICHIGAN AVE. | PICK-UP LUNCH

Saturday 11:45 AM

Volunteers will be on-hand to assist you as you walk from one building to the other. Have your ID ready to check-through campus security. Once you arrive at 618 S. Michigan Avenue, proceed to the 2nd floor and grab a lunch before heading to Session 1. Visit exhibitors located on the 2nd floor.

## SESSION 1

Saturday 12:30 – 1:30 PM

### Gallery & Exhibits Open

2nd Floor

### Mini Keynotes Block 1

Throughout the conference, presenters will take the stage for a short (15-18 minute) keynote talk on a topic that they are passionate about.

2nd Floor | Stage 2

#### William Kenower, Author

*You Are The Author of Your Life: In this talk I explain how three essential techniques that every successful writer I know uses to write the book they most want to write can be used to create the life you most want to lead. Those three techniques are: Write what you love to write, get out of other people's heads, remember that no one is better than you and no one is worse than you.*

#### Allie Pleiter, Author

*Artists Make Art, But People Do Business: In a perfect world, our creative talents would sell themselves. The quality of our writing, painting, music, or art would drive sales. The truth is we live in a world where salesmanship sells—but that doesn't have to mean being "salesy" or "selling out." Building relationships with potential customers, bookings, and publishers can feel genuine and purposeful—if you take the right approach and get yourself organized. Every artist yearns to make a connection—learn how to use that goal to work as well in your business as it does in your art. Allie Pleiter shares her tips from over 20 years in publishing and professional speaking on how to create a person-to-person business that sells without feeling salesy.*

### Closed for Juried Art Competition Judging

2nd Floor | Gallery

### Office Hours

No need for an appointment. Just stop by and chat with the expert on-hand.  
Office 510: Branding with Catherine Borzym  
Office 511: Grad School for Creatives with Columbia College Representatives  
Office 514: Portfolio Reviews with Andria Burchett  
Large Table: Talkback with Opening Keynote Phil Tyler

5th Floor

### Panel: Making a Living in Music

5th Floor | Room 503

What do you really need to do to get your music career off the ground? We'll discuss strategies for getting connected in the industry, finding gigs, building your reputation, and overcoming challenges. Bring your questions!

*Panelists: Jonelle Carter, Tim Channell, Matt Hennessy, Rodney Page, Ed Wimp, and Brian Witkowski*

*Moderator: Jim Jozwiak, Band for Today*

### \*Teaching Artist 101 (Tools Workshop | Capacity 20)

5th Floor | Room 505

You are an artist, living the artist's life. But you also want to make a difference in the world as a teaching artist: dance, theater, visual arts, poetry, and music professionals who also sometimes teach. TAs bring the arts to students of all ages in schools, correctional facilities, and community centers. The field is growing, providing many artists with substantial part-time income for socially just work. *Is Teaching Artist the right job for you?* In this workshop, master teaching artist Daniel Levy introduces TA practice from altruistic as well as practical perspectives, with your success and career sustainability in mind. A playful mix of reflective prompts, video, worksheets and discussion give you a veteran's-eye-view of what this work is all about. All artists in all art forms – beginners, veterans, and TAs-to-be – are welcome. *\* This workshop is also available on Sunday at 10:15 AM*

*Session Leader: Daniel Levy, author of A Teaching Artist's Companion: How to Define and Develop Your Practice (Oxford University Press 2019)*

### Getting to WOW!!! How to Plan a Portfolio with Maximum Impact

5th Floor | Room 516

Geared toward graphic designers, fine artists, and photographers, this session provides best practices for planning an effective and stunning visual arts portfolio. Your portfolio represents you, and is the first impression many potential clients see. You want to be certain that your portfolio stands out from the crowd. We will cover strategies for both traditional and web-based portfolios such as how to select the right examples, personal branding, and choosing the right format for showcasing your work. Remember, your portfolio itself is an example of how you approach visual solutions, so make it the best possible representation of your visual problem-solving skills and creativity.

*Session Leader: Denise Laurin-Donatelle – Living Creatively, Founder*

**LawSmarts 101 (Tools Workshop | Capacity 20)****8th Floor | Room 801B**

You've developed a design, artwork, music, literary or stage work. If you'd like to make money from your work and prevent others from copying it, you need to understand copyright, trademark, business start-up and contract issues. Come hear from Lawyers for the Creative Arts, a nonprofit organization that helps financially eligible creators connect to lawyers willing to advise pro bono. Don't miss this opportunity to learn fundamentals of copyright and trademark law specific to your artistic interests. Q and A to follow.

*Session Leader: Christopher Johnson, Assistant Director, Lawyers for the Creative Arts*

**Making Your Way in Dance****9th Floor | Room 903**

Do you have questions about how to move your passion for dance toward a professional career? Join me, Margi Cole, Artistic Director of The Dance COLective, choreographer, teacher, administrator and performer, for conversations discussing any and every question you might have around the challenges of making your way within the dance field.

*Session Leader: Margi Cole, The Dance COLective*

**Roundtable Discussions****9th Floor | Room 905**

*Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.*

**The Agent / Actor Relationship** with Dawn Gray, President of Gray Talent Agency and Carin Silkaitis, Actor and Columbia College Theatre Department Chair

Agent Dawn Gray and actor Carin Silkaitis will discuss their working relationship and answer your questions.

**One Off Events** with Kristina Daignault, Co-founder of Inside the Artist's Kitchen

How can you utilize one off events to leverage your creative business and following? Come chat with Kristina as she shares about the different events she has coordinated and her tips and strategies for you to try.

**Basic Graphic Design Tips for the Non-Graphic Designer** with Catherine Ross, Co-owner of Ross Creative Works

Basic graphic design skills can come in handy from creating your own social media posts to printed materials. Professional graphic designer, Catherine Ross, will share basic tips to help elevate your graphic design skills. Bring your questions and even samples of your work to get useful feedback.

**Dynamic Planning for Creative Ventures (Tools Workshop | Capacity 20)****9th Floor | Room 917**

As creative professionals, we are often required to fill the roles of both artist and manager, and strategically planning for the future can sometimes feel overwhelming, especially for artists who may not have had any formal training in management. Many complex forces continually impact the career paths and business ventures of the creative industries, and recognizing what they are and how they interact with each other is critical for sustainability in the marketplace. The Arts Dynamic is an adaptable visual diagram that can be used as a strategic tool for career and business planning. Comprehensive in scope, and simple in design, the Arts Dynamic illustrates the relationships among the outer, inner and principal player forces that shape our work as artists. In this interactive session you will be introduced to the foundational elements of this flexible tool, see examples of how it can be useful for assessing and planning, and will be guided through the process of building your own custom dynamic that fits your unique circumstances. Applying the Arts Dynamic is a great first step toward understanding, organizing and building a stronger business model for your creative venture.

*Session Leaders: Beth Ryan and Jason Stephens, Columbia College Chicago.*

**Sales Calls Workshop (Tools Workshop | Capacity 20)****9th Floor | Room 921**

Making a sales call can seem daunting. How do you start the conversation or even tougher yet, how do you end the call and make an ask? During this workshop we'll discuss different strategies and have a chance to work on making sales calls. As a follow up, Brandy will be available at 1:45 PM on Saturday and 10:15 AM on Sunday to practice sales calls with you on a one on one basis.

*Session Leader: Brandy Sales, Video Marketing Expert*

**Panel: Making a Living in the Digital and Media Arts****9th Floor | Room 923**

Join creative professionals from television, film, and various areas of the digital arts as they discuss their careers. They will provide tips and strategies for getting started, overcoming challenges, staying up on technology, standing out in the crowd, and more.

*Panelists: Emily Assell, John Klein, Stephan Leeper, and Brian Prairie*

*Moderator: John McDavitt, McDavitt Design*

**Media Room****9th Floor | Room 901**

## SESSION 2

Saturday 1:45 – 2:45 PM

**Gallery & Exhibits Open****2nd Floor****Mini Keynotes Block 2****2nd Floor | Stage 2**

Throughout the conference, presenters will take the stage for a short (15-18 minute) keynote talk on a topic that they are passionate about.

**Jeffrey Nych, Director – Entrepreneurship Center for Music at University of Colorado Boulder**

The Entrepreneurial Artist: In this engaging and energetic talk, Prof. Nych demystifies "The E-word" — entrepreneurship — and explains how entrepreneurial thinking can not only help you make a living, but can even inform and invigorate your creative life as well.

**Emily Weber, Founder – Your Performing Arts Center (YPAC)**

Sustaining the Swing - Finding your true center in the perpetual pendulum of work and life: "Emily Weber's analogy of the "Perpetual Pendulum" is a real life example of what has been going on in my life for quite some time, but was never able to identify it. I am appreciative of Emily for being able to put this into a perspective so that I am able to "sustain the swing" by recognizing and handling situations accordingly as they come up. This a fantastic image for visual learners like myself to be able to stay grounded in my true center." - Amanda Arnold

**Office Hours****5th Floor**

No need for an appointment. Just stop by and chat with the expert on-hand.

Office 510: Social Media Marketing & Branding with Lauren Ramsey

Office 511: Grad School for Creatives with Columbia College Representatives

Office 514: Headshot Reviews with Carin Silkaitis and Dawn Gray

Large Table: Portfolio & Resume Reviews with Jeffrey and Catherine Ross and Denise Laurin-Donatelle

**1 on 1 Mentoring**

Sales Calls Practice w/ Brandy Sales

**2nd Floor | Gallery****Panel: Getting Started as a Creative Professional**

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: Kristina Daignault, Toni Greathouse, David Johnson, Jaclyn Silverman, and Daniel Sroka*  
*Moderator: Katie Sowa, Future Founders*

**5th Floor | Room 503****Emotional Intelligence Workshop (Tools Workshop | Capacity 20)**

Strengths and EI Self-awareness is often the key to overcoming challenges faced by creatives. In this two-part workshop, leadership consultants and college professors Beth Ryan and Cara Dehnert conduct a certified Gallup StrengthsFinders coaching session, then lead participants through various Emotional Intelligence (EI) assessments. These tools combined will help participants to discover their core talents and strengths and to learn to communicate their offerings with clarity and confidence.

*Session Leaders: Beth Ryan and Cara Dehnert, Columbia College Chicago*

**5th Floor | Room 505****Freelance Dos and Don'ts: Working as a Freelance Cinematographer and Filmmaker Best Practices**

Learn about the dos and don'ts of being a freelancer, working as a filmmaker and cinematographer with clients and directors, invoicing for work, demo reels, and taking care of yourself as both an artist and as a business owner.

*Session Leader: John Klein, Cinematographer – Producer - Director*

**5th Floor | Room 516****\*Surviving the Session: Recording Studio Best Practices**

Over the last 2 decades, Matt has worked behind the board with the best of the best talent in the music business. Helming landmark projects with Twista, Jay-Z, Beyonce, Kanye West, R. Kelley and DMX as well as helping newer artists emerge. He'll share tips and tricks to survive even the most insane recording session. Regardless of where you are in your musical journey, Matt can help you bring out your best in the studio and achieve the sound you have only ever heard in your head, blast out of the speakers.

*Session Leader: Matthew Hennessy, VSOP Studios \*This workshop is also offered on Sunday at 1 PM*

**8th Floor | Room 801B****Online Practices of the Successful Craft Entrepreneur**

Meet the Modern Makers: three thriving, creative entrepreneurs living in unlikely places creating beautiful, handmade products. Session leader, Julia Griffey will screen her short documentary about these interesting artists and how they grew their very successful businesses. A discussion will follow the film.

*Session Leader: Julia Griffey, Webster University*

**9th Floor | Room 903****Roundtable Discussions**

*Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.*

**9th Floor | Room 905****Record Labels with Alexander Fruchter, Closed Sessions Co-Founder & President**

This round table will examine the role and value of record labels in 2020. This is a conversation for artists considering record label deals, as well as professionals in the industry that work for, work with, or are interested in this complex and diverse member of the music business ecosystem.

**Making Money through Social Media with Kimberly Witte, Witte Artistry**

This roundtable discussion will focus on: how to maximize your social media to be the most effective in your niche while keeping consistent branding, organizing your posts and posting schedule, general social media optimization, how the content converts to paid gigs/ sponsorships.

**Art & The Bottom Line with Melissa Steach - Ph.D, Artist, Author, Researcher**

As of March 2018, the arts contributed \$763.6 billion to the U.S. economy; more than agriculture, transportation, or warehousing. Furthermore, the arts employ 4.9 million workers across the country with earnings of more than \$370 billion. Lastly, the arts exported \$20 billion more than imported, providing a positive trade balance. Given these numbers, why do so many of us attend art school shouldering our loved-ones (and perhaps even our own) low expectations about our value in the marketplace? Artistic talent is no longer relegated to the pursuit of traditional mediums; our discipline, training, creativity, and tenacity make us sought after gap analysts, problem solvers, innovators, and activators in a variety of fields. This session will offer insights on why artistic talent matters in any field as well as suggestions on how to market those talents to benefit the organizations you work for, the organizations you create, and most importantly yourself.

**Business Model Canvas for Creatives (Tools Workshop | Capacity 20)**

Enough talk! Time for action! Bring your idea, your vision, your project, your career goals and we will use the Business Model Canvas to take immediate action to get things underway. For this dynamic, hands-on action workshop you'll need either your phone, tablet or laptop to function as the communications device and walk out having taken the first concrete steps to building your dream!

*Session Leader: Sean Flanigan, Colorado Mesa University*

**9th Floor | Room 917****Roundtable Discussions**

*Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.*

**9th Floor | Room 921****Breaking into Freelance Writing with Leanna Johnson Lee - freelance content marketing writer, journalist, podcaster, and mental health advocate**

Want to break into freelance writing but aren't sure how to go about it? Leanna will lead the roundtable in discussions about types of freelance writing opportunities, getting set up in business, building a portfolio, and getting your first clients. If there's time, we can also workshop individual ideal niches for each participant and some of the best outlets for their work and interests.

**Mental Health for Creatives with Mike Veny**

Join Mike for an honest discussion about handling the ups and downs of life as a creative, entrepreneur, and human.

**Music Development with Ed Wimp**

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

## SESSION 2 CONTINUED

Saturday 1:45 – 2:45 PM

### The Pricing Formula (Tools Workshop | Capacity 20)

9th Floor | Room 923

Yes, there is a way to figure out exactly what you should be charging for your creative work and it is not looking around, seeing what everyone else is charging, and then charging a bit less. In this workshop you will learn exactly what goes into determining what you should charge for your work and even receive a formula to help you figure it out. We will go through this step by step

Session Leader: Sheryl Kosovski - Artful Work, Founder

REFRESHMENT BREAK PROVIDED BY COLEMAN ENTREPRENEURSHIP CENTER AT DEPAUL UNIVERSITY

2:45 PM | 2nd Floor

## SESSION 3

Saturday 3:00 – 4:00 PM

### Gallery & Exhibits Open

2nd Floor

### Mini Keynotes Block 3

2nd Floor | Stage 2

Throughout the conference, presenters will take the stage for a short (15-18 minute) keynote talk on a topic that they are passionate about.

### Amen Jafri – Documentary Filmmaker and Personal Branding Consultant for Artists & Creatives

No Fallbacks: A Career as a Creative - *Whether you come from an immigrant family and/or a lower income background, it can be hard to imagine a career in the arts. Working in the arts requires taking financial and emotional risks and having a support system to help sustain you through the highs and lows that come with the territory. In this talk, I will share my own personal journey as a child of immigrants to becoming a documentary filmmaker and working in the film/television industry. I will discuss why I was a late bloomer and the risks I had to take to launch my career, as well as share tips for you in your journey into the arts.*

### Denise Laurin-Donatelle Founder – Living Creatively, Founder

The Pursuit of Happiness: *Keeping Your Soul Alive in the Demanding Creative Professions – Through stories and analogies, Denise we'll share with you how to; keep your passion high, overcome negative messages internal and external in the form of criticism, balance family, work, and self, and find a purpose and live a life with meaning.*

### John McDavitt – McDavitt Design

No Plan 'B': We all have some kind of dream for what we want to do in our professional lives. Too often we trade those dreams for the promise of a low-risk backup plan or 'Plan B.' John shares how to spot and overcome this trap.

### 1 on 1 Mentoring

2nd Floor | Gallery

Mentors will be on-hand to answer your questions. If you would like to reserve a 15-minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference.

Allie Pleiter Author, Productivity Expert

David Johnson Photographer

Melissa Steach Ph.D, Artist, Author, and Researcher

Daniel Levy Composer, working musician, leader in urban teaching artistry and arts program design

### Office Hours

5th Floor

No need for an appointment. Just stop by and chat with the expert on-hand.

Office 510: Social Media Marketing & Branding with Camille Jamerson

Office 511: Grad School for Creatives with Columbia College Representatives

Office 514: Financial Tips for Artists with Sheryl Kosovski

Large Table: Resume Reviews with Yuri Cataldo

Large Table: Portfolio Reviews with Brian Prairie

### Panel: Getting Exposure for Your Music

5th Floor | Room 503

Getting exposure for your music may seem overwhelming. In this panel discussion we'll take a look at some of the key strategies you can use to build and grow your audience. You'll walk away with actions you can start implementing now.

Panelists: Jonelle Carter, Alexander Fruchter, Rodney Page, and Brian Witkowski

Moderator: Jim Jozwiak, Band for Today

### Large Group Chat: Starting A Performing Arts Studio or Group

5th Floor | Room 505

This powerhouse panel of female creative entrepreneurs will provide a wealth of information on how to start your performing arts studio or group and keep it going. Bring your questions for this open discussion format.

Discussion Leaders: Margi Cole, Annie Hackett, Leah Jozwiak, and Emily Weber

### Panel: Marketing Strategies for Creatives

5th Floor | Room 516

As a creative you need to get your work out there. What marketing strategies can you use to help gain more exposure? Panelists will share their tips and strategies from traditional avenues to social media.

Panelists: Emily Assell, Catherine Borzym, Andria Burchett, Leanna Johnson Lee, and Lauren Ramsey

Moderator: Stacey Earnest, Ace Metal Refinishers

### The Braid – situating oneself within arts ecologies (Faculty / Admin. Workshop | Capacity 20)

9th Floor | Room 923

THE BRAID workshop uses a template that evokes the realm of artistic practice through a visualization representing core areas of creative involvement. Mobilized by the invitation to address subjects such as studio work, grant writing, and curricular needs, for example, workshop participants draw out their own, reflexive knowledge offering it up for comparison with each other. Faculty will be exposed to curricular concepts, while gaining facilitation skills for classroom use.

Situating oneself in the art

Session Leader: Adelheid Mers - Associate Professor with the Department of Arts Administration and Policy at the School of the Art Institute of Chicago

## SESSION 3 CONTINUED

Saturday 3:00 – 4:00 PM

### The Four Actions (Tools Workshop | Capacity 20)

The Four Actions--the Building Blocks for Every Performance from Audition to Opening Night Experiential workshop introducing a way to conceive and take action in any circumstance--from script or improv or devised work.

Session Leader: Paul Kassel, Dean - College of Visual and Performing Arts at Northern Illinois University

8th Floor | Room 801B

### Pitch Workshop for Creatives

Interest in pitch competitions or gearing up for tomorrow? Don't miss this session. We'll discuss what a pitch is and how to craft one, how to successfully give a pitch, tips and tricks for perfecting your pitch and sharing your ideas, and how to maximize your ask and spark interest.

Session Leader: Katie Sowa, Future Founders

9th Floor | Room 903

### Roundtable Discussions

Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.

9th Floor | Room 905

### Art Therapy with Kelly Darke - Artist, Art Therapist, and Art Teacher

Join Kelly in a discussion about the possibilities of Art Therapy as a creative career from agency work to private practice.

### How to Get Your Creative Work into Retailers with Toni Greathouse – Author and Caricature Artist

Learn tips and strategies for getting your creative work into major retailers.

### Branding Your Art Business with Daniel Sroka – Fine Art Photographer & Original Creative Director for Yahoo!

How to define your identity, and tell your story.

### Photography Pricing with Jeffrey Ross – Commercial Photographer

Join Jeffrey for a discussion on how to answer the question, "So, how much does it cost to shoot X?".

### Data Analytics for Creatives (Tools Workshop | Capacity 20)

Data Analytics for Creatives: Buried beneath the confusing quagmire of Big Data are vital digital data points that can help artists not just survive, but thrive in the marketplace. ...if they know how to use them. In this workshop, digital marketing experts Clayton Smith and Ryan Smith will lead attendees through a hands-on exploration of major and accessible data points that artists can access, analyze, and act on to grow a fan base, examine trends, maximize revenue, and enjoy a successful career!

Session Leaders: Clayton Smith and Ryan Smith – Columbia College Chicago

9th Floor | Room 917

### Financial Literacy for Non-Business Majors

Some people are better at numbers than others. It's just a fact! In this session we'll talk about numbers and how they relate to financial statements all in a language creative business owners can connect with. This is a great session for emerging creatives and educators.

Session Leader: Gary Vaughan, Guident Business Solutions & Lawrence University

9th Floor | Room 921

### Media Room

9th Floor | Room 901

## SESSION 4

Saturday 4:15 – 5:15 PM

### Gallery & Exhibits Open

2nd Floor

### Poetry Workshop w/ Poet Gold Wilkerson & Mike Veny

2nd Floor | Stage 2

The DREAM Out Loud poetry workshop (Quatrain) engages participants to write about their dreams/goals in a poetic style to foster empowerment. The emphasis is to aid attendees in developing a personal identity reflecting on their dreams/goals and expressing them through the spoken word. Objective: • To identify a personal dream/goal • To identify skills needed to achieve their dream/goal • To gain the ability to express themselves with words • To learn presentation skills • To Have FUN! A special bonus is drummer Mike Veny will help lead this session with Poet Gold.

Session Leaders: Poet Gold Wilkerson & Mike Veny

### Juror's Gallery Talk, Q&A and Awards Presentation

2nd Floor | Gallery

Please join juror, Chicago-based artist E. Lee, in a tour of the exhibition featuring selected works from the 2020 SEA Juried Exhibition competition. In this gallery talk, Lee will discuss the selection process, common mistakes artists make in their submission materials and general tips for entering open calls for art. Additionally, he will outline his personal selection criteria. The session will also include Q&A with Lee and presentation of the award-winning artworks.

Session Leader: E. Lee

Gallery Sponsors: Millikin University

### Office Hours

5th Floor

No need for an appointment. Just stop by and chat with the expert on-hand.

Office 510: Social Media Marketing & Branding with Camille Jamerson

Office 511: Grad School for Creatives with Columbia College Representatives

Office 514: Resume Reviews with Tim Channell

Large Table: Data Analytics for Creatives with Ryan and Clayton Smith

### The Music Modernization Act and Beyond

5th Floor | Room 503

Songwriters, producers, engineers, record labels and music publishers all need to understand the nuts and bolts of song authorship and ownership. Join Lawyers for the Creative Arts to learn about the various rights in lyrics, music compositions, and sound recordings. The music industry is ever-changing with streaming services dominating music play. We will go over where to register your music to stay ahead of the curve. We will also cover co-authorship and how musicians can split song rights.

Session Leader: Christopher Johnson, Lawyers for the Creative Arts



**Pitch Workshop for Creatives****9th Floor | Room 903**

*Interest in pitch competitions or gearing up for tomorrow? Don't miss this session. We'll discuss what a pitch is and how to craft one, how to successfully give a pitch, tips and tricks for perfecting your pitch and sharing your ideas, and how to maximize your ask and spark interest.*

*Session Leader: Katie Sowa, Future Founders*

**Creating a Successful Children's Book (Tools Workshop | Capacity 20)****5th Floor | Room 505**

Are you one of the many who have always had a great idea for a children's book, but you have believed that the market is flooded? Wondering why or if you should write for a younger audience? Let Emily give you the tips to creating a book that will do more than just fulfill your itch to write. Many children's books get written, but only a few stand the test of time. She will share her story and share the keys that enabled her to find success in this harsh market.

*Session Leader: Emily Assell, Author*

**Panel: Dos and Don'ts of Auditioning****5th Floor | Room 516**

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, attendees may have the opportunity to participate in a mock audition.

*Panelists: Dawn Gray, Paul Kassel, Carin Silkaitis, and Phil Tyler*

*Moderator: Stacy Earnet, Ace Metal Refinishers*

**Kickstart Your Film (Large Group Roundtable | Capacity 20)****8th Floor | Room 801B**

A roundtable discussion with director-producer John Klein about tackling crowdfunding in one form or another for projects, for your business, or your products and inventions. We'll hear about the pros and cons of venturing into Kickstarter or IndieGoGo or other crowdfunding platforms, what to expect and what to prepare, and whether or not your project is right for crowdfunding.

*Presenter: John Klein, Freelance Cinematographer*

**Roundtable Discussions****9th Floor | Room 905**

*Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.*

**Art & Technology and the Future with Yuri Cataldo - Art Tech Media Group**

We'll discuss what's currently happening in tech and how artists can get involved.

**Personal Branding with Amen Jafri - Documentary Filmmaker and Personal Branding Consultant for Artists & Creatives**

Figuring out your unique story needs to be at the forefront of your self-promotion as an artist and creative and will ultimately help propel your creative career. We will discuss how to develop a personal brand and look at how this strategy is present all around us, from best-selling authors to your favorite Hollywood celebrities.

**Blogs and The Art of the Personal Essay with William Kenower – Author**

The Art of the Personal Essay. The personal essay lends itself to blogs, essays for magazines, or opinions for newspapers. In this discussion we'll look at the structural foundation of the personal essay, as well as learn some simple tools to help authors use their life experiences as limitless source material. Most importantly, we'll dig into how best to offer readers lessons without being dogmatic or obvious, so that our essays can be both entertaining and inspiring.

**\*Creating an Unforgettable Brand (Tools Workshop | Capacity 20)****9th Floor | Room 917**

What is a brand, anyway? Why do companies go to all the trouble of creating a brand? What's the difference between a personal and business brand? Do you actually need a brand? 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. You'll leave with a DIY toolkit and a plan of action for your next branding project. You'll have fun, learn branding moxie, and walk away one step closer to building that killerbrand you've always dreamed of and your target market can't resist!

*\*This workshop is also offered on Sunday at 9 AM*

*Session Leader: Catherine Borzym, Kiwi Avenue – CEO & Creative Director*

**1 on 1 Mentoring****9th Floor | Room 921**

*Mentors will be on-hand to answer your questions. If you would like to reserve a 15-minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference.*

*Margi Cole Founder and Artistic Director of The Dance COLEctive*

*Leanna Johnson Lee Freelance Content Marketing Writer, Journalist, Podcaster, and Mental Health Advocate*

*Jeffrey Nytych Composer Educator, Arts Administrator, and Consultant*

*Daniel Sroka Fine Art Photographer and Original Creative Director for Yahoo!*

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

*Andria Burchett Colored pencil and graphite drawings, art exhibitions, art publications, owner of Beech Tree Studio*

**Nonprofit Social Impact: The Artist as Social Entrepreneur****9th Floor | Room 923**

The arts are being integrated with social innovation strategies to create tremendous social impact. Nonprofit work is also a highly rewarding and viable career option. This session will cover the nuts and bolts of nonprofit creation and management in order for you to balance your creative vision, the desired social outcomes and the financial bottom line.

*Session Leader: Sean Flanigan, Associate Professor of Music at Colorado Mesa University*

**Media Room****9th Floor | Room 901**

**Continental Breakfast Opens**

**2nd Floor**

**SESSION 5**

**Gallery & Exhibits Open**

**2nd Floor**

**Pitch Competition for Creatives**

**2nd Floor | Stage 2**

Come watch previously selected finalists pitch for funding to help support their creative endeavor. A panel of judges will select the winners which will be announced at the closing session.

**1 on 1 Mentoring**

**2nd Floor | Gallery**

Mentors will be on-hand to answer your questions. If you would like to reserve a 15-minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference.

Emily Weber Dance, Performing Arts Center  
John McDavitt Illustrator, Muralist

**Office Hours**

**5th Floor**

No need for an appointment. Just stop by and chat with the expert on-hand.  
Office 510: Video Interview (Reserved)  
Office 511: Grad School for Creatives with Columbia College Representatives  
Office 514: Get to Know Podcast Recording (Reserved)  
Large Table: Portfolio Reviews with Denise Laurin-Donatelle

**Panel: How to Promote & Sell Your Music**

**5th Floor | Room 503**

We'll discuss what it takes to get your music recorded, manufactured, distributed, and played on the radio. Panelists will also share tips for getting your music reviewed by the press, booked into clubs, and promoted online.

Panelists: *Rodney Page, Sandra Trevino and Ed Wimp*  
Moderator: *Justin Sinkovich, Columbia College*

**Bootstrapping Videography (Tools Workshop | Capacity 20)**

**5th Floor | Room 505**

Everyone now has a high-end camera they carry around with them, always. Come learn the basics of film making to be able to create the best videos for your social media, website, or vlog!

Session Leader: *Michael Rataj, Bulb Brain Creative – Head Brain*

**Panel: Getting Exposure for Your Visual Art**

**5th Floor | Room 516**

Exposure. It's what every emerging artist seems to be seeking. Join Brian, Jeffrey, and Daniel as they share tips and strategies they have used in their visual art careers to help gain that elusive exposure you're seeking. Bring your questions!

Panelists: *Brian Prairie, Jeffrey Ross, and Daniel Sroka*  
Moderator: *Katie Sowa, Future Founders*

**The Realities of the Independent Publishing Model (Large Group Discussion| Capacity 20)**

**8th Floor | Room 801B**

What I've learned in over the 18 months it took to go from creamy idea to published book. Writing, editing, marketing, Amazon, publicity, blurbs from industry leaders, and what happens when your publishing company tries to sue you. It's the publishing journey of choosing yourself and coming out on top.

Session Leader: *Yuri Cataldo, Art Tech Media Group*

**Panel: Tips for Actors Entering the Marketplace**

**9th Floor | Room 903**

Join NIU Theatre Faculty as they share tips for actors getting ready to launch their careers. Panelists will discuss: getting started as an actor in Chicago; how to keep a healthy actor body; artist entrepreneurship online; and performing Summer Shakespeare. We'll make sure to leave time for questions!

Session Leaders: *Stanton Davis, Kendra Holton, Kay Martinovich, and Patricia Skarbinski – Northern Illinois University*

**Roundtable Discussions**

**9th Floor | Room 905**

Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.

**Changing Your Message for the Market with Annie Hackett – Kenosha Academy of Performing Arts, Director**

Matching your marketing message to your audience is key for sales of your art. At this roundtable we will discuss how to market your message in a way that inspires and excites your audience.

**Using Film Festivals to Advance your Career: for Animators and Live-Action Filmmakers with Stephan Leeper: Storyteller, Animator, Educator**

Film festivals are great ways to get exposure for your work; meet fellow filmmakers, producers and others working in the film industry; and pick up an award . . . And maybe even a distribution deal! 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.

**Money Mindset with Brian Witkowski, The Lucrative Artist**

Learn how to confidently stand in the truth of your value and position yourself to deservedly earn more for your work.

**Using a Niche to Grow a YouTube Following Organically with Steve Rogers – Videographer, Writer, and Social Media Content Creator**

The reach and power of YouTube is growing every day. Steve will share strategies on how to rank and break through the crowd as well as discuss any questions you have.

**\*Creating an Unforgettable Brand (Faculty / Admin. Workshop | Capacity 20)**

**9th Floor | Room 917**

What is a brand, anyway? Why do companies go to all the trouble of creating a brand? What's the difference between a personal and business brand? Do you actually need a brand? 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. You'll leave with a DIY toolkit and a plan of action for your next branding project. 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!

Presenter: *Catherine Borzym, Kiwi Avenue – CEO & Creative Director* \*This workshop is offered on Saturday at 4:15 PM

## Creating a Podcast with IMPACT (Tools Workshop | Capacity 17)

9th Floor | Room 921

Learn how to create a podcast with impact! Have a passion or social platform that you really want to share on air? In this workshop, Mike Veny and Leanna Lee, co-hosts of self-employed mental wellness podcast MxV, will challenge you to define the impact you want to make and refine it into an actionable podcast plan. They'll discuss branding and set up, target audience and ideal platforms, content development, and monetization potential, as well as share some of their own podcasting and radio experiences.

Session Leaders: *Leanna Johnson Lee and Mike Veny*

## Creativity and the Imposter Syndrome: Pushing through fraudulent feelings to embrace your genius

9th Floor | Room 923

Do you have that underlying feeling that you aren't good enough? Or that you are not as smart, talented or creative as people think you are? Truth is, everybody is winging everything—work, school, parenting, relationships, eyeliner...EVERYTHING! But, the Imposter Syndrome is that nagging feeling that despite your achievements, you are a fraud & everyone will find out. You are not a fraud!

Your talent, successes & achievements are real. It's time to learn how to own it!

Session Leader: *Camille Jamerson, CDJ & Associates – CEO & Senior Consultant*

## Building a WordPress Site (Tools Workshop | Capacity 12)

9th Floor | Room 901

Every creative entrepreneur needs a web site. While there are many ways to go about building one, a WordPress-based site offers many advantages for a creative business owner. It's also free to use and completely open source. Join me to learn how to set up and customize a WordPress site.

Session Leader: *Julia Griffey, Webster University*

# SESSION 6

Sunday 10:15 – 11:15 AM

## Gallery & Exhibits Open

2nd Floor

## Pitch Competition for Creatives

2nd Floor | Stage 2

Come watch previously selected finalists pitch for funding to help support their creative endeavor. A panel of judges will select the winners which will be announced at the closing session.

## 1 on 1 Mentoring

2nd Floor | Gallery

Mentors will be on-hand to answer your questions. If you would like to reserve a 15-minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference.

William Kenower Author

Bettina Gold Wilkerson Spoken Word Poetry

Stanton Davis Actor (stage, film, voice-over, and tv commercials), fight choreographer, stagehand, director, stunt man, voice coach, dialect coach

Kendra Holton Head of Movement for the Stage, director, and intimacy coach – Northern Illinois University

Kay Martinovich Director

Patricia Skarbinski Actor, Director, and Teacher

## Office Hours

5th Floor

No need for an appointment. Just stop by and chat with the expert on-hand.

Office 510: Video Interviews (Reserved)

Office 511: Grad School for Creatives with Columbia College Representatives

Office 514: Sales Calls Practice w/ Brandy Sales

Large Table: Portfolio Reviews for content/copywriters and journalists with Leanna Johnson Lee

Large Table: Portfolio Reviews – Jaclyn Silverman and Nora Renick-Rinehart

## Panel: Marketing Strategies for Creatives

5th Floor | Room 503

As a creative you need to get your work out there. What marketing strategies can you use to help gain more exposure? Panelists will share their tips and strategies from traditional avenues to social media.

Panelists: *Yuri Cataldo, Michael Rataj, Catherine Ross, and Daniel Sroka*

Moderator: *Katie Sowa, Future Founders*

## \*Teaching Artist 101 (Tools Workshop | Capacity 20)

5th Floor | Room 505

You are an artist, living the artist's life. But you also want to make a difference in the world as a teaching artist: dance, theater, visual arts, poetry, and music professionals who also sometimes teach. TAs bring the arts to students of all ages in schools, correctional facilities, and community centers. The field is growing, providing many artists with substantial part-time income for socially just work. Is Teaching Artist the right job for you? In this workshop, master teaching artist Daniel Levy introduces TA practice from altruistic as well as practical perspectives, with your success and career sustainability in mind. A playful mix of reflective prompts, video, worksheets and discussion give you a veteran's-eye-view of what this work is all about. All artists in all art forms – beginners, veterans, and TAs-to-be – are welcome. \* This session also offered on Saturday at 12:30 PM

Session Leader: *Daniel Levy, author of A Teaching Artist's Companion: How to Define and Develop Your Practice (Oxford University Press 2019)*

## Getting Started as a Photographer in Today's Market

5th Floor | Room 516

Join professional photographer, Jeffrey Ross, as he discusses key tips and strategies to get started in today's market. He'll tackle questions like: How "good" does your equipment need to be? Everyone has a camera attached to their phone, so why would someone pay you? How can you stand out? Jeffrey will also discuss topics like: building and growing your professional portfolio, various funnels of income, protecting your work, freelance, and pricing.

Session Leader: *Jeffrey Ross, Ross Creative Works*

## Crowdfunding for Music Careers (Tools Workshop | Capacity 20)

8th Floor | Room 801B

Over the last decade, crowdfunding has gone from "the next cool thing" to a mainstream way for creatives to fund projects and support their work. And while we all like to hope our campaign will go viral and the money will pour in, a majority of crowdfunding campaigns fail to meet their goal. In this workshop we'll explore ways to help insure crowdfunding success and build a loyal audience for your work at the same time.

Session Leader: *Jeffrey Nytech - Director, Entrepreneurship Center for Music at University of Colorado-Boulder*

## Freelance Dos and Don'ts for Performers

9th Floor | Room 903

Join voiceover actor Joe Bianco as he discusses how to price, formulate responses, respect your product and be direct, firm but approachable with clients. All these skills have helped him develop a great client base and healthy career. Folks should walk away knowing how to negotiate with confidence and have career longevity.

Session Leader: *Joe Bianco – Voiceover Actor*

**Art Therapy Coping Tools (Tools Workshop | Capacity 20)****9th Floor | Room 917**

Research confirms that creating art benefits our overall well-being from reducing stress to improving memory. Join Kelly in this art therapy workshop as we create art to reduce anxiety and learn ways we can incorporate art therapy into our daily lives. You will leave this workshop with at least three art therapy tools you can use on your own as part of a self-care routine.

*Session Leader: Kelly Darke – Artist, Art Therapist, and Art Teacher*

**Create Your Workflow; Developing a Daily Routine for Productivity (Faculty / Admin. Workshop | Capacity 20)****9th Floor | Room 921**

Having a daily workflow helps you get things done efficiently and shatters the myth that creative people are inherently disorganized. Get a handle on your workload and spend more time in the studio by building systems that will reduce stress and help you do your best creative work. Topics covered in this workshop include developing a checklist, time blocking, managing distractions, finding your tribe, and protecting your creative self.

*Session Leader: Robin Liefeld – Artist, Author, Speaker*

**Planning for Your Financial Success (Tools Workshop | Capacity 20)****9th Floor | Room 923**

What if, instead of leaving it up to fate and seeing where life leads, you could plan in advance how you want your life and your career to turn out in terms of what kind of creative expression and impact you'd like to have and what kind of financial reward you want. You can do this by #1, having a clear vision of exactly what you want your business to be like, what kinds of arenas you want to work in and how much money you want to bring in. #2 by creating a roadmap that lays out the exact steps you will need to take to get there from where you are today. To succeed you need to create a personalized business roadmap to success that lays out all the necessary steps it will take to accomplish your goals and that is exactly the process you will learn in this workshop. Don't worry this process is adjustable so as you grow and change your goals you can change your plan as well.

*Session Leader: Sheryl Kosovski – Artful Work*

**Roundtable Discussions****9th Floor | Room 905**

*Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.*

**Fundraising with Timothy Channell – Chairman, Department of Music at Radford University**

Fundraising is a primary function for today's artists. Topics will include fundraising ethics, sponsorships, grants, crowd funding and how to seek additional financial support for our work.

**Woman in a Boy's Club with Darlene Jackson – DJ, Producer, Remixer, and Music Publisher**

Although polls say festival attendance is roughly equal between male and female attendees, music festival programming is still deficient when it comes to booking women artists. For women-identifying creatives in various industries, being seen and recognized often comes only under pressure or as a result of sisters doing it for themselves. We'll examine the movement towards all-fem festival lineups with a case study of Lilith Fair, Girls Just Wanna Weekend, She Roo and Yola Fest and discuss ways to be seen, heard and combat gender inequality in creative performance spaces.

**Special Effects Make-Up with Kimberly Witte – Witte Artistry**

Join Kimberly as she shares samples of her work and discusses the categories of sfx makeup, what she does as a career, and answers your questions. Time permitting, she may even give a brief demo!

## SESSION 7: WORKING LUNCH

Sunday 11:45 AM – 12:45 PM

**Please grab a lunch from Stage 2 on the 2nd floor and then proceed to the session of your choice**

**Gallery & Exhibits Open****2nd Floor****Mini Keynotes Block 4****2nd Floor | Stage 2**

Throughout the conference, presenters will take the stage for a short (15-18 minute) keynote talk on a topic that they are passionate about.

**Annie Hackett – Kenosha Academy of Performing Arts, Founder**

Does your Mission Match Your Market?: "I've grown because I've grown." Annie will share how her artistic business has doubled in the last 6 years because she has grown personally and expanded her mission to make a difference to a greater audience. She has made it her mission to match her market but retain the values that she has always felt were important.

**Alison Henderson, Founder – Moving Image Consulting**

Persist Confidently: No one better understands rejection than an actor! In her interactive and entertaining keynote, Alison will share how she used her study of advanced body language to persist confidently in the theater when most of her colleagues were choosing to leave the business. She will give body language tips to better stand your ground as an artist when you are being undervalued, and ways to uncover hidden talents or alternative avenues to keep being a creative while building profitability.

**1 on 1 Mentoring****2nd Floor | Gallery**

*Mentors will be on-hand to answer your questions. If you would like to reserve a 15-minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference.*

Joe Bianco *Voiceover Actor*

Robin Liefeld *Artist, Author, Speaker*

Jeffrey Nytch *Music Business*

Matthew Hennessy *Music Production*

**Office Hours****5th Floor**

*No need for an appointment. Just stop by and chat with the expert on-hand.*

Office 510: Branding with Catherine Borzym

Office 511: Grad School for Creatives with Columbia College Representatives

Office 514: Open

Large Table: Resume Reviews with Timothy Channell

Large Table: Resume & Portfolio Reviews with Catherine Ross

**Panel: Pricing Your Creative Work****5th Floor | Room 503**

There are many views 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: Camille Jamerson, Sheryl Kosovski, John McDavitt, Brandy Sales, and Daniel Sroka*

*Moderator: Maggie Wu, Columbia College Chicago*

**Creating a Content Calendar (Tools Workshop | Capacity 20)**

**5th Floor | Room 505**

What is a content calendar? Why do you need one? Well, with anything, if you don't have a plan in place, it's hard to make and track your progress. Learn how to leverage a simple google sheet and plan your content out for 2020!

*Session Leader: Lauren Ramsey – BetsyBash*

**Graduate School and the Self-Employed Artist: Columbia College Chicago Panel Discussion**

**5th Floor | Room 516**

Are you curious about graduate studies? Have you wondered if graduate school would provide you with a competitive edge in managing your career as an artist? In this multidisciplinary graduate student panel you will find out more about the ins and outs of the graduate art school experience—from deciding if graduate school is right for you to the impact of the advanced art degree on building your artistic practice and career. Hear firsthand from current Columbia College Chicago students and recent alumni about their decision to return to school and how they've used this time to lay the foundation for their practice after graduation.

*Panelists: Brittany Price Anderson, Julia Arredondo, Kenneth Guthrie, Nadine Waran-Perrero, and Cruel Valentine*

*Moderator: David Marts, Columbia College Chicago*

**Storyboarding Workshop: From Sketchbook to Screen (Large Group Roundtable | Capacity 20)**

**8th Floor | Room 801B**

The art of communicating visual story ideas to co-collaborators, clients, or prospective funders can be a challenge at best. For animators, the process we have built around this problem is called "the Pitch". In this workshop we will be using rudimentary drawing skills, simple tools and basic boarding techniques to help filmmakers and story artists explore visual ideas and present narrative solutions long before the camera starts rolling. This is a hands-on workshop so please come ready to jump in. Tools and resources will be provided. Topics to be covered include:

1. Choosing the Moment: Six transitional techniques for visual storytelling – A brief introduction to transitional choices for visual storytelling from comics to live-action film.
2. Six-Panel Pitch: Exploration of Content, Story Beats and Imaged-Based Narrative – Participants will create a basic Six-panel based on provide content. A technique using simple thumbnail drawings to explore visual solutions for extremely short projects.
3. Pre-visual Editing: Introducing Time and Sound – As time allows, we will address the problem of cutting your images to a click-track using Adobe Photoshop/Bridge and Premiere.

*Session Leader: Stephan Leeper, former Layout Supervisor for VeggieTales and Associate Professor of Animation at Central Michigan University*

**Branding Basics: Creating a Clear and Consistent Narrative (Tools Workshop | Capacity 20)**

**9th Floor | Room 903**

Brand identity is the sum of consistent visuals, narratives, and interaction you provide the external world as a representative of you and your work. In this session, participants will create the raw material to craft into brand identity along with strategies and tools to communicate it across multiple platforms. Participants will leave with an Origin Story, Personal Mission Statement, and pitching experience.

*Session Leader: Jennifer Reis - Make Do: Creative Entrepreneurship Education Consulting*

**Roundtable Discussions**

**9th Floor | Room 905**

*Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.*

**Multiple Income Streams with Nora Renick Rinehart**

Are you living that hustle lifestyle- juggling multiple jobs, freelance gigs and trying to sell your work all at the same time? Finding a balance that serves your bank account and your well-being can feel daunting but it's absolutely possible. Come talk to an artist with real-life gig-economy experience. We'll discuss pricing your labor and art works, balancing the books, maintaining personal life boundaries, and any other questions you may have.

**How to Relate Arts Skills to What Employers are Seeking with Melissa Steach – Ph.D, Artist, Author, and Researcher**

This facilitated workshop extends the conversation started by "Art & The Bottom Line". Attendees will have an opportunity to identify, strategize, then discuss how to package their art talents as a value-proposition relative to a field of their choice. Real-world examples will be provided and real-time role-play will allow participants to share ideas on how to market their unique talents to potential employers. This session is an interactive one. Come prepared to collaborate and have fun!

**Getting and Keeping Students with Leah Jozwiak – The Music and Dance Suite**

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

**Fearless Writing Workshop (Tools Workshop | Capacity 20)**

**9th Floor | Room 917**

Based on Kenower's popular book, this workshop looks at the many emotional challenges all writers experience when they face a blank page. In this workshop, participants will learn tools to access their inherent creativity. All writing is naturally fearless. The only questions is whether we will be fearless on purpose.

*Session Leader: William Kenower, Author*

**Protect Your Assets (Tools Workshop | Capacity 20)**

**9th Floor | Room 923**

You've developed a design, artwork, music, literary or stage work. If you'd like to make money from your work and prevent others from copying it, you need to understand copyright, trademark, business start-up and contract issues. Come hear from Lawyers for the Creative Arts, a nonprofit organization that helps financially eligible creators connect to lawyers willing to advise pro bono. Don't miss this opportunity to learn fundamentals of copyright and trademark law specific to your artistic interests. Q and A to follow.

*Session Leader: Marci Rolnik Walker, Director of Education, Lawyers for the Creative Arts*

**Eager to Know Podcast Recording (Reserved)**

**9th Floor | Room 901**



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ARTS®**

**Mini Keynotes Block 5****2nd Floor | Stage 2**

Throughout the conference, presenters will take the stage for a short (15-18 minute) keynote talk on a topic that they are passionate about.

**Jaclyn Silverman – Photographer**

Expanding Community, Arts, & Relationships - *Jaclyn will share about her project "East Side Volume One" which addresses issues of Chicago's farthest southeast side neighborhoods spanning from geography, environment, industry, transportation, economics, family and youth. This talk provides context to the East Side and Hegewisch neighborhoods, presenting issues of importance in photographic collaboration with local high school students to revisualize the areas present history, while forming a creative system of community contributors as shareholders.*

**Daniel Levy – Musician and Composer**

The Successful Teaching Artist's Career Guide: You are an artist, living the artist's life. But you also want to make a difference in the world as a teaching artist: dance, theater, visual arts, poetry, and music professionals who also sometimes teach. TAs bring the arts to students of all ages in schools, correctional facilities, and community centers. The field is growing, providing many artists with substantial part-time income for socially just work. Is Teaching Artistry right for you? In this talk, master teaching artist Daniel Levy introduces TA practice from altruistic as well as practical perspectives, with your success and career sustainability in mind.

**Brian Witkowski – Vocal Performer and Founder of The Lucrative Artist**

Know Your Story: Almost anything can become more valuable just from simply telling the right story. Just as there is a story behind every work of art, there's a story behind every artist. The better we know the story behind how we got to where we currently are, the better we can master the art of writing the story of our future we most desire to have.

**1 on 1 Mentoring****2nd Floor | Gallery**

*Mentors will be on-hand to answer your questions. If you would like to reserve a 15-minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference.*

Alison Henderson *Communication*

Annie Hackett *Dance, Performing Art Studios*

Rodney Page *Music*

Brian Prairie *Illustration, Motion Graphics, Animation, and all aspects of Video Production*

**Office Hours****5th Floor**

*No need for an appointment. Just stop by and chat with the expert on-hand.*

Office 510: Open

Office 511: Grad School for Creatives with Columbia College Representatives

Office 514: Open

Large Table: Headshot Reviews with Paul Kassel

Large Table: Resume & Portfolio Reviews with Daniel Sroka

**Panel: How to Promote & Sell Your Creative Work****5th Floor | Room 503**

You have amazing creative work for sale, but how do you do you get the word out to those that have the money to buy your art or pay for your creative services? Panelists will share the successful strategies they have used in promoting and selling their creative work.

*Panelists: Eric Lee, Jennifer Reis, and Nora Renick Rinehart*

*Moderator: Katie Sowa, Future Founders*

**The Power of Story to Close the Deal (Tools Workshop | Capacity 20)****8th Floor | Room 801B**

Story is an incredibly powerful tool. The wrong story will close doors while the right story will save the day - for you and your client! In this session, John shares how he uses 'story-framing' to engage and serve his clients.

*Session Leader: John McDavitt, McDavitt Design*

**Panel: Self-Management and Freelancing Strategies****9th Floor | Room 903**

Join a panel of freelancing experts and educators as they discuss a number of critical self-management strategies. Topics will include client and schedule management, marketing, budgeting and creating stable finances, career planning, and maintaining ones health while freelancing.

*Panelists: Calli Bowen, Leanna Johnson Lee, Justin Sinkovich, Mike Veny*

*Moderator: Justin Sinkovich, Columbia College Chicago*

**Roundtable Discussions****9th Floor | Room 905**

*Roundtables are small group discussions led by a professional in the field. Pick a table based on your interest and join the conversation.*

**Building a Leadership Team with Emily Weber, Founder - Your Performing Arts Center**

Having key people around you to help grow your business is key. We'll discuss how to build a leadership team that is right for you and your creative business.

**Mastering the Art of NO with Catherine Borzym, Founder – Kiwi Avenue**

We'll discuss tips and how to politely set boundaries while still growing your business.

**\*Surviving the Session: Recording Studio Best Practices****9th Floor | Room 917**

Over the last 2 decades, Matt has worked behind the board with the best of the best talent in the music business. Helming landmark projects with Twista, Jay-Z, Beyonce, Kanye West, R. Kelley and DMX as well as helping newer artists emerge. He'll share tips and tricks to survive even the most insane recording session. Regardless of where you are in your musical journey, Matt can help you bring out your best in the studio and achieve the sound you have only ever heard in your head, blast out of the speakers.

*Session Leader: Matthew Hennessy, VSOP Studios \*This workshop is also offered on Saturday at 1:45 PM*

**Faculty Wrap-Up****9th Floor | Room 921**

*Join other faculty and administrators for a small group discussion about arts and entrepreneurship and your takeaways from SEA 2020.*

## SESSION 8 CONTINUED

Sunday 1:00 – 2:00 PM

### What is Tiktok and How to Maximize your Tiktok (Tools Workshop | Capacity 20)

5th Floor | Room 505

This workshop discussion will focus on what is Tiktok and why it is important to have an account, what kind of content is posted, how to use the application, and what does well. Kimberly will also share examples

Session Leader: Kimberly Witte, Witte Artistry

### Contract for Success

5th Floor | Room 516

The most essential legal tool in business is making sure you have clear and understandable agreements. There are online contract templates, examples provided by friends, and winging it on your own. Why guess when you can work with an attorney who knows all the legal ease and can craft a deal catered specifically to you? Join Lawyers for the Creative Arts for a step-by-step review of the most common contract terms and learn what mistakes to avoid so that you can focus on your work.

Session Leader: Marci Rolnik Walker, Director of Education, Lawyers for the Creative Arts

### Writing Proposals to Win Clients (Tools Workshop | Capacity 20)

9th Floor | Room 923

Writing proposals is an art. You must do two things in your proposal: protect yourself AND protect your client from misunderstandings and miscommunications. The well-written proposal does that. We'll discuss key concepts, legal considerations, and what to include in your proposal and contract. This session will include a hands on writing activity with a group presentation

Session Leader: Denise Laurin-Donatelle- Living Creatively, Founder

## CLOSING SESSION

Sunday 2:15 – 3:00 PM

### Closing Keynote & Pitch Awards

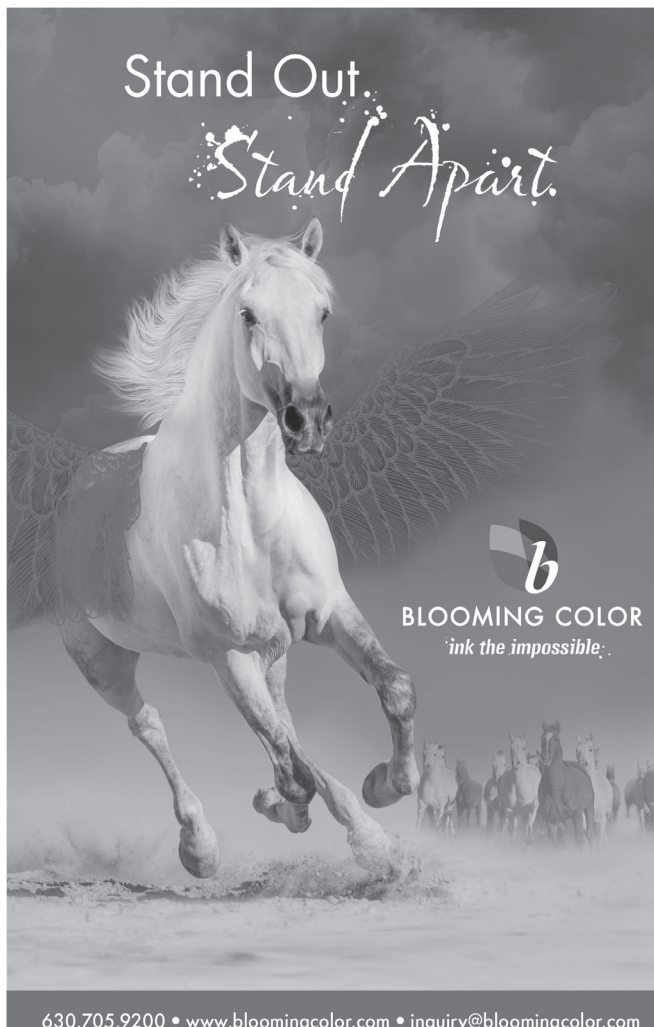
2nd Floor | Stage

#### Darlene Jackson – DJ Lady D

Mission Possible: A Guide to Maintaining Image and Brand (Regardless of What Your Bank Account Says)

#### Pitch Awards presented by SEA

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# PRESENTER Bios



## BRITTANY PRICE ANDERSON

Theatre Maker, Curator, & Performer

Brittany Price Anderson is a Chicago-based theatre maker, curator, and performer that has worked in Chicago since 2012. She earned her MFA in European Devised Performance Columbia College Chicago and from Arthaus Berlin (formerly LISPA), and she trained in silks, tightwire, and partner acrobatics in the Actors Gym Professional Training Program. Her favorite roles include: original devising and touring member of Theatre Unspeakable's The American Revolution (Kennedy Center, Lincoln Center Education), co-Artistic Director of Whisper Theatre Collective, curator of Scratch Night by Physical Theater Festival, and adjunct theatre professor at Columbia. She is also the writer of Whisper Theatre's Wild Women, which premiered at the 2019 Edinburgh Fringe Festival and will continue with a Chicago run in Fall 2020.

*Participation: Sunday 11:45 AM Graduate School and the Self-Employed Artist: Columbia College Chicago Panel Discussion*



## JULIA ARREDONDO

Artist Entrepreneur

Julia Arredondo is an Artist Entrepreneur currently living in Chicago. Originally from Corpus Christi, Texas; Julia is pursuing her MFA at Columbia College Chicago. Julia founded independent publishing entities, Vice Versa Press and Curandera Press, and is now launching an independent media entity, QTVC Live! Julia's work explores the crossroads of business and spirituality where both mediums are used as tools for empowerment.

*Participation: Sunday 11:45 AM Graduate School and the Self-Employed Artist: Columbia College Chicago Panel Discussion*



## EMILY ASSELL

Author • generationclaimed.com

Emily is an international and best-selling children's book author and speaker. In 2016, Emily and her husband founded Generation Claimed to self-publish her first book, You Are. 3 months after being released, her book was picked up by Tyndale House Publishers, and she signed a book deal for 2 additional books. These books went on to be bestsellers in children's book categories and are currently being translated internationally. Emily has spoken at many parenting conferences, schools, mother's groups, and special events, and has been a featured guest on multiple podcasts. But don't worry, her 3 crazy kids aren't that impressed, and continually losing to them at Mario Kart keeps her pretty humble.

*Participation: Saturday 12:30 PM Panel: Making a Living in the Digital and Media Arts | Saturday 3 PM Panel: Marketing Strategies for Creatives | Saturday 4:15 PM Creating a Successful Children's Book Workshop*



## JOE BIANCO

Voiceover Actor • actorjoebianco.com

Joe Bianco is one of Chicago's premier voiceover talents and an equity actor. He has recently performed with Drury Lane, The House, Chicago Shakespeare, Illinois Shakespeare Festival, Door Shakespeare & Shakespeare Project Chicago. Some recent voiceover clients include McDonalds, Bungie, West Suburban Bank, YMCA, Mercedes, The Onion, Lurie Children's Hospital, and the video game "Those Who Remain" available on all platforms. On camera credits include The Chi, Chicago Fire and work with Clickhole & The Onion Labs.

*Participation: Sunday 10:15 AM Freelance Do's and Don'ts for Performers | Sunday 11:45 AM 1 on 1 Mentoring*



## 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™.

*Participation: Saturday 12:30 PM Branding Office Hours 5th Floor | Saturday 3 PM Panel: Marketing Strategies for Creatives | 4:15 PM Creating an Unforgettable Brand Workshop | Sunday 9 AM Creating an Unforgettable Brand Workshop | Sunday 11:45 AM Branding Office Hours 5th Floor | Sunday 1 PM Roundtable: Mastering the Art of NO*



## CALID BOWEN

Calid B. is a Chicago based teaching artist with 15 years experience in the music industry. He teaches Internet & Mobile Business, and Applied Marketing in Music Business at Columbia College in the Business and Entrepreneurship Dept. He is also the founder of AfroBang Worldwide, which is a creative collective that uses music and experiences to unite the African diaspora.

*Participation: Sunday 1 PM Panel Self-Management and Freelancing Strategies*



## ANDRIA BURCHETT

Beech Tree Studios, Founder • beectreestudios.com

Andria Burchett has a background in fashion merchandising, but since 1990 has been concentrating on her colored pencil and graphite drawings. Andie has shown her work in a wide variety of local, regional and national exhibitions, receiving numerous awards. Her work has been published in several internationally-distributed art publications, as well as the BucketFeet shoe line. Andie is a signature member of the Colored Pencil Society of America, a certified SOAR instructor and actively involved in Encore! Mt. Morris, a community development initiative through the arts. As owner of Beech Tree Studio, Andie teaches adult drawing and colored pencil classes, stages two student art shows each year, hosts an annual colored pencil art retreat, and conducts a variety of specialty workshops throughout the US.

*Participation: Saturday 12:30 PM Portfolio Reviews | Saturday 3 PM Panel: Marketing Strategies for Creatives | 4:15 PM 1 on 1 Mentoring*



## JONELLE CARTER

River Road Trio • riverroadtrio.com

Jonelle Carter hails from southwest of Chicago and has been a singer-songwriter for over two decades. She has written and recorded multiple albums and singles, as well as managing, promoting, and booking her band River Road Trio. Her first single has accumulated over 500,000 downloads since debuting in 2004, and she's maintained online success while gaining knowledge on how the everyday musician can use social media to grow their brand. Jonelle is also an author, speaker, business owner, and a Mom, learning early in her career how to balance the challenges of a busy personal life with a successful entertainment career. Jonelle brings to the table her distinct knowledge on how to grow your music career while managing the demands of every day life.

Participation: Saturday Pre-Opening Entertainment | Saturday 12:30 PM Panel: Making a Living in Music | Saturday 3 PM Panel: Getting Exposure for Your Music



## TERRY CARTER

River Road Trio • riverroadtrio.com

Terry Carter is an accomplished guitar player/singer with over forty years of experience. Spending much of his professional life on the road, Terry has a keen understanding of the traveling musician. A frequent on the Chicago music scene with Kentucky roots, Terry joins blues licks and chicken pickin' together in a perfectly blended marriage. His love of vintage tube amps and guitars are the foundation of what makes his tone recognizable. Terry is always excited and willing to share his knowledge gained over the last four decades of being an in demand and busy player on the scene.

Participation: Saturday Pre-Opening Entertainment



## YURI CATALDO

Autodesk • yuricataldo.com

Named one of the 40 under 40 business leaders in Indiana, Yuri Cataldo brings years of experience in the arts, design, entrepreneurship, marketing, innovation, and publicity to his advising of startups, artists, and students. His career journey has spanned from Broadway to Bottled water to AI. He is the host of the Advance Your Art podcast focused on creative entrepreneurship, co-host of The Coin Chat focused on blockchain, and co-author of Be Left Behind - a new book about cryptocurrency. He is currently the Innovation Engagement Manager at Autodesk where he works closely with startups and companies focused on Innovation, Robotics, Construction, AI, and Manufacturing.

Participation: Saturday 3 PM Resume Reviews | Saturday 4:15 PM Roundtable: Art & Technology and the Future | Sunday 9 AM Large Group Discussion: The realities of the independent publishing model | Sunday 10:15 AM Panel: Marketing Strategies for Creatives



## TIM CHANNELL

Chairman, Department of Music, Radford University • radford.edu

Timothy L. "Tim" Channell, Radford University Music Department Chairperson and Professor of Music Business, has over 30 years of experience as a music educator, arts administrator, fundraiser and in concert promotion. Dr. Channell has worked to bring nationally recognized performers to various concert venues. He has performed on or produced multiple recordings and has been very involved in working to raise capital support, market, promote, and develop relationships for various constituencies. Additionally, he has vast experience in event planning, contract negotiation, and budget development, and has presented numerous workshops on fundraising throughout the east coast. Dr. Channell is a sought-after adjudicator/clinician and is president of Channell Consulting Services; a firm providing specialized consulting for various arts organizations helping them better understand their current position and potential for financial and artistic growth.

Participation: Saturday 12:30 PM Panel: Making a Living in Music | Saturday 4:15 PM Resume Reviews | Sunday 10:15 AM Roundtable: Fundraising | Sunday 11:45 AM Resume Reviews



## MARGI COLE

Artistic Director, The Dance COLlective • margicole.com

Margi Cole founder and Artistic Director of The Dance COLlective, received a BA in dance from Columbia College Chicago and an MFA in dance from the University of Illinois at Urbana-Champaign. She has taught for several educational and professional organizations nationally and internationally and performed with many well-known choreographers and companies. In 2011, Cole participated in the Deborah Hay Solo Commissioning Project. Margi has received two Illinois Arts Council Individual Artist Fellowships, a 2005 Chicago Dancemakers Forum Lab Artist Award, three Individual Artist Program Creative Project Grants from Chicago's DCASE, an American Marshall Memorial Fellowship and, most recently, a 2018 Art Omi Dance Residency. Active in the Chicago dance community, she has served as a Chicago Dancemakers Forum Consortium Member, on grant panels, in public forums and is on the board of See Chicago Dance. Cole is on faculty at Columbia College Chicago, where she has served as a Lecturer and Associate Chair and is currently the Program Manager of the Dance Center Presenting Series.

Participation: Saturday 12:30 PM Making Your Way in Dance | Saturday 3 PM Large Group Chat: Starting a Performing Arts Studio or Group | Saturday 4:15 PM 1 on 1 Mentoring



## KRISTINA DAIGNAULT

EXTRA Projects, Co-Founder • extra-projects.com

Originally from Colchester, Vermont, Kristina Daignault is the creator of "Inside the Artist's Kitchen", an online platform at the interface of visual art and culinary creativity, as well as a co-founding director of EXTRA Projects, an exhibition and event venue in Logan Square, Chicago. Since its inception, Kristina has overseen 10 exhibitions and more than 35 events alongside creative partner Chris Grieshaber. Kristina has been recognized by Chicago's Department of Cultural Affairs and Special Events (DCASE) with a 2019 social practice grant. In addition to her efforts with Inside the Artist's Kitchen and EXTRA, Daignault also serves on the leadership committee for Woodard Plaza, which helps to bring a broad spectrum of free public programming to the plaza. A community-building force and seasoned site-activator, Kristina Daignault looks forward to co-producing SIDESHOW, EXTRA's first outdoor video screening series featuring work from new and emerging artists in the summer of 2020. Follow on instagram @extra-projects, or facebook @basicstudioschicago.

Participation: Saturday 12:30 PM Roundtable: One Off Events | Saturday 1:45 PM Panel: Getting Started as a Creative Professional

# PRESENTER Bios



## KELLY DARKE

Artist | Art Therapist | Art Teacher • [kellydarke.com](http://kellydarke.com)

Kelly Darke is a professional artist, art therapist, and art teacher. She has been practicing art therapy, including private practice, since 2010 and selling her artwork through galleries, her studio, and online for over 20 years. Darke is currently developing online courses and community groups for art therapy in order to reach more people with the healing power of art.

*Participation: Saturday 3 PM Roundtable: Art Therapy | Sunday 10:15 AM Art Therapy Tools Workshop*

## STANTON DAVIS

Actor | Fight Choreographer | Stagehand | Director | Stunt Man | Coach | Educator • [www.niu.edu/theatre/](http://www.niu.edu/theatre/)

Stanton received his MFA in acting from the University of Delaware's Professional Theatre Training Program, and his BFA from the University of Utah Actor Training Program. Stanton has worked professionally as an actor (stage, film, voice-over, and tv commercials), fight choreographer, stagehand, director, stunt man, voice coach, dialect coach and education director at theatres throughout the country. Stanton is a member of the Independent Fight Director's Guild and is a certified associate teacher of Fitzmaurice Voice Work. Before coming to Northern Illinois University, Stanton served as speech and dialect coach for the graduate and undergraduate actors as well as teaching speech and acting at Temple University's Theatre Department. Before that, he was at SUNY New Paltz where he taught voice, acting, Shakespeare, dramatic literature, and stage combat. He is currently in his twelfth year of teaching at NIU. He lives on a farm in Paw Paw with his lovely fiancé and their horses, dogs, and other farmyard friends. Some of his professional credits include: The Shakespeare Theatre (Washington, DC), Candlelight Theatre Company (NYC), and the Arizona, Tucson, South West, Baltimore, Oak Park, Wisconsin, Park City, Notre Dame, First Folio, and Utah Shakespeare Festivals.

*Participation: Sunday 9 AM Panel: Tips for Actors Entering the Marketplace | Sunday 10:15 AM 1 on 1 Mentoring*



## CARA DEHNERT

Leadership Consultant | Lawyer | Professor • [jcgeiger.com](http://jcgeiger.com)

Cara Dehnert is a leadership consultant, lawyer and professor, and is a certified StrengthFinders coach. At Columbia College Cara teaches Leadership and Law. Cara earned a JD from the University of Kansas, a MAM from Columbia College Chicago and a BA in Journalism from the University of Oklahoma.

*Participation: Saturday 1:45 PM Emotional Intelligence Workshop*



## SEAN FLANIGAN

Director of Music Entrepreneurship Studies, Colorado Mesa University • [coloradomesa.edu](http://coloradomesa.edu)

Sean Flanigan has a deep commitment to and passion for arts entrepreneurship, community building and creative placemaking. As the Director of Music Entrepreneurship Studies at Colorado Mesa University, Sean teaches in the area of Arts Entrepreneurship. Developing courses such as Music Industry & Marketing and Entrepreneurship for Creatives, Sean is a strong believer in experiential learning, providing contemporary, real-world opportunities for students from across the campus. He has coached students to win elevator pitch awards at the College Entrepreneurs Organization competition and CMU Entrepreneurship Day. Recognized as a creative innovator, Sean has presented on experiential learning and 21st century music entrepreneurship for the College Music Society Summit on 21st Century Music School Design, its national conferences, and Colorado Creative Industries. With a strong belief in community development, he was a founding member of the Grand Valley Creative Alliance, an organization formed to promote the development of Western Colorado's creative economy.

*Participation: Saturday 1:45 PM Business Model Canvas for Creatives Workshop | Saturday 4:15 PM Nonprofit Social Impact: The Artist as Social Entrepreneur | Sunday: Pitch Competition Judge*



## ALEXANDER FRUCHTER

DJ RTC | Closed Sessions, Co-Founder

Alexander Fruchter, aka DJ RTC, is the co-founder and owner of Chicago-based record label Closed Sessions and music and culture blog [rubyhornet.com](http://rubyhornet.com). He is also a faculty member of Chicago's Columbia College, where he teaches courses in music business. Fruchter has a long history in Chicago's music scene, and has worked with artists ranging from Chance The Rapper and Jamila Woods, to Action Bronson, Bun B, and Raekwon of Wu-Tang Clan. In 2016, he was recognized as a Chicagoan of the Year by the Chicago Tribune.

*Participation: Saturday 1:45 PM Roundtable: Record Labels | Saturday 3 PM Getting Exposure for Your Music*



## DAWN GRAY

Gray Talent Agency, President • [graytalentgroup.com](http://graytalentgroup.com)

Dawn Gray is president of Gray Talent Group, founded in 2008, with offices in Chicago and Los Angeles. The mission of Gray Talent Group is to develop actors and take them to the next level of their career. Consequently, Gray actors can be seen on shows including CBS's "Magnum PI", Netflix's "Politician" Showtime's "On Becoming a God in Central Florida" Freeform's "The Bold Type" and many more. There are currently Gray Talent Actors on Broadway, in movie theaters and in film festivals across America. Gray was named the SAG agent of the month and was the second agent outside of Los Angeles and first in Chicago to receive the award. Before becoming an agent, Gray produced the film Stray Dogs. Her other entrepreneurial venture was MOMents, a resource for working mothers. As part of MOMents, Gray produced a radio segment for WMAQ radio, wrote a column for the Chicago Tribune, created a monthly newsletter, ran support groups and gave talks on balancing work and family. A graduate of Northwestern University, her first job out of college was working in the media as a writer/producer for WCFL Radio, UPI and CNN. Later she transitioned into public relations and held management positions at major agencies.

*Participation: Saturday 12:30 PM Roundtable: The Agent / Actor Relationship | Saturday 1:45 PM Headshot Reviews | Saturday 4:15 PM Panel: Dos and Don'ts of Auditioning*





## TONI GREATHOUSE

Creative Communications Strategist - [toonink.com](http://toonink.com)

Post Start-UP (24 years ago) 2-1-1996; Toni has blazed an unconventional entrepreneurial trail as a self-employed artist. She paved a path to profit by parlaying a passion for "caricature art" into producing cartoon maps. The business draws on (pun intended) the use of whimsical images (landmarks & logos) accompanied by keywords to help viewers navigate unfamiliar terrain. In 2014, Toni jumped on the adult coloring wave and rode it onto Walmart shelves nationwide (2016-2019). The New Year (2020) ushered yet another in a series of career pivots to introduce a blog + podcast. They are designed to engage, enlighten and encourage everyone to explore entrepreneurship as a path to "Be GREAT!"

*Participation: Saturday 1:45 PM Panel: Getting Started as a Creative Professional | Saturday 3 PM Roundtable: How to Get Your Creative Work into Retailers*

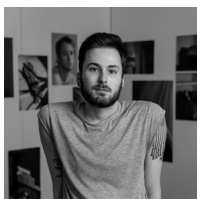


## JULIA GRIFFEY

Creative Technologist / Entrepreneur / Professor of Interactive Digital Media • [Juliagriffey.com](http://Juliagriffey.com)

Julia Griffey, M.A., M.F.A. is a creative technologist and associate professor of interactive digital media at Webster University in St. Louis, MO. 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.

*Participation: Saturday 1:45 PM Online Practices of the Successful Craft Entrepreneur | Sunday 9 AM Building a WordPress Site Workshop*



## KENNETH GUTHRIE

Photographer

Kenneth Guthrie (b. 1993) earned his MFA in Photography from Columbia College Chicago in 2019. He obtained his BFA in Studio Art with a Photography emphasis from the University of Arkansas at Little Rock in 2016. Guthrie's work explores notions of personal identity and representations of queerness through performance-based photography and video projects. His images have been exhibited nationally at Colorado Photographic Arts Center (CPAC), LATITUDE | Chicago, Massachusetts College of Liberal Arts (MCLA) upon others, and have been published in Communication Arts, PDNedu, Photographers Forum.

*Participation: Sunday 11:45 AM Graduate School and the Self-Employed Artist: Columbia College Chicago Panel Discussion*



## ANNIE HACKETT

Kenosha Academy of Performing Arts, Founder • [kenoshadancemusicdrama.com](http://kenoshadancemusicdrama.com)

Annie Hackett is a passionate speaker who shares her entrepreneurial journey from dancer to educator to business owner with other small business professionals. She is a certified coach for "More Than Just Great Dancing," a licensed dance studio affiliation program that impacts over 75,000 dance students around the globe each week. Her dance and music school, the Kenosha Academy of Performing Arts, founded in 2006, has been featured in Dance Magazine and Dance Teacher Magazine. The school's growth to over 700 students, thriving through economic ups and downs alike, is a testament to Annie's entrepreneurial savviness. She is the founder of the dance program at Carthage College (Kenosha WI) and has been a frequent guest teacher at Columbia College and Roosevelt University (Chicago, IL). In her over 30 years as a dance educator, Annie's students have been accepted into prestigious dance programs with professional dance companies and universities. Annie has performed and choreographed internationally. Her choreography has been seen at professional theaters across the US. Onstage she has performed in productions at theaters across the United States, Europe, and on cruise ships, and she is a member of the Actor's Equity Association. Annie's mission is to create awareness that there are viable career options in the arts.

*Participation: Saturday 3 PM Large Group Chat: Starting a Performing Arts Studio or Group | Sunday 9 AM Roundtable: Changing Your Message for the Market | Sunday 11:45*

*PM Mini Keynote: Does Your Mission Match Your Market? | Sunday 1 PM 1 on 1 Mentoring.*



## ALISON HENDERSON

Moving Image Consulting, Founder • [movingimageconsulting.com](http://movingimageconsulting.com)

Alison Henderson is one of 26 consultants worldwide in the field of subconscious behavior observation called Movement Pattern Analysis. As founder and lead consultant at Moving Image Consulting, she coaches business and thought leaders to improve communication and collaboration by learning to "Read the Room." Alison is also an expert at helping her clients find their authentic communication by matching their words to their actions. Alison has trained diverse audiences from the Women's Bar Association of Illinois to CPAs to the Military Processing Entrance Command! She has spoken at conferences around the United States and Europe and is writing a new book on the body brain connection for ultimate confident and visionary leadership! Read the fundamentals behind Alison's work in her first book, "Reducing the Drama in Business Relationships" available on Amazon.com.

*Participation: Sunday 11:45 PM Mini Keynote: Persist Confidently | Sunday 1:00 PM 1 on 1 Mentoring*



## MATT HENNESSY

VSOP Studios, Chief Engineer | Producer | Studio Owner • [vsopproductions.com](http://vsopproductions.com)

Matt Hennessy is Chief Engineer, Producer, and Studio Owner at VSOP Studios. Receiving formal training at Berklee College of Music, studying both Jazz Performance and Production, Hennessy spent the next 2 decades working behind the board with the best of the best talent in the music business. Helming landmark projects with Twista, Jay-Z, Beyonce, Kanye West, R. Kelly and DMX to helping newer artists emerge, like Eryn Allen Kane, Elton Aura and the O'My's. Regardless of where you are in your musical journey, Matt can help you bring out your best in the studio and achieve the sound you have only ever hear in your head, blast out of the speakers.

*Participation: Saturday 12:30 PM Panel: Making a Living in Music | Saturday 1:45 PM Surviving the Session: Recording Studio Best Practices | Sunday 11:45 AM 1 on 1 Mentoring | Sunday 1:00 PM Surviving the Session: Recording Studio Best Practices*



## KENDRA HOLTON

Head of Movement for the Stage at Northern Illinois University • [www.niu.edu/theatre/](http://www.niu.edu/theatre/)

Kendra Holton is an assistant professor at Northern Illinois University where she is the Head of Movement for the Stage, director, and intimacy coach. She holds an MFA in Acting from NIU in addition to training at Moscow Art Theatre, Shakespeare and Company, and the University of Central Florida. She is a certified teacher of the Williamson Physical Technique for Actors. For many years Kendra served as associate director of the Gately/Poole Conservatory, where she contributed to an increase in offerings of accelerated training for rapidly emerging artists. She is the co-founder of Actors Movement Camp, a series of artists retreats providing nature-based programming for the burnt out freelance artists who need it most.

*Participation: Sunday 9 AM Panel: Tips for Actors Entering the Marketplace | Sunday 10:15 AM 1 on 1 Mentoring*



## DARLENE JACKSON

DJ Lady D • [djladydchicago.com](http://djladydchicago.com)

Darlene Jackson aka DJ Lady D, is hailed as “Chicago’s House Music Queen” by Chicago Magazine and is a respected figure in Chicago’s creative community, a member of the Screen Actors Guild, and a voting member of NARAS (The Grammy’s). Jackson has toured North America, Europe, Asia and Russia as an international DJ, producer, remixer, and in 2004 became a music publisher when she launched her independent record label and marketing brand, D’lectable. Well known for charismatic musical sets, her appearances at SXSW, Lollapalooza and for fan-filled, influencer, charity and celebrity events such as for Dave Chapelle, Queen Latifah and more, have solidified her trailblazing career. She first acted professionally in “The Marva Collins Story” (with Cicely Tyson and Morgan Freeman) and as a renowned DJ has been a featured subject in numerous print, television, and film media including the music documentaries Girl, The Godfather of Disco, and Slipcue. Her story also is captured in the books, Do You Remember House by Micah Salkind, How To DJ Right by Frank Broughton, and Disco Demolition: The Night Disco Died by Dave Hoekstra. As a host, producer, writer, and researcher, Jackson has worked with various media outlets including the Chicago Tribune, URB, Discoid, Chicago Public Media, Vocalo.org, NPR and BBC radio. You can currently hear Jackson on the radio the fourth Friday of every month on Vocalo.org 91.1 FM-Chicago. In 2016, she received a Master’s Degree in Health Communication from Northwestern University, and works as a Creative Industry Liaison for The Career Center at Columbia College Chicago. Photo credit: @lili\_\_fang

*Participation: Sunday 10:15 AM Roundtable: Woman in a Boy’s Club | Sunday 2 PM Closing Keynote: Mission Possible*



## AMEN JAFRI

Documentary Filmmaker | Personal Branding Consultant for Artists & Creatives • [amenjafri.com](http://amenjafri.com)

Just a few years ago, I transitioned out of a career as a public servant to working in the film industry and earning accolades as a documentary filmmaker. I made this change through personal branding, redefining how I promoted myself and now I work with my clients to do the same. I started my film career as an intern on the feature thriller Penthouse North with Michael Keaton and Michelle Monaghan and since then have also worked at the Aboriginal Peoples Television Network, Alibi Entertainment and more recently, the Cable Public Affairs Channel. I made my first film, The City That Fun Forgot?, without any prior experience and it had a sold-out premiere in 2014, garnering local and national media coverage. Since then, my other works have been shortlisted for the TVO Short Doc Contest and screened for TVO, the American Documentary Film Festival, Brooklyn Web Fest, The Pilot Light TV Festival and more. In 2018, I was the director for the Wingd/Bell Media production, Creatorland and a fellow for the Hot Docs Doc Accelerator Lab, as well as an IAWTV Award Winner and a participant in WIFT’s IDM Fund Futures Program.

*Participation: Saturday 3 PM Mini Keynote: No Fallback: A Career as a Creative | Saturday 4:15 PM Roundtable: Personal Branding*



## CAMILLE JAMERSON

CDJ & Associates, Senior Consultant & CEO • [cdjandassociates.com](http://cdjandassociates.com)

Camille Jamerson, CEO of CDJ & Associates, is an expert fixer, creative branding mastermind, and business growth strategist! Her experience from numerous C-suite level, high-level positions in Corporate America has honed her eye for perfection and her ear for innovation. She has managed the brands and projects for political figures, public figures, musical artists, authors, and entrepreneurs. Known as the Olivia Pope of the Midwest, Camille is certified as a CEM® (Certified Emergency & Crisis Manager) and she holds 3 executive business certifications from Harvard University. Camille is also a former International Pageant Queen, and award-winning author of 3 books. Just recently Ms. Jamerson became the CEO of a second company, The Camille Company, a high net worth Lifestyle & training brand. Camille is an energetic, lively international speaker that captivates audiences with her examples and humor, but motivates them to action with her wisdom, experience, and knowledge!

*Participation: Saturday 3-5:15 PM Office Hours: Social Media Marketing & Branding | Sunday 9 AM Creativity and the Imposter Syndrome: Pushing through fraudulent feelings to embrace your genius | Sunday 11:45 AM Panel: Pricing Your Creative Work*



## CHRISTOPHER JOHNSON

Lawyers for the Creative Arts • [law-arts.org](http://law-arts.org)

Christopher Johnson joined Lawyers for the Creative Arts in 2018. A lifelong performer and proponent of the arts, Mr. Johnson made the transition to the legal services community after obtaining civil litigation experience with AV rated law firms in and around Chicago. His writing on the intersection of law and theatre has been featured in such publications as the Berkeley Journal of Entertainment and Sports Law and the Michigan Business and Entrepreneurial Law Review. After completing his undergraduate studies at the University of Illinois at Urbana Champaign, Mr. Johnson earned his law degree from the IIT Chicago-Kent College of Law. He is licensed to practice law in the State of Illinois and in the United States District Court for the Northern District of Illinois.

*Participation: Saturday 12:30 PM LawSmarts 101, 4:15 Modernization Act and Beyond*



## DAVID JOHNSON

Photographer • [dwjohnson.net](http://dwjohnson.net)

While pursuing a theological studies degree and training to become a national level sprinter, David's work as a volunteer youth mentor brought him on several trips overseas where he began to grow as a photographer. As opportunities to share his images increased, he soon discovered photography's potential to fulfill a lifelong desire to understand people and their stories. David's work has brought him around the globe traveling throughout East Africa, Central America, Asia, India, and Eastern Europe. His images are prominently featured in the award-winning global re-branding for Motorola Solutions and have appeared in Times Square, Fitness Magazine, Michigan Avenue Magazine, and many other national and international forums. He has done extensive work with several non-profit and international aid organizations helping to raise funds for under-resourced communities in the developing world.

*Participation: Saturday 1:45 PM Panel: Getting Started as a Creative Professional | Saturday 3 PM 1 on 1 Mentoring*

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## JIM JOZWIAK

James Consulting, President, [JamesJconsulting.com](http://JamesJconsulting.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. Jim is the founder and owner of Band For Today which is a national outsource company providing music education to schools which operates in 7 states and has educated over 30,000 students. Along with Band For Today Jim owns James Consulting where he coaches start-ups, through medium sized businesses. He and wife Leah have three children who are also successful entrepreneurs in the music business. Daughter Brittany has worked on shows like The Academy Awards, The American Music Awards, Glee, American Idol and performed with Diddy, Eminem, 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 plays professionally and has been seen numerous times playing on the hit show Empire.

*Participation: Saturday: Moderator | Sunday: Pitch Competition Judge*



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## LEAH JOZWIAK

The Music and Dance Suite – Owner & Director • [themusicanddancesuite.com](http://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.

*Participation: Saturday 3 PM Large Group Chat: Starting a Performing Arts Studio or Group | Sunday 11:45 AM Roundtable: Getting & Keeping Students*



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## PAUL KASSEL

Northern Illinois University, Dean for the College of Visual & Performing Arts

Paul Kassel is the Dean for the College of Visual and Performing Arts and a professor in the School of Theatre and Dance at Northern Illinois University. Kassel has worked in higher education for over 26 years, including Bradley University, Stony Brook University and SUNY New Paltz, where he taught courses in acting, voice, movement, directing, and directed plays. Dean Kassel has presented at numerous scholarly and artistic conferences, and has several publications, including his book, *Acting: An Introduction to the Art and Craft of Playing*, published by Pearson in spring of 2006. He is also the emeritus editor of *The Players' Journal*, an e-journal by and for actors and teachers of acting. In New York City for eleven years as a professional actor, director, writer, Dean Kassel worked off, and off-off Broadway, in regional theaters, and in several films and television shows. He continues to act and direct professionally, most recently as the "Stage Manager" in *Our Town*, produced by the Kane Repertory Theatre Company. At NIU, he manages the Schools of Art and Design, Music, and Theatre and Dance, as well as the Community School of the Arts and the NIU Museum. As a member of the leadership team, his has worked across disciplines, including initiatives in data studies, art and technology, and art and wellness. Dean Kassel also established the Creative Path to College Success, a program that supports first-generation students and students from under-served populations leverage their love of the arts to help them obtain a degree in the field of their choice. Paul received his M.F.A. from Florida State University/Asolo Conservatory for Professional Actor Training. He is a proud member of AEA and SAG/AFTRA.

*Participation: Saturday 3 PM The Four Actions Workshop | Saturday 4:15 PM Panel: Dos and Don'ts of Auditioning | Sunday 1 PM Headshot Reviews*



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## WILLIAM KENOWER

Author • [williamkenower.com](http://williamkenower.com)

William Kenower is the author of *Fearless Writing: How to Create Boldly and Write With Confidence*, and *Write Within Yourself: An Author's Companion*, the Editor-in-Chief of *Author* magazine, and a sought-after speaker and teacher. In addition to his books he's been published in *The New York Times*, *Writer's Digest*, *Edible Seattle*, *Parent Map*, *Tifferet Journal*, and has been a featured blogger for the *Huffington Post* and *The Good Men Project*. His video interviews with hundreds of writers from Nora Ephron, to Amy Tan, to William Gibson are widely considered the best of their kind on the Internet. He also hosts the podcast *Author2Author* where every week he and a different guest discuss the books we write and the lives we lead.

*Participation: Saturday 12:30 PM Mini Keynote: You Are the Author of Your Life | Saturday 4:15 PM Roundtable: Blogs and The Art of the Personal Essay | Sunday 10:15 AM 1 on 1 Mentoring | Sunday 11:45 AM Fearless Writing Workshop*



# PRESENTER Bios



## JOHN KLEIN

Freelance Cinematographer • [windycitycamera.com](http://windycitycamera.com)

John Klein is a freelance cinematographer and an adjunct professor of film courses at DePaul University and Flashpoint Chicago. He is also the producer of Glass City Films, a production company through which he has directed multiple award-winning short and feature-length films, including the Kickstarter-funded post-apocalyptic thriller *Chrysalis*.

*Participation: Saturday 12:30 PM Panel: Making a Living in the Digital and Media Arts | Saturday 1:45 PM Freelance Dos and Don'ts: Working as a Freelance Cinematographer and Filmmaker Best Practices | Saturday 4:15 PM Large Group Roundtable: Kickstart Your Film*

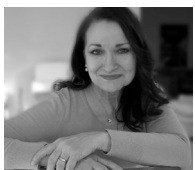


## SHERYL KOSOVSKI

Artful Work, Founder • [artful-work.com](http://artful-work.com)

Sheryl is the founder of Artful Work, a company committed to helping "Creative Entrepreneurs" grow their businesses and develop financial mastery so they can increase their artistic expression, satisfaction and income. She also teaches entrepreneurship courses at the collegiate level and is a certified Financial Counselor. Prior to starting Artful Work, Sheryl owned a decorative painting company in South Bend, Indiana. She continues her practice as a visual artist and has shown her artwork at many galleries throughout the Midwest.

*Participation: Saturday 1:45 PM The Pricing Formula Workshop | Saturday 3 PM Office Hours: Financial Tips for Artists | Sunday 10:15 AM Planning for Your Financial Success | Sunday 11:45 AM Panel: Pricing Your Creative Work*



## DENISE LAURIN-DONATELLE

Living Creatively, Founder • [livingcreatively.info](http://livingcreatively.info)

Denise Laurin-Donatelle is an artist, educator and art historian. As founder of Living Creatively, she guides students to attain artistic aspirations through mentoring and skill-building. Denise began her studies at The School of The Art Institute of Chicago and earned a B.A. in Studio Art and Art History, and an M.A. in Art History from Northern Illinois University. Denise also studied at the American Academy and The New York Academy of Art. Her media include oil, graphite, charcoal, and pastels. She has taught many college courses including Portfolio and Design. Her favorite art history subjects are Ancient and Non-Western. She Lived in New York City from 2009-2014 where she taught art at a private school. While there, she held workshops at MoMA during 2013. Prior to establishing Living Creatively, Denise founded a successful design practice, serving clients from many sectors of business. She won national recognition for her work and was named Woman of the Year by Women in Design/Chicago.

*Participation: Saturday 12:30 PM Getting to WOW!!! How to Plan a Portfolio with Maximum Impact | Saturday 1:45 PM Office Hours: Portfolios | Saturday 3 PM Mini Keynote: The Pursuit of Happiness: Keeping Your Soul Alive in the Demanding Creative Professions | Saturday Evening Event: Meet the "Bean" and the Crown Fountain | Sunday 9 AM Portfolio Reviews | Sunday 1:00 PM Writing Proposals to Win Clients Workshop*



## STEPHEN ERIC LEE

Visual Artist • [worksbyelee.com](http://worksbyelee.com)

Stephen Eric Lee, better known as E.LEE, is a full-time artist living and working in Chicago. He received his Bachelor of Fine Arts from Millikin University in 2002. He has exhibited his work in Chicago, New York and Paris, creating murals in the US and around the world including: London, Amsterdam, Barcelona, Nagoya, and Osaka. His work explores the beliefs we share, often drawing upon symbols of value seen in our popular culture.

*Participation: Saturday 4:15 PM Juror's Gallery Talk, Q&A, and Awards Presentation | Sunday 1 PM Panel: How to Promote & Sell Your Creative Work*



## LEANNA JOHNSON LEE

Lost Lass Word Branding, Owner • [lostlass.com](http://lostlass.com)

Leanna Johnson Lee is a freelance content marketing writer, journalist, podcaster, and mental health advocate. She creates long-form content for B2B tech and finance brands through her company, Lost Lass. Her current passion project is her podcast, MxV: Mental Wellness For Freelancers and Business Owners, which she hosts and produces with national mental health speaker Mike Veny.

*Participation: Saturday 1:45 PM Roundtable: Breaking into Freelance Writing | Saturday 3 PM Panel: Marketing Strategies for Creatives | Saturday 4:15 PM 1 on 1 Mentoring | Sunday 9:00 AM Creating a Podcast with IMPACT | Sunday 10:15 AM Portfolio Reviews for content/copywriters and journalists | Sunday 1:00 PM Panel: Freelance & Self-Management Strategies*



## J. STEPHAN LEEPER

Storyteller | Animator | Educator • [brotherthomasfilm.com](http://brotherthomasfilm.com) | <https://vimeo.com/jsleeper> | [cmuleeper.com](http://cmuleeper.com)

Steve has produced short films using pixilation, stop-motion, digital cut-outs and drawn animation. Steve has worked in the Chicago animation industry as a freelance animator, model-maker and 3D layout supervisor for Big Idea Productions, including the animated feature *Jonah: a VeggieTales Movie*. As an educator, Steve has led workshops for the Chicago Children's International Film Festival, taught at Columbia College and was a founding faculty member for the award-winning Digital Media Arts program at Huntington University. Most recently, Steve has started the new animation BFA program at Central Michigan University where he is now teaching and working on an animated adaptation of James Weldon Johnson's *The Creation Poem*. You can see examples of his personal and commercial work on his JSL Studio/Vimeo page and view progress on his on-going Br. Thomas project at [www.brotherthomasfilm.com](http://www.brotherthomasfilm.com).

*Participation: Saturday 12:30 PM Panel: Making a Living in the Digital and Media Arts | Sunday 9 AM Roundtable: Using Film Festivals to Advance your Career: for Animators and Live-Action Filmmakers | Sunday 11:45 AM Storyboarding Workshop: From Sketchbook to Screen.*





## DANIEL LEVY

Daniel Levy Music • [daniellevymusic.com](http://daniellevymusic.com)

Daniel Levy is a composer and working musician in New York City whose work includes scores for plays, musicals, opera, and film. His full-length music-theater works include *The Singing – A Cyberspace Opera* (Richard Rodgers Award), *Laughing Pictures – A Hollywood Odyssey* (Fordham Lincoln Center), *Jungle Book* (Imagination Stage), *Cinderella* (off-bway), and an operatic version of Ray Bradbury's *Martian Chronicles*. A master teaching artist and leader in urban teaching artistry and arts program design, he has partnered with numerous arts-in-education institutions, including the 92nd Street Y, The Little Orchestra Society, Carnegie Hall, the Metropolitan Opera Guild, and Lincoln Center Education. Author: *A Teaching Artist's Companion: How To Define and Develop Your Practice*: (Oxford University Press, 2019).

*Participation: Saturday 12:30 PM Teaching Artist 101 Workshop | Saturday 3 PM 1 on 1 Mentoring | Sunday 10:15 AM Teaching Artist 101 Workshop | Sunday 1:00 PM Mini Keynote: The Successful Teaching Artist's Career Guide*

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## ROBIN LIEFELD

Artist and Author • [robinliefeld.com](http://robinliefeld.com)

Robin is an author and artist who teaches workshops in her art studio, at local guilds, creative retreats, and online. She began her art journey six years ago with textile art, which has blossomed into mixed media art, online summits, podcasts, and book publishing. Since then she learned how to build a website, navigate social media, learn marketing techniques and find her tribe. She shows her art in galleries, coffee shops, and office buildings. Robin's book, "I Can Do Hard Things: A Bravery Journal" helps women explore where they have been and where the still long to go. Her original art is featured on a line of notebooks. She loves to share her story to help others make the most out of their art career.

*Participation: Sunday 10:15 AM Create Your Workflow; Developing a Daily Routine for Productivity Workshop | Sunday 11:45 AM 1 on 1 Mentoring*

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## KAY MARTINOVICH

Director | Head of Performance, Northern Illinois University • [www.niu.edu/theatre/](http://www.niu.edu/theatre/)

Kay Martinovich is a Chicago-based director and most recently directed *The Father* at Remy Bumppo Theatre. Credits include *Naked*, *La Bête*, *Polaroid Stories*, and *Bremen Freedom* (Trap Door); American premiere of *By the Bog of Cats*, *The Mai*, *Bailegangaire*, *Pentecost*, *The Bear*, and American premiere of *The Yalta Game* (Irish Repertory of Chicago); *Deirdre of the Sorrows* (City Lit); and *Old Times* (Circle Theatre) among others. Kay is Assistant Professor of Acting and Head of Performance at Northern Illinois University. At NIU she directed *Middletown*, *The Real Thing*, *The Trestle at Pope Lick Creek*, *A Skull in Connemara*, and *Intimate Apparel*. She holds an MPhil in Irish Theatre from Trinity College, Dublin and PhD in Theatre Historiography from University of Minnesota. Prior to graduate school Kay was instructor and owner of the Actors' Center, a Meisner-based professional acting studio in Chicago. She is a proud member of the stage director's union SDC.

*Participation: Sunday 9 AM Panel: Tips for Actors Entering the Marketplace | Sunday 10:15 AM 1 on 1 Mentoring*

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## DAVIT MARTS

Columbia College Chicago

David Marts has been a graduate admissions professional with Columbia College Chicago for 20 years. In that time he has worked and collaborated with thousands of artists, entertainers and creatives on various academic and artistic endeavors. Currently he is the Assistant Director of Graduate Admissions and will be moderating the panel Graduate School and the Self Employed Artist: Columbia College Chicago Panel Discussion. In his spare time, David is an avid reader, crafter, DIYer and (closet) artist.

*Participation: Sunday 11:45 AM Graduate School and the Self-Employed Artist: Columbia College Chicago Panel Discussion*

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## JOHN MCDAVITT

McDavitt Design Studio, Inc. - President

John is a designer, illustrator, sculptor, muralist, educator and speaker. He studied special effects make-up under Oscar winner, Dick Smith (*The Exorcist*, *Amadeus*, *The Godfather*). That skillset translated to a successful career in toy and product development (Wilton, Huffy, The Bradford Group, Big League Chew, Thomas the Train, Disney, Lamaz), product presentation and marketing. John began his career as a t-shirt airbrush artist and after earning \$11,000 in one month at age 20, he decided a career as a creative entrepreneur was the only way to go. Airbrushing led to a decade long consultancy for Badger Airbrush Company. John has created a number of large mural commissions, his most recent for 'unLOCK: Merging Art & Industry' in Lockport, IL through the Gaylord Building program, funded by the National Endowment for the Arts. John's speaking presentations encourage artists and entrepreneurs 'they can do it, too!' John teaches artists how to design and illustrate as well as how to make the transition to creative professional. He hosts 'The Breakthrough Creative' podcast. Follow John on YouTube and Instagram (@muralguy).

*Participation: Saturday 3:00 PM Mini Keynote: No Plan B | Saturday 4:45 PM 1 on 1 Mentoring | Sunday 9:00 AM 1 on 1 Mentoring | Sunday 11:45 AM Panel: Pricing Your Creative Work | Sunday 1 PM Using the Power of the Story to Close the Deal Workshop*

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## ADELHEID MERS

Visual Artist | School of the Art Institute of Chicago • [adelheidmers.org](http://adelheidmers.org)

Adelheid Mers is a visual artist who has developed and works through Performative Diagrammatics, a practice that includes elements of notation, consultation, installation, and video. Her research draws on close work with others, exploring cultural ecologies at multiple scales. Educated at the Kunstakademie Düsseldorf and the University of Chicago, she is an Associate Professor with the Department of Arts Administration and Policy at the School of the Art Institute of Chicago.

*Participation: Saturday 3 PM: The Braid – situating oneself within arts ecologies (Faculty / Admin. Workshop)*

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## JEFFREY NYTCH

Composer | Educator | Arts Administrator | Consultant • [jeffreynytch.com](http://jeffreynytch.com)

Jeffrey Nytch enjoys a diverse career as a composer, educator, arts administrator, and consultant. His compositions have been performed throughout the U.S. and Europe by major artists and ensembles. As an administrator, Nytch served six seasons as Managing Director of The Pittsburgh New Music Ensemble ("PNME"), during which time the group grew its audience by 500% and tripled its budget. Since joining the faculty of The University of Colorado-Boulder as Director of the Entrepreneurship Center for Music (in 2009), he has remade the curriculum, expanded programming, and launched an 18-credit Certificate in Music Entrepreneurship. Nytch is in wide demand as a speaker and scholar, having delivered papers at numerous national and international meetings of artists and entrepreneurs, and is frequent guest clinician at schools and conservatories nationwide. His book, *The Entrepreneurial Muse: Inspiring Your Career in Classical Music* was released by Oxford University Press in 2018.

*Participation: Saturday 1:45 PM Mini Keynote: The Entrepreneurial Artist | Saturday 4:15 PM 1 on 1 Mentoring | Sunday 10:15 AM Crowdfunding for Music Careers Workshop | Sunday 11:45 AM 1 on 1 Mentoring*



## RODNEY PAGE

Musician & Motivational Speaker • [full-engagement-experience.com](http://full-engagement-experience.com)

Entrepreneur, musician, and motivational speaker Rodney Page engages his audiences with a high energy uplifting message for all ages. A former 5th and 6th grade music teacher, Mr. Page performs at weddings, churches, and special events. As a motivational speaker, Mr. Page uses his inspirational message to encourage people to devote their best effort in all that they do. A resident of Lansing, Michigan, Mr. Page also composes music and is a substitute teacher in the Lansing Area. Rodney Page is married to Kimberly Steed-Page, a Social Work Professor at Michigan State University and they have two sons named Jayden and Bryson.

*Participation: Saturday 12:30 PM Panel: Making a Living in Music | Saturday 3 PM Panel: Getting Exposure for Your Music | Sunday 9 AM Panel: How to Promote & Sell Your Music | Sunday 1:00 PM 1 on 1 Mentoring*



## ALLIE PLEITER

Author • [alliepleiter.com](http://alliepleiter.com)

Award-winning bestselling author Allie Pleiter writes both fiction and non-fiction working on as many as four books at a time. She teaches creative people how to be consistently, dependably productive while teaching high-performing professionals how to create the vital content today's marketing requires. The author of over 40 published titles Allie has spent a decade in the publishing profession with over 1.4 million books sold worldwide. In addition to her own writing career, Allie maintains an active writing productivity coaching practice and speaks regularly on faith, the creative process, women's issues, and her very favorite topic—The Chunky Method of time management. Visit her website at [www.alliepleiter.com](http://www.alliepleiter.com) to learn more.

*Participation: Saturday 12:30 PM Mini Keynote: Artists Make Art, But People Do Business | Saturday 3 PM 1 on 1 Mentoring*



## BRIAN PRAIRIE

President, Creative Director, Production Artist — Ravenspring Creative • [ravenspringcreative.com](http://ravenspringcreative.com)

Brian spent his childhood drawing comics and painting, and for the past decade he has channeled his creativity professionally by widening his artistic skill set which now includes experience in illustration, motion graphics, and animation. He has also become intimately familiar with all aspects of video production, and his many talents include set design, storyboarding, building computer generated models, camera operator, non-linear editing, and compositing.

*Participation: Saturday 12:30 PM Panel: Making a Living in the Digital and Media Arts | Saturday 9:00 AM Panel: Getting Exposure for Your Visual Art | Saturday 3:00 PM Portfolio Reviews | Sunday 1:00 PM 1 on 1 Mentoring*



## LAUREN RAMSEY

Social Media Strategy Expert • [betsybash.com](http://betsybash.com) / [LaurenIgnited.com](http://LaurenIgnited.com)

Lauren Ramsey is the Chief Engagement Officer at Betsy Bash, a boutique Digital Marketing Agency focused on generating sales and engagement for restaurants and retailers all around the world through digital marketing strategy and content, social media ads, and community management. Throughout her life, she has lived in five countries and visited thirty countries across four continents and learned how to adapt to new environments and communities at a very young age. This was the beginning of her love affair with community management. Building communities and encouraging engagement are in her blood. Lauren has built a career around celebrating the creativity of others, while also measuring and analyzing the success of their creative pursuits, and being flexible enough to chase different answers if the current plan isn't working. Are you curious about the best way for your brand to show up on social? Can't figure out why your current campaigns aren't performing as you expected? Meet with Lauren during SEA 2020!

*Participation: Saturday 1:45 PM Office Hours: Social Media Marketing & Branding | Saturday 3 PM Panel: Marketing Strategy for Creatives | Sunday 11:45 AM Creating a Content Calendar*



## MICHAEL RATAJ

Head Brain • [bulbraincreative.com](http://bulbraincreative.com)

Michael Rataj was an animator, film maker, illustrator, drummer, mortgage professional, futures trader, dad, barista, marketer. To know life you must try all of life. Mike lives the daily struggle to be supportive of a family yet pursue your artist. Mike founded Bulb Brain Gallery 4 years ago and Bulb Brain Creative, a digital visual marketing company 2 years ago.

*Participation: Sunday 9 AM Bootstrapping Videography Workshop | Sunday 10:15 AM Panel: Marketing Strategies for Creatives*

## JENNIFER REIS

Creative Entrepreneur | Artist | Educator | Gallery Director • [jenniferannreis.com](http://jenniferannreis.com)

Jennifer A. Reis, currently Assistant Professor of Arts Administration at UNC-Greensboro, is a creative entrepreneur, artist, educator and gallery director who has over twenty-five years experience in arts business and administration. She is an award-winning trained facilitator for programs such as the AIR Institute of Berea College, Etsy's Craft Entrepreneurship Program, Kauffman FastTrac and CoreFour entrepreneurship courses, and consults for community development, trade and cultural organizations including the Kentucky Arts Council, Mountain Association for Community Economic Development, and the Association for Creative Industries. Her artistic practice in hand-stitched textiles has been honored with numerous awards, including Kentucky's Al Smith Fellowship, national adjudicated and invitational exhibitions, and teaching opportunities at Arrowmont School of Arts and Crafts, John C. Campbell Folk School, Craft Alliance Center of Art + Design, Society of Contemporary Craft, and the Southwest School of Art.

*Participation: Sunday 11:45 AM Branding Basics: Creating a Clear and Consistent Narrative Workshop | Sunday 1:00 PM Panel: How to Promote & Sell Your Creative Work*

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## NORA RENICK RINEHART

Textile Artist • [nora-renickrinehart.com](http://nora-renickrinehart.com)

Nora Renick Rinehart hold a BFA in Fibers from Maryland Institute College of Art. She has spent the past twelve years working professionally in the field of textiles: as a seamstress, a costumer, a freelancer, a fine artist, an educator and an administrator. Most recently she's held the position of Textiles Department Director of Lillstreet Art Center in Chicago, IL, where she helped to build and manage a thriving community of makers. As an educator, Nora worked with youth and adults in various programs throughout Chicago. In the fall of 2019, Nora began studying for her MFA in Design Studies in the University of Wisconsin, Madison's School of Human Ecology. When she's not in the studio, Nora enjoys playing ice hockey and hanging out with her cat, Ripley.

*Participation: Sunday: 10:15 AM Portfolio Reviews | Sunday 11:45 AM Roundtable – Multiple Income Streams | Sunday 1:00 PM Panel – How to promote and sell your creative works*

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## STEVE ROGERS

Steve has been working in all facets of the outdoors industry for over 20 years. He has hosted and produced a nationally televised show, written over 900 published articles to date, and recently launched a media production company focused on creating content for the outdoors industry. He also wrote a full year of writing curriculum for grades 3-8 and launched a line of socially conscious coffee geared towards the outdoors industry. Steve has degrees in both Broadcast Communications and Education.

*Participation: Feel free to chat with Steve as he's filming throughout the event | Sunday 9 AM Roundtable: Using a Niche to Grow a YouTube Following Organically*

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## CATHERINE ROSS

Art Director and Graphic Designer • [rosscreativeworks.com](http://rosscreativeworks.com)

As co-owner and Art Director of Ross Creative Works, Catherine works with her husband Jeffrey on a variety of branding and commercial photography projects for clients across the country. Some of their projects have found her on the roof of the Shirley Ryan Ability Lab in Chicago, in the cab of a combine during soybean harvest, or supervising photography for websites that she's creating. When she's not on-set at photoshoots, she's designing company branding, art directing magazine layouts, and creating fresh designs for her clients. In her spare time, she enjoys creating linocuts, baking, and gardening.

*Participation: Saturday 12:30 PM Roundtable: Basic Graphic Design Tips for the Non-Graphic Designer | Saturday 1:45 PM Portfolio & Resume Reviews | Sunday 10:15 AM Panel: Marketing Strategies for Creatives | Sunday 11:45 AM Portfolio & Resume Reviews*

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## JEFFREY ROSS

Commercial Photographer • [jeffreyworks.com](http://jeffreyworks.com) / [rosscreativeworks.com](http://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.

*Participation: Saturday 1:45 PM Portfolio & Resume Reviews | Saturday 3 PM Roundtable: Photography Pricing | Sunday 9 AM Panel: Getting Exposure for Your Visual Art | Sunday 10:15 AM Panel: Getting Started as a Photographer in Today's Market*

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## BETH RYAN

Strategic Thinker and Planner • [bethryan.net](http://bethryan.net)

Beth Ryan is a professor and consultant. She teaches Strategic Planning, Leadership, and Organizational Behavior in the Business and Entrepreneurship Department at Columbia College Chicago. Her consulting includes leadership and career development for individuals and teams. Her M.S. in Human Resources is from Barry University, and B.A. from the University of Dayton.

*Participation: Saturday 12:30 PM Dynamic Planning for Creative Ventures Workshop | Saturday 1:45 PM Emotional Intelligence Workshop*

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## BRANDY SALES

Video Producer • [brandysales.com](http://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 an International Award Winning Video Producer and Speaker who works with the Real Estate and Non Profit Industries. In 2019, I moved to Knoxville, Tennessee because my business was invested in by Karen Coffey, who is the #1 results oriented Real Estate Coach for Women in North America. While overseeing Karen's media production, I also manage my Video Production company in Boston, MA. Outside of producing video, I enjoy my family, cooking, boxing, traveling, the symphony, hiking and chicken wings!

*Participation: Saturday 12:30 PM Sales Calls Workshop | Saturday 1:45 PM Sales Calls 1 on 1 Mentoring | Sunday 10:15 AM Sales Calls 1 on 1 Mentoring | Sunday 11:45 AM Panel: Pricing Your Creative Work*

## CARIN SILKAITIS

Actor / Chair of the Theatre Department at Columbia College Chicago • [carinsilkaitis.com](http://carinsilkaitis.com)



Carin Silkaitis is the Allen and Lynn Turner Chair of the Theatre Department at Columbia College Chicago. Theatre credits include: Mama in A SHAYNA MAIDEL (TimeLine), Mother/Attorney in MACHINAL & Me in I DO TODAY (Greenhouse), Holly in VISITING (Artemisia), Chloe in LIPS TOGETHER, TEETH APART (Eclipse), Doctor Manor in SONS OF THE PROPHET & Mama/Sherry/Vera in DISTRACTED (u/s ATC), Queen Margaret in RICHARD III (Oak Park), Izzy in RABBIT HOLE (u/s Goodman), Dean Wreen in SEVEN HOMELESS MAMMOTHS WANDER NEW ENGLAND (Theater Wit). TV/Film credits include: Co-Stars on CHICAGO FIRE and RED LINE, Nurse in the SAG Feature UNEXPECTED, Joy in BEING HERE, Kathy in PRECIOUS THINGS, and Maggie in BLOOD AND WATER as well as numerous commercial, industrial, and voiceover credits. Carin is a graduate of the School at Steppenwolf, and she received her MFA from the Theatre Conservatory at Roosevelt University. Carin is member of AEA, and she is represented by Gray Talent Group.

*Participation: Saturday 12:30 PM Roundtable: The Agent / Actor Relationship | Saturday 1:45 PM Headshot Reviews | Saturday 4:15 PM Panel: Dos and Don'ts of Auditioning*

## JACLYN SILVERMAN

Photographer & Professor of Arts and Humanities City Colleges of Chicago • [jaclynsilverman.com](http://jaclynsilverman.com)



Jaclyn Silverman is a photographer and professor from Youngstown, Ohio living in Chicago, Illinois. She is a founding member and past Artistic Director of Chicago non-profit artist residency, CPS Lives, Part-time Professor of Arts and Humanities with the City Colleges of Chicago, faculty with OxBow School of Art, and artist in residence with George Washington High School. Silverman received her BFA from The Ohio State University and her MFA from the School of the Art Institute of Chicago.

*Participation: Saturday 1:45 PM Panel: Getting Started as a Creative Professional | Sunday 10:15 AM Portfolio Reviews | Sunday 1:00 PM Mini Keynote: Expanding Community, Arts & Relationships*

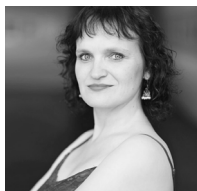
## JUSTIN SINKOVICH

Justin Sinkovich is an associate professor and the Graduate Program Director in the Business and Entrepreneurship Department at Columbia College Chicago. His teaching, research, and work focuses primarily on self-management, entrepreneurship, digital media marketing and music business. He is a reputable musician and music producer as well

*Participation: Sunday 1:00 PM Panel: Freelance & Self-Management Strategies*

## PATRICIA SKARBINSKI

Actor | Director | Head of the MFA Acting Program at Northern Illinois University • [www.niu.edu/theatre/](http://www.niu.edu/theatre/)



Patricia Skarbinski is a Polish-born, American-trained actor, director, and teacher. She is an Associate Professor and Head of the MFA Acting Program at Northern Illinois University. She has developed a style of acting called Somatic Meisner, that blends the Sanford Meisner acting technique with various somatic practices including Somatic Experiencing. Patricia holds certifications in Somatic Experiencing, Fitzmaurice Voicework, and Yoga, and has extensive experience in the Michael Chekhov Technique and Period Style work. She is passionate about truth, emotional depth, clarity of purpose, and connection.

*Participation: Sunday 9 AM Panel: Tips for Actors Entering the Marketplace | Sunday 10:15 AM 1 on 1 Mentoring*

## CLAYTON SMITH

Columbia College Chicago • [colum.edu](http://colum.edu)



Clayton Smith is an Assistant Professor of Instruction at Columbia College Chicago, where he teaches marketing, analytics, and digital media strategy courses in the Business and Entrepreneurship Department. He has extensive experience in social media marketing and communications, having managed social strategies and analysis for brands like Ticketmaster, the NFL, Goodman Theatre, and Lyric Opera of Chicago. Clayton is also an award-winning author and entrepreneur. He possesses a Bachelor of Journalism degree with a focus in Strategic Communications from the University of Missouri - Columbia and a Master of Arts Management degree from Columbia College Chicago.

*Participation: Saturday 3 PM Data Analytics for Creatives | Saturday 4:15 PM Office Hours: Data Analytics for Creatives*

# PRESENTER Bios

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## RYAN SMITH

Columbia College Chicago • colum.edu

Ryan Smith is an Assistant Professor of Instruction in the Business and Entrepreneurship Department at Columbia College Chicago. He teaches undergraduate and graduate courses in Accounting and Finance, and undergraduate courses in Information Management, and Marketing Data Analytics. Ryan has held positions in Box Office Management, Marketing, and Accounting within the creative industries. He has background in performing arts management, radio/podcasting, and media management. Ryan earned a Bachelor of Arts in Media Studies and Social Psychology from Western Michigan University, and a Master of Arts Management from Columbia College Chicago.

*Participation: Saturday 3 PM Data Analytics for Creatives | Saturday 4:15 PM Office Hours: Data Analytics for Creatives*

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## KATIE SOWA

Future Founders, COO • futurefounders.com

Katie Sowa is the COO for Future Founders. In this role, she oversees strategy and programs to support all of Future Founders' collegiate and millennial founders. Prior to Future Founders, Katie was the Director of Operations for the Collegiate Entrepreneurs' Organization (CEO), a collegiate entrepreneurship network with chapters on hundreds of university campuses across North America. She helped to revitalize the organization and grow national conferences that brought together 1,200+ college students, faculty and top entrepreneurs. Before CEO, Katie was recruited to manage the finances and establish company-wide processes for iRepairSquad, a former multi-million dollar electronic refurbishing startup (now V3RGE). She was previously a technology commercialization consultant for the Peoria NEXT Innovation Center and the Bradley University Technology Commercialization Center, specializing in market research and consulting for clients, in addition to assisting with the management and construction of the building. Katie received her M.B.A. from DePaul University, for which she is now an adjunct faculty member, and graduated summa cum laude from Bradley University with a B.A. in Entrepreneurship and Business Administration.

*Participation: Saturday 3 PM and 4:15 PM Pitch Workshop for Creatives*

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## DANIEL SROKA

Fine Artist • danielsroka.com

Daniel Sroka is a fine artist who creates abstract photography that illuminates our everyday experience with the natural world. His art has been purchased by private collectors as well as distinctive resorts, spas, restaurants, and wellness offices around the world. Before he became a full-time artist in 2002, he was a graphic designer specializing in brand marketing. Daniel was the original creative director for Yahoo!, and in the pioneering days of the internet, he helped transform them from a quirky start-up into a globally-recognized brand. He then used his marketing and internet experience to launch his art career, as well as start a successful online business inspired by his art.

*Participation: Saturday 1:45 PM Panel: Getting Started as a Creative Professional | Saturday 3 PM Roundtable: Branding Your Art Business | Saturday 4:15 PM 1 on 1 Mentoring | Sunday 9 AM Panel: Getting Exposure for Your Visual Art | Sunday 10:15 AM Panel: Marketing Strategies for Creatives | Sunday 11:45 AM Panel: Pricing Your Creative Work | Sunday 1:00 PM Resume & Portfolio Reviews*

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## MELISSA STEACH

Ph.D, Artist, Author, & Researcher • melissasteach.com

Dr. Melissa Steach is an award-winning artist, best-selling author, and Ph.D in I-O Psychology with certifications in positive psychology interventions. As a business creative, psychologist, and researcher, Melissa studies how space and aesthetics can engage, empower, even shape how we consider ourselves and each other. By combining aesthetic know-how with industrial-organizational psychology insights, Melissa provides individuals and teams, as well as companies and communities, with human centered solutions that support their greatest asset: People.

*Participation: Saturday 1:45 PM Roundtable: Art & The Bottom Line | Saturday 3 PM 1 on 1 Mentoring | Sunday 11:45 AM Roundtable: How to Relate Art Skills to What Employers are Seeking*

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## JASON STEPHENS

Jason Stephens is a professor of arts management at Columbia College Chicago, where he received his Master of Arts Management in 2004 and now teaches Economics and Entrepreneurship for the program. He is also Board Chair for Kartemquin Films, that was the recipient of a 2019 institutional Peabody award.

*Participation: Saturday 12:30 PM Dynamic Planning for Creative Ventures Workshop*

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## SANDRA TREVINO

Music Journalist & DJ • enchufate.com

Sandra Treviño covers Latin alternative music, art and culture as a music journalist and DJ based in Chicago. She hosts and produces several radio broadcasts, is the founder of Enchufate.com and forms part of the Future Rootz collective. You can read her writing on NPR'S World Cafe, Conratiempo and Gozamos.

*Participation: Sunday 9 AM Panel: How to Promote & Sell Your Music*

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Phil Tyler

## PHIL TYLER

Actor | Professional Stuntman & Coordinator • [bethryan.net](http://bethryan.net)

Phil just moved back to Chicago from L.A. after working in L.A. for over 13 yrs. He was a Director/ 1st A.D./Second Unit Director/Stunt coordinator for 7yrs of those 13yrs before jumping in front of the camera as a full-time actor. He has been SAG/AFTRA since 2009, getting his SAG card through stunts on Fast & Furious 4. Phil went to Columbia College for directing and started acting to become a better director but fell in love with acting. When not in front of the camera he's working behind it. TV episodics include "CHICAGO P.D.", "EMPIRE", "BALLERS", "S.W.A.T.", "VERONICA MARS", "THE GOLDBERGS", "CSI CRIME SCENE INVESTIGATION", "AGENTS OF S.H.I.E.L.D.", "REVENGE," "THE PLAYER" and "THE FOSTERS." Recurs on "DAYS OF OUR LIVES", "MARRIED" and "JANE THE VIRGIN". Currently Recurring on "NEXT" a new sci fi action series on FOX. Latest film was Marvel's "VENOM" opposite TOM HARDY (Phil did his own stunts). SUPPORTING LEAD ROLE in feature film WAKE opposite BRUCE WILLIS & BEN KINGSLEY (also did his own stunts). Supporting role opposite DAX SHEPARD, VINCE D'ONFRIO & KRISTEN BELL in feature film CHIPS. Phil is also a professional stuntman, martial artist, MMA, athlete and stunt coordinator - fighting, action sequences, weapons (guns, knives, swords and daggers), boxing, and wrestling. Also precision driving with cars & trucks. Excellent Comedic skills, studied/performed improv at Second City, Chicago. Keegan Michael Key of "Key and Peele" and Bob Kulhan of Business Improv were his improv teachers at Columbia College Chicago.

*Participation: Saturday 10:30 AM Opening Keynote | Saturday 12:30 PM Keynote Talkback | Saturday 4:15 PM Panel: Dos and Don'ts of Auditioning*



## CRUEL VALENTINE

Known as "Chicago's Own Community Chest", Cruel Valentine is an award-winning, international burlesque entertainer. A lifelong singer, actor, dancer, writer, and artist, Valentine began performing the art of burlesque in 2007. Since then, they have been performing their way across the nation and abroad, racking up multiple awards and honors. Valentine is an independent performer, producer, and teacher of burlesque, as well as an actor, model, adult performer, and creative business consultant. In addition to touring and teaching privately, Valentine has worked as a board member with several Chicago performance art organizations, as well as consulting with various alternative, creative, and adult companies. Their teaching credits include various educational engagements both domestically and abroad, including workshops at the collegiate level at several Chicago universities. Valentine holds a B.A. in Musical Theatre from Columbia College Chicago, and is a current first-year student in Columbia's Master of Art Management program. Visit [CruelValentine.com](http://CruelValentine.com) for more information.

*Participation: Sunday 11:45 AM Graduate School and the Self-Employed Artist: Columbia College Chicago Panel Discussion*



## GARY VAUGHAN

Guident Business Solutions - President • [guidentbusiness.com](http://guidentbusiness.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.

*Participation: Saturday: Moderator | Saturday 3:00 PM Financial Literacy for Non Business Majors | Sunday: Pitch Competition Judge*



## MIKE VENY

What do you get when you mix mental health challenges with a passion for drumming? A dynamic speaker and musician who delivers engaging presentations with raw energy and a fresh perspective on Diversity & Inclusion! Mike Veny is a highly sought-after keynote speaker, corporate drumming event facilitator, author, and luggage enthusiast. Seriously, you'd completely get it if you did all the traveling he did! He's the author of the book Transforming Stigma: How to Become a Mental Wellness Superhero & The Transforming Stigma Workbook. As a 2017 PM360 ELITE Award Winner, Mike is recognized as one of the 100 most influential people in the healthcare industry for his work as a patient advocate.

*Participation: Saturday 1:45 PM Roundtable: Mental Health for Creatives | Saturday 4:15 PM The DREAM Out Loud Poetry Workshop | Sunday 9 AM Creating a Podcast with IMPACT | Sunday 1:00 PM Panel: Freelance & Self-Management Strategies*



## MARCI ROLNIK WALKER

Lawyers for the Creative Arts • [law-arts.org](http://law-arts.org)

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.

*Participation: Sunday 11:45 AM: Protect Your Assets | Sunday 1-2:00 PM: Contract for Success*

# PRESENTER Bios



## NADINE WARAN-PERRERO

Business and Entrepreneurship, MAM 20' Candidate

My name is Nadine and I am a 26 year old graduate student, originally from Malaysia. My favorite things to do are dancing, singing, and planning out adventures with my Newfoundland dog and my husband. This year, I am looking forward to graduating, possibly relocating, and more travelling!

*Participation: Sunday 11:45 AM Graduate School and the Self-Employed Artist: Columbia College Chicago Panel Discussion*

## EMILY WEBER

Your Performing Arts Center, Founder • emilyshares.com | ypacarts.com

Born creative, Emily found her passion for dance at the young age of two, in small town rural Illinois. Overcoming physical limitations at a young age, she realized the fruits of her labor and the truth that hard work, applied consistently over a period of time, fosters massive improvement. The work ethic learned in the dance studio is the same work ethic that has helped her and her husband Brian build a family of companies including their multi-location performing arts center, real estate investment company and wholesale retail company. She has committed her life to serving others by passing on her philosophy that personal growth and accountability are the greatest gifts we can give to ourselves and our world. As a pioneer of change herself, Emily has taken her experiences to intentionally influence leaders, entrepreneurs, families, and students from a variety of backgrounds and in locations around the world. Emily gives credit to her mom, Jackie, for teaching her that you can do anything you put your mind to and that every person you meet matters. She gives credit to the arts for the great impact it has had on her life and credit to God for saving hers. Because of these influences, Emily works to pay it forward with their family mission to give every child access to the arts. If Emily is not at the studio, she can be found in one of her two favorite places in the world-sitting on the porch listening to her husband Brian sing with their four children: Nikki- Their passionate pursuer, Brinlee- Their intuitive strategist, Haven- Their creative artist, Gevyn- Their busy builder. The other is sharing life in Cite Soleil, Haiti. Emily believes we are given this life to share it and is thankful for each and every opportunity given to her to do so.

*Participation: Saturday 1:45 PM Mini Keynote: Sustaining the Swing | Saturday 3 PM Large Group Chat: Starting A Performing Arts Studio or Group | Sunday 9 AM 1 on 1 Mentoring | Sunday 1 PM Roundtable: Building a Leadership Team*



## POET GOLD WILKERSON

Poet, Author, Performer, Songwriter, Community "Artist" and Speaker • Facebook: Poet Gold - BGW

A rare talent who grabs you by the heart and says "Recognize" – Poet, author, performer, songwriter, community "Artist" and speaker, Bettina "Poet Gold" Wilkerson is pushing the boundaries of poetry and the spoken word. Living with a chronic illness since childhood, Poet Gold brings a soul-searching insight about the human existence, love, dreams, challenges, and triumph. Appointed the 2017 and 2018 NYS Dutchess County Poet Laureate, Poet Gold is the recipient of numerous awards. With countless recitations, she has opened for Grammy-nominated artists and has spoken at renowned organizations. Poet Gold's speaking engagements and non-traditional poetry workshops engage audiences in understanding the direct connection between literacy, goal setting, and the achievement of their dreams. Presently she is the co-host for the iHeart Radio podcast "Finding Out with Pete and The Poet Gold". Poet Gold is an activist of the heart. Her words inspire to explore the essence of humanity.

*Participation: Saturday 4:15 PM DREAM Out Loud Poetry Workshop | Sunday 10:15 AM 1 on 1 Mentoring*



## ED WIMP

Attorney | Speaker | Author | Artist Manager | Musician • edwimp.com

Ed Wimp is an attorney, speaker, author, artist manager, and musician from Orlando, Florida. He started his career in music as a musician and began recording and touring as a musician himself before transitioning into the business side of music. After graduating college, Ed began transitioning into the business side of the music industry when he was presented with an opportunity to travel as part of the road management staff for R&B legends Earth Wind & Fire. From there, he was able to travel and tour with hip-hop icon A\$AP Rocky. Ed Wimp is the author of the book Building Fans, Fame & Wealth: The 18 Revenue Streams of Music. He travels to high schools, colleges, and conferences teaching aspiring musicians how to have a profitable music career. After extensive touring while working in the music industry, Ed Wimp earned a law degree and opened entertainment law firm, Wimp Legal, which he currently operates. Ed takes joy in the opportunity to help people in their times of need and is honored to be a member of the profession. Ed Wimp is a Renaissance Man. He has had many unique and outstanding experiences in his young life. Extensive International travel has been a cornerstone for Ed, which has given him a global perspective on life. Ed has enjoyed and retained the friendships of people from many parts of the world. Ed is an avid golfer and takes the opportunity to play whenever his busy schedule allows.

*Participation: Saturday 12:30 PM Panel: Making A Living In Music | Saturday 1:45 PM Round table: Music Development | Sunday 9 AM Panel: How to Promote and Sell Your Music*



## BRIAN WITKOWSKI

The Lucrative Artist • thelucrativeartist.com

Brian Witkowski is grateful for the opportunity to be speaking at SEA 2020! He holds a Doctor of Musical Arts degree in Vocal Performance, and his studies and career have taken him as far west as Hawaii and as far east as China with repertoire ranging from Gregorian Chant in cathedrals to musical theatre roles like Lancelot in Spamalot. An avid recitalist with a passion for Lieder, he is a past Stern Fellow at Songfest and his dissertation was on a set of ballads by Carl Loewe, a contemporary of Schubert from Northern Germany. He has taught at Rockford University, facilitated professional development seminars to teachers and artists through Arts Integration Solutions and other organizations, is regularly sought out as a speaker, and offers artists masterclasses and seminars in authenticity, financial empowerment, and leadership. He is the founder and CEO of The Lucrative Artist, where he provides business and leadership coaching to help artists position themselves to better have more of the authentic careers and lives they desire and deserve.

*Participation: Saturday 12:30 PM Panel: Making a Living in Music | Saturday 3 PM Panel: Getting Exposure for Your Music | Sunday 9 AM Roundtable: Money Mindset | Sunday 1:00 PM Mini Keynote: Know Your Story*



# PRESENTER Bios



## KIMBERLY WITTE

Witte Artistry LLC, CEO / Special Effects Make-Up Artist • witteartistry.com

My name is Kim Witte. I am an entrepreneur and a special effects makeup artist. I live my dream everyday through my company I built called Witte Artistry, LLC. I have the pleasure of sharing my knowledge about the makeup industry and how to do bodypainting, sfx makeup, and beauty makeup. With every art business there is a whole lot of work happening in the background. I love digging into the nitty gritty of social media marketing and optimization, video production, diversifying my income, to ensure my art travels far and wide. I'm the type of person that always has my nose to the grindstone working on new projects ranging from fabricating accessories for a full character makeup, to optimizing and growing my social media content. I live by the phrase, "Work hard, play hard!"

Participation: Saturday 1:45 PM Roundtable: Making Money through Social Media | Sunday 10:15 AM Roundtable: Special Effects Make-Up | Sunday 1:00 PM What is TikTok and How to Maximize your TikTok Workshop



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## UPCOMING EVENTS

SEEC: Feb. 29 - March 1, '20 (Southeast)  
SESI: March 13, '20 (East-Midwest)  
BUNEEC: March 21, '20 (Northeast)  
MWEC: April 3-4, '20 (West-Midwest)  
TCU Values & Ventures - April 24-25, '20  
Global Conference: Oct. 29 - Oct. 31, '20

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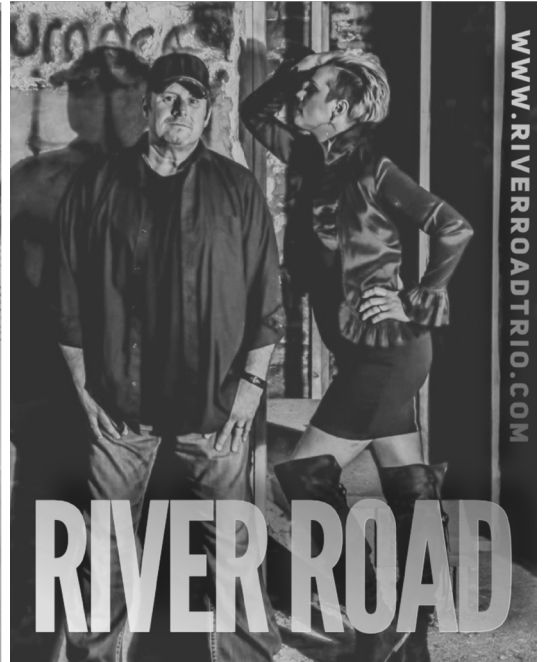
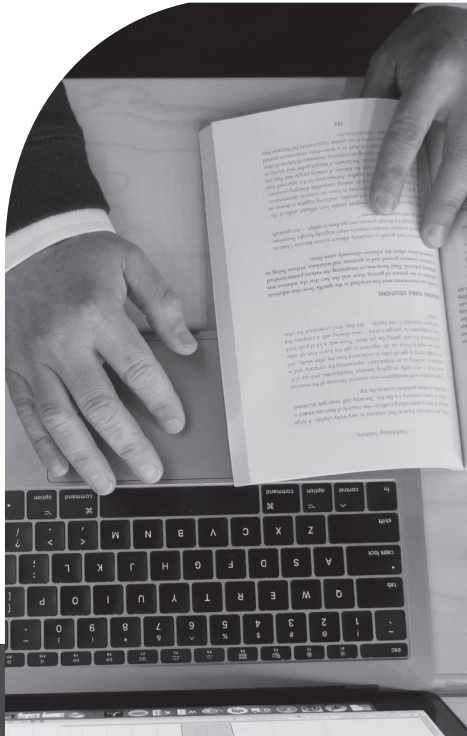
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# Program Activities Overview

## **Panel Discussions**

*Variety of presenters providing multiple viewpoints on a topic.*

## **Roundtables**

*Small group discussions led by a professional in the field. The format is more casual and conversation is encouraged.*

## **Tools Workshops**

*These sessions have a smaller capacity and are more hands-on. Look for the \* to see if the session is offered more than once.*

## **One-On-One Mentoring\***

*Professionals will be on-hand to mentor attendees one-on-one on one or more areas of interest as listed in the program. This is a great opportunity to ask a lot of questions and get feedback on your ideas. \*Please sign up for one-on-one mentoring at the SEA Conference Registration Table. Slots are 15 minutes and space is limited.*

## **Office Hours / Drop-In:**

*Unlike most of the other conference activities, the drop-in / office hour rooms are available to stop in at any point during those hours to ask questions and get feedback. No advance sign-up required.*

## **Portfolio / Headshot / Resume Reviews**

*Professionals will be on-hand to provide feedback on your portfolio, headshot or resume. No advance sign-up required.*

## **Mini Keynotes**

*Similar to TEDx talks, these are short keynote presentations blocked together within a session slot. All Mini Keynotes will be held in Stage 2 on the 2nd floor.*

**Questions on any of the programming activities? Please stop by the registration table and we'll be happy to help out!**

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Gary Ernst – North Central College  
Jerry Gustafson – Beloit College  
Joe Roberts – Columbia College Chicago

## Columbia College Planning Team

Melissa Hennessy  
David Marts  
Kara Ratcliffe  
Justin Sinkovich

## Volunteers

Eileen McBrien  
Samantha Blake  
Cherylyn Gnadt  
Cody Rogers  
Steve Rogers  
Becky Sowa

Katie Sowa

## North Central College Enactus

Gianna Bilotto  
George Castellanos  
Joe Coryell  
Michael Duy  
Grace Halla  
Marguerite Kuntz

Izel Michel

Shrina Patel  
Justin Simbol  
Anna Zielinski

## Juried Art Competition

Juror: E. Lee  
Millikin University  
Bethany Gotts  
Adam Macke  
Julienne Shields

## Idea Pitch Competition

Stacey Earnest, Ace Metal Refinishers  
Sean Flanigan, Colorado Mesa University  
Jim Jozwiak, Band for Today  
Gary Vaughan, Guident Business Solutions  
Katie Sowa, Future Founders  
Esther S. Barron - Clinical Professor of Law and Director, Donald Pritzker Entrepreneurship Law Center  
Alex Velazquez Brightbill, Full-time Artist and former SEA Attendee

## Create Lounge

Blick Art Materials  
Linda Carter

## Saturday Refreshment Break

Coleman Entrepreneurship Center at DePaul University

## Future Founders

Scott Issen  
Katie Sowa

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Daniel Sroka  
Jason Stephens  
Sandra Trevino  
Gary Vaughan, Guident Business Solutions  
Mike Veny  
Marcia Rolnik Walker, Lawyers for the Creative Arts  
Emily Weber, Your Performing Arts Center (YPAC)  
Clarence Welton, INOJ Music Artist  
Poet Gold Wilkerson  
Kimberly Witte, Witte Artistry LLC

## Exhibitors

Catherine Borzym, Kiwi Avenue  
Yuri Cataldo  
School of Graduate Studies, Columbia College Chicago  
Denise Laurin-Donatelle  
Daniel Levy  
Robin Liefeld  
Millikin University  
Brian Prairie  
Ryan and Clayton Smith  
Mike Veny  
Brian Witkowski, The Lucreative Artist

## Saturday Reception

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