

15th annual SEA Conference

An event for Performing, Literary, Media & Visual artists



“To create one’s own world takes courage.”

Georgia O’Keefe

February 20 and 21, 2015
Hilton Hotel, Lisle, Illinois
selfemploymentinthearts.com

 #seaconf2015

SEA in the Arts
Self Employment ●

WELCOME

We're glad you have joined us for the 15th annual Self Employment in the Arts (SEA) Conference. There are many wonderful opportunities for you to learn about the business of art. Please make sure to interact with the other artists, speakers and educators. It's amazing what you can learn from each other! If you need assistance at any time, please stop by the registration table. We want to make sure you have an exciting and enriching experience.

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



Self Employment in the Arts

Founder	Gary Ernst, Emeritus North Central College	Elizabeth Laken	University of St. Francis
SEA Director	Amy Rogers North Central College	SEA Ambassadors	
Executive Director	Brian Hanlon North Central College	Jeanette Smith	J'net Smith inc.
Student Intern	Allyson Martens North Central College	Mike Veny	FastDrumSkills.com/ MusicLessonBusiness.com
		Jennifer McCord	Jennifer McCord Associates
		Melissa Sallée	Dance Detour
		Janet Bloch	Artists Road to Success
		Dianne Welsh	University of North Carolina Greensboro
		Eileen Braun	Eileen Braun Ceramics

SEA Advisory Board Members

Sharon Alpi	Millikin University
Joe Roberts	Webster University
Mark Hoelscher	Illinois State University
Jerry Gustafson	Beloit College
Gary Vaughan	Lawrence University/ Guident Business Solutions
Elizabeth Russell	Russell Law
John McDavitt	McDavitt Design
Stacey Earnest	Ace Metal Refinishers, Inc.
Robin Strachan	Midwestern University

On the Cover

Preston Miller, Eileen Braun Ceramics, Dexter Fabi, Jim Jozwiak

Pictures Below

John McDavitt, Lieutenant Norals IV - BLUtint Photography,
Megan Drane - Firefly Nights Photography, Sangita Kasturi

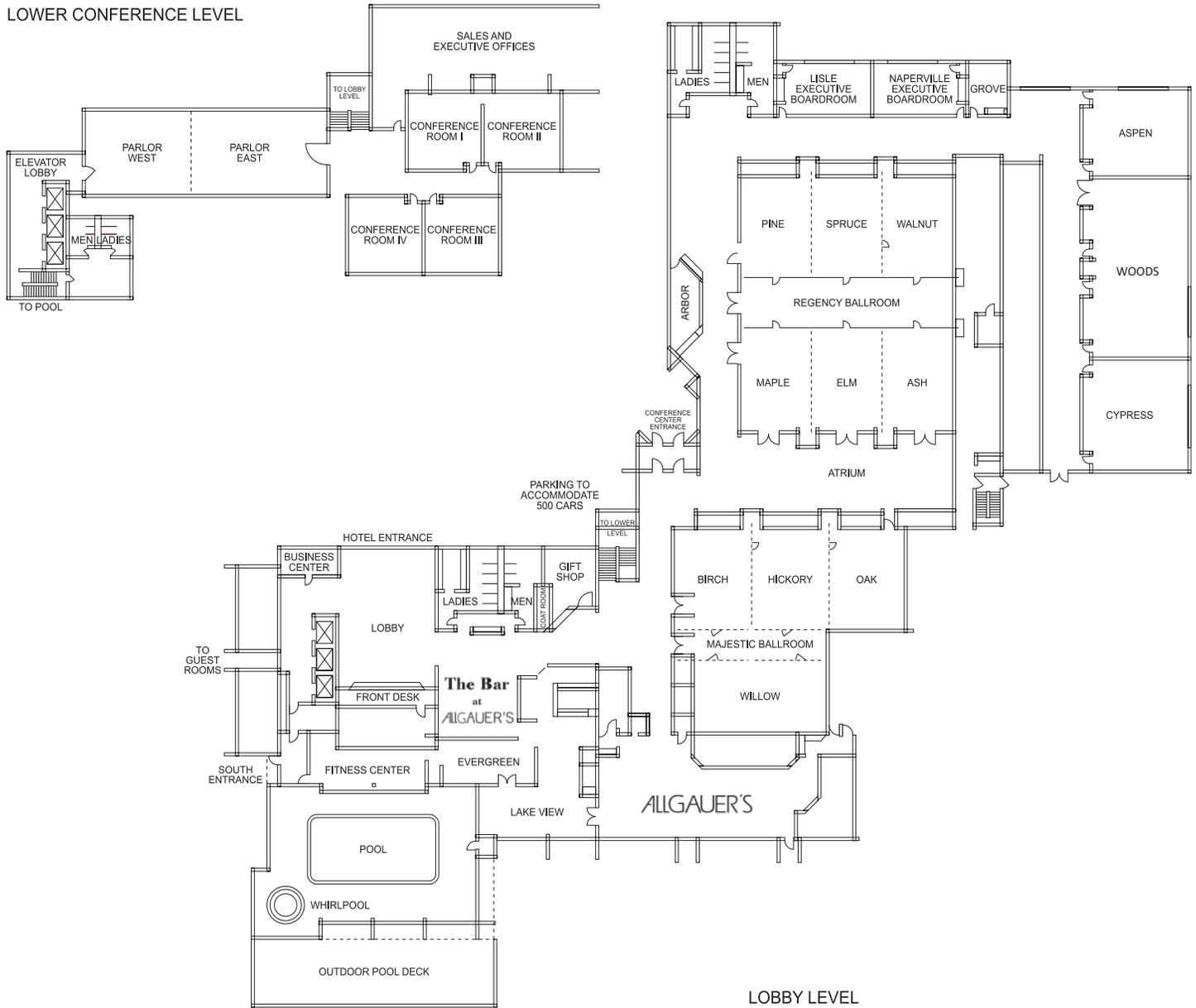
Design

Mary Dettman and Mike Perez



MAP

LOWER CONFERENCE LEVEL



LOBBY LEVEL



Scan QR code for a list of session activities by speaker



Kara Kurcz
motiv8tv.com and solasfashion.com

Friday Opening Keynote – February 20, 1 p.m.

Life in 2 Lemonade: Control your destiny one mistake at a time

From directing murder reenactments for “America’s Most Wanted” to producing comedians such as Chelsea Handler and Jane Lynch, executive producer and director Kara Kurcz has been working in television and entertainment for more than 15 years. While her career has seen a lot of “green lights,” the reality is she, like most successful people in the arts, has heard more “you’re cancelled.” Branching off as an entrepreneur, in 2004 Kurcz began her own fashion company, which produced the celeb sought-after Solas handbags. Seven years later, Kurcz returned to her first love, television, and started her own production company. The ups and downs of giving birth to two businesses taught her, “It’s not about taking inventory of your accolades but owning your mistakes and seizing opportunities.”



Jade Simmons
jademedia.org

Friday Dinner Keynote – February 20, 5 p.m.

Piano Parables: Powerful life lessons learned on the keys by classical music’s No.1 maverick

Jade Simmons, classical music’s “No.1 Maverick,” repeatedly defies expectations, delivers riveting performances and innovates at every turn. As an emergence expert, she has been called upon both inside and outside the music industry by organizations and entrepreneurs looking to create a culture of excellence and foster meaningful change. Her presentations give powerful insights into creating a unique personal brand that leaves a lasting impact on the world. With boundless energy and intellect, Simmons teaches audiences not only how to lead, but she accelerates them into becoming the largest, most uncommon version of themselves possible. She has a special affinity for helping creative women walk in their purpose, package their prowess and profit from their passion.



Jessica Kizorek
TwoParrot.com

Saturday Morning Keynote – February 21, 8 a.m.

Saying NO to the “starving artist” stigma

For the past 15 years Jessica Kizorek has become known, both domestically and abroad, as an entrepreneur and international activist specializing in women’s financial empowerment. Working primarily with large nonprofits through her company Two Parrot Productions (cofounded with her father Bill Kizorek), she has created more than 30 short films and video-centric fundraising campaigns. Having traveled to more than 60 countries, she has covered many humanitarian causes as a journalist and documentarian. Kizorek has lectured at prestigious universities such as Princeton, authored eight books and been a featured small business expert on media outlets, including CNN and Fox News. In addition to being a professional photographer/videographer, she is also a fine artist, poet, calligrapher, painter and sculptor of light.



Matt Boresi
hilliardandboresi.com

Saturday Lunch Keynote – February 21, 3:10 p.m.

Art Jam: Creating an audience experience, anyway you want, about anything, right now

Matt Boresi is a writer of original operatic, musical theatre, madrigal, choral and art song works, which are performed across the country and have been called “inventive and ably balanced” by Variety, “truly scrumptious” by Backstage and “bursting with wit and charm” by Talkin’ Broadway. Boresi is a stage director and teacher of opera and musical theatre and currently program director for musical theatre at the Music Institute of Chicago and visiting lecturer at North Central College and Carthage College.

COLLEGE ART Competition Juror

BettyAnn Mocek, M.F.A.

bettyannmocek.com



BettyAnn Mocek has been a professor of art at Concordia University Chicago since 2002. She teaches drawing, printmaking, two-dimensional basic studio and advanced internships and independent studies in various media. She is also gallery director of Concordia's Ferguson Art Gallery where she has curated more than 90 exhibitions during her tenure. Mocek is a prolific artist who creates prints, drawings and mixed-media works of art. She holds the terminal degree of master of fine arts in printmaking from the University of Minnesota, Minneapolis. She also holds a bachelor of arts degree, cum Laude and honors in art from Carthage College, Kenosha, Wisconsin. BettyAnn Mocek was a recipient of the Carthage College Distinguished Alumni Achievement Award in 2007. Mocek was also awarded the Chicago Artists' Coalition's 2003 Service to the Visual Arts Award in Chicago and received the honor of Woman of the Year 2001 by the Chicago Society of Artists for her significant service to the visual arts community. Mocek juries many art exhibitions and contests and remains an active advocate for artists' rights. She is currently exhibiting a watercolor in the "Shakespeare, As You Like It" exhibition at the Elmhurst Art Museum's Artists' Guild Gallery. She also has an original print in Santitos Print Portfolio Exhibition, Studio Art Centers International Maidoff Gallery, Florence, Italy, through Arceo Press & Studio. Her works are in numerous public and private collections, including Sears Tower Sky Deck (TriZec Hahn Property Management), Chicago; the Fairmont Hotel, Chicago; Northwestern Mutual Life Insurance Company, Minneapolis; Chicago United, Inc., Chicago; and The Academy of Social Sciences, Beijing, China.

OPENING Session

Friday 1 p.m.

Welcome remarks by Dr. Gary Ernst, SEA Executive Director, Emeritus; Michael Hennessy, The Coleman Foundation, President and Amy Rogers, SEA Director **Regency Ballroom**

Keynote presentation by Kara Kurcz *Life in 2 Lemonade: Control your destiny one mistake at a time*

From directing murder reenactments for "America's Most Wanted" to producing comedians such as Chelsea Handler and Jane Lynch, executive producer and director Kara Kurcz has been working in television and entertainment for more than 15 years. While her career has seen a lot of "green lights," the reality is she, like most successful people in the arts, has heard more "you're cancelled." Branching off as an entrepreneur, in 2004 Kurcz began her own fashion company, which produced the celeb sought-after Solas handbags. Seven years later, Kurcz returned to her first love, television, and started her own production company. The ups and downs of giving birth to two businesses taught her, "It's not about taking inventory of your accolades but owning your mistakes and seizing opportunities."

SESSION 1

Friday 2:30 - 3:30 p.m.

Pricing Your Art – Panel Discussion

How do you figure out what to charge for your art or art service? This session will take a look at what goes into figuring your sale price, including materials, time and talent. We'll also discuss pricing strategies, and offering your work for "free" or very little to get started.

Panelists: Eileen Braun, Philip Brown, Lieutenant Norals IV and Andrea Rosenfeld

Recommended Next Session: One-on-One Mentoring, Financial Literacy (Session 6), Planning for Your Financial Success (Session 7). This session is also available on Saturday but with different panelists (Session 5).

Woods

Utilizing Social Media to Get Clients

Feeling bogged down by social media? Why not tweet your way to clients or use Facebook to connect with potential clients? Using these tools to get people to land on your website (you have a website don't you?) introduces them to you and your original style. Let's get you in the eyes of your future fans.

Session Leaders: Isabelle Rizo, The BellaVie, LLC

Recommended Next Session: Marketing Your Art Through Social Media (Session 2), Strategic use of social media platforms and third-party selling environments to promote a lean launch (Session 3), Finding and Working with Clients Panel Discussion (Session 2 & 6), One-on-One Mentoring

Aspen

1st Steps to Starting an Artistic Business – Panel Discussion

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 the importance of researching similar artistic businesses, creating and protecting your art business identity, as well as the early legal and accounting steps you need to take. This is a basic look at what needs to be done to get started. This session will not get into financing.

Panelists: David Adler, Julie Holloway, Gary Vaughan and Megan Drane

Recommended Next Session: Formula for Success (Session 2), Micro Businesses Panel Discussion (Session 7), Art Thinking: How an Artist's Skills Translate to Business Success (Session 7), Planning for Your Financial Success (Session 7), One-on-One Mentoring. This session is also available on Saturday but with different panelists (Session 5).

Cypress

Copyright

It all comes down to copyright. Do you understand how it works? This nuts-and-bolts session delivers a clear, understandable overview of copyright fundamentals. You'll walk away feeling a lot more confident. Our discussion will clarify which parts of an artist's work are eligible for copyright protection and which parts are not. Are there other ways to protect your work if copyright is not available? When does the "work made for hire" doctrine cause copyright to be owned by commissioning party and when does it not? You might think you own the copyright, but do you?

Panelists: Elizabeth Russell, Russell Law

Recommended Next Session: Roundtable – Copyright in-depth (Session 2)

Parlor

SESSION 1 *(continued)*

Networking – Panel Discussion

Conference Room 1

Successful networking can open doors for you that will help you succeed in your artistic business. This session will take a look at different strategies such as working through people, creating an effective introduction, and how to properly follow up with new contacts.

Panelists: *Elaine Luther, Mike Veny and Julia Borcherts*

Recommended Next Session: Connecting with People to Get Cash (Session 2), Weird Friends: Expanding Your Partnerships (Session 2), Building Relationships Roundtable (Session 4), What it Takes to Network Roundtable (Session 4), One-on-One Mentoring

Making it Right in the Corporate World

Conference Room 2

Corporations are increasingly challenged with developing innovative and creative solutions and products in order to remain competitive. As such, “right-brainers” like artists can leverage this need by offering thought-leadership and income-generating workshops on such topics as creativity and innovation. And others are paying thousands of dollars for this information. In this session, you will learn how to (1) offer your talent (and get paid for it) to major corporations, (2) position, brand and sell yourself in language that corporations understand, (3) leverage your artistic talent to help corporations meet their most challenging needs in innovation and creativity and (4) leverage your artistic talent to meet other corporate needs in visual marketing, branding and video. This session is for visual artists in multi-media, including video production.

Session Leaders: *Sangita Kasturi, Tan270 Consulting*

Recommended Next Session: Inside Contracts and Gigs Panel Discussion (Session 3)

Our Life in the Arts

Conference Room 3

Join Jim and Leah Jozwiak as they discuss their careers in the performing arts. What does a typical day, week, month and year look like for them and how has this changed over the course of their careers?

Artist Presenters: *Jim and Leah Jozwiak*

My Life in the Performing Arts

Conference Room 4

Join Preston Miller and Greta Pope as they discuss the “daily grind” of their performing arts careers. What does a typical day, week, month and year look like for them? How has this changed over the course of their careers?

Artist Presenters: *Preston Miller and Greta Pope*

CAC / CAR Office Hours (1 – 3 p.m. / 3:30 – 5 p.m.)

Exhibit Table

Chicago Artists Coalition and Chicago Artists Resource will host one-on-one sessions with attendees to review and discuss résumés, artist statements and other common application materials. If you did not register in advance, a list of available time slots is available at the SEA registration table. Please come prepared with the materials you would like to discuss and a list of questions to ensure you receive beneficial feedback.

Northwestern University Peer to Peer Legal Office Hours (2:30 – 5 p.m.)

Boardroom

Have a legal question you would like to know more about? Stop by the boardroom to visit with Northwestern University Law students. Topics that they will be able to address include business entity formation, intellectual property, contracts and liability. There is no need for an appointment, just stop by.

SESSION 2

Friday 3:45 - 4:45 p.m.

Marketing Your Art Through Social Media - Panel Discussion

Woods

You may use social media sites to stay in touch with friends, but how can you use these sites as a marketing tool for your business? We'll take a look at using social media for promotion, keeping followers and providing true benefits for your supporters. (This session will not get into technical aspects.)

Panelists: *Jeff Elbel, Kara Kurcz, Elaine Luther, Greta Pope and Madeleine Roux*

Recommended Next Session: Marketing with Heart (Session 3), Design Your Own Website (Session 3 & 4), Marketing your Photo Niche Roundtable (Session 4), One-on-One Mentoring

Formula for Success

Aspen

In Formula for Success, Jim Jozwiak talks about being an entrepreneur and what it takes to be successful. Success is a broad subject and can encompass many areas but this session will be aimed at entrepreneurial success. It will describe the keys to building your art or passion into a successful business using tools that everyone can apply. Jozwiak transitioned from being a successful freelance musician playing with the likes of Tony Bennett, Ella Fitzgerald and many other legends to creating a national music company that is providing music education for students in more than 65 locations.

Session Leaders: *Jim Jozwiak, Band for Today*

Recommended Next Session: First Steps for Starting an Artistic Business Panel (Session 5), Planning for Your Financial Success (Session 7), Self-funding Your Start-up Roundtable (Session 8), One-on-One Mentoring

Connecting with People to Get Cash

Cypress

No matter what type of artist you are, learning how to sell is critical to the health of your artistic career. In this workshop, you'll learn some invaluable tips on connecting with other people so you can bring in cash and go to the bank and deposit it.

Session Leader: *Mike Veny*

Recommended Next Session: Foregoing Grant Money (Session 3 & 4), Building Relationships Roundtable (Session 4), One-on-One Mentoring

SESSION 2 *(continued)*

Weird Friends: Expanding Your Partnerships

Parlor

The saying goes that it's not always about what you know, but about who you know, and that can be very true for a thriving artist. Building creative, unexpected partnerships can be a way to expand artistic practices, bring new audiences to your work, and open up new avenues of funding and support. This practical workshop will move through some of the basics of partnership building, network mapping, and thinking laterally about what you do and what you offer to creative, reciprocal partnerships.

Session Leader: *Carl Atiya Swanson, Springboard for the Arts*

Recommended Next Session: Building Relationships Roundtable (Session 4), One-on-One Mentoring

Roundtable Discussions / One-on-One Mentoring

Oak

One-on-One Mentoring sessions may be signed up for in advance at the conference registration table. If you did not sign up in advance, please check at the table to see if slots are still available. There is no need to sign up in advance for the roundtable discussions.

One-on-One Mentoring: *Andrea Rosenfeld, Sheryl Kosovski* Copyright In Depth Roundtable: *Elizabeth Russell*
Career Counseling: *Timothy Nelson*

How to Find and Work with Clients – Panel Discussion

Conference Room 1

This discussion will help you better understand who your potential clients are, where they are and the message you want to deliver. We will discuss how to research to find clients and how best to bring the message to them. In addition to talking about how to find clients, we'll also discuss how to work with them. Learn how important it is to understand who you are creating for, outline clear objectives, determine the decision maker, maintain relationships and recognize when a client relationship isn't working.

Panelists: *Lynn Anderson, Matt Hennessy, Misti Patrella and John McDavitt*

Recommended Next Session: Inside Contracts and Gigs Panel Discussion (Session 3), Building Relationships Roundtable (Session 4), Finding Your Perfect Audience Roundtable (Session 4), Emotional Storytelling – Branding (Session 7), One-on-One Mentoring. This session is also available on Saturday but with different panelists (Session 6).

Making a Living by Teaching Art

Conference Room 2

Have you ever thought about teaching your art? Philip Brown has one of the largest music teaching studios in the country. Learn how to create a successful career as a private teacher. Learn how to market yourself and create connections with local schools. He will also discuss the use of technology, including website creation and social media. Learn to love not just your art, but teaching it!

Session Leader: *Philip Brown, Brown Music Services*

Recommended Next Session: Inside Contracts and Gigs Panel Discussion (Session 3), Using Technology Teaching Your Art Roundtable (Session 4 & 8), First Steps for Starting an Artistic Business Panel (Session 5), Planning for Your Financial Success (Session 7), Self-funding Your Start-up Roundtable (Session 8), One-on-One Mentoring

My Life in the Visual Arts

Conference Room 3

Join Braun and Holloway as they discuss their careers in the visual arts. What does a typical day, week, month and year look like for them? How has this changed over the course of their careers?

Artist Presenters: *Eileen Braun and Julie Holloway*

My Life in the Media Arts

Conference Room 4

Join Millyard and Moran as they discuss their careers in the media arts. What does a typical day, week, month, and year look like for them? How has this changed over the course of their careers?

Artist Presenters: *Marjorie Millyard and Tina Moran*

CAC / CAR Office Hours (1 – 3 p.m. / 3:30 – 5 p.m.)

Exhibit Table

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Boardroom

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DINNER

Friday 5 - 6:45 p.m.

Welcoming remarks by Joe Roberts, Webster University and SEA Board Member

Regency Ballroom

**Please note that dinner will be served from 5 to 5:45 p.m. and Simmons' keynote presentation will start around 5:45 p.m..*

Keynote presentation by Jade Simmons *Piano Parables: Powerful Life Lessons Learned on the Keys by Classical Music's No.1 Maverick*

In life and in business, we must learn to find our uncommon ground; the place designed just for us, where we get to be who we were designed to be and create what we were called to create. Concert pianist Jade Simmons spent the first few years of her career performing what she calls "hurdle-jumping, Samurai recitals" that proved she could undoubtedly hang with the pack. But following an artistic epiphany, she changed her mission from simply playing the piano to impress audiences to using the piano as an instrument for providing inspiration, information, and entertainment in order to profoundly move audiences. In the process of that crucial paradigm shift she picked up powerful insights into recovering our creative identities and finding our unique personal brands in order to create unbelievable lasting impact. In this dynamic musical presentation, she'll teach listeners how to walk in their purpose, package their prowess and profit from their passion.

Inside Contracts and Gigs – Panel Discussion**Woods**

Panelists will discuss the issues they have faced when dealing with contracts. How have contracts been beneficial? When do the panelists wish they had a contract but didn't? What lessons have they learned as artists about contracts?

Panelists: *David Adler, Matt Hennessy, Jennifer McCord, Lieutenant Norals IV and Carin Silkaitis*

Recommended Next Session: Legal Q&A Roundtable (Session 4), One-on-One Mentoring

Marketing with Heart**Aspen**

Selling and marketing yourself and your work usually feels like a chore. But it doesn't have to. What if it felt fun and exciting? With a few exercises and some change in perspective we'll have you ready to share your story and work in a whole new way.

Workshop Leader: *Misti Patrella, Coach Misti – Empowering Awesome*

Recommended Next Session: Marketing Your Photo Niche Roundtable (Session 4), One-on-One Mentoring

How to Create and Present an Effective Portfolio – Panel Discussion**Cypress**

Visual artists, graphic designers and photographers need a portfolio to promote their work. This session will take a look at what should be in the portfolio, how it should be laid out and effective ways of presentation. We'll discuss the variations between the different types of portfolios as well as online portfolios.

Panelists: *Janet Bloch, Eileen Braun, Sheryl Kosovski and Marjorie Millyard*

Recommended Next Session: Handling Critiques Roundtable (Session 4), Design Portfolio Tips Roundtable (Session 4), Juried Art Competitions: How To Increase Your Odds (Session 6), Get Ready. Go! (Session 6), Approaching and Working With Galleries Roundtable (Session 8), One-on-One Mentoring

Strategic Use of Social Media Platforms and Third-party Selling Environments to Promote a Lean Launch**Parlor**

A lean startup process is an attractive route to business ownership for people with limited funds or for those who are more risk averse. A lean launch is designed to avoid waste and ensure success. The ideal tools to facilitate this lean startup methodology of experimentation, reflection and flexibility are new social media platforms and third-party selling environments. In this presentation Griffey will share her journey of launching a niche web-based business in a lean manner and the experience of others using the aforementioned tools to help facilitate the lean startup. Also discussed will be common pitfalls of why many startups fail and how entrepreneurs can use social media platforms and third-party selling environments to avoid these fatal mistakes.

Session Leaders: *Julia Griffey, Webster University*

Recommended Next Session: First Steps for Starting an Artistic Business Panel Discussion (Session 5), Financial Literacy (Session 6), Crowdfunding: An Overview (Session 6), Marketing for Crowdfunding Roundtable (Session 7), Micro Business Panel Discussion (Session 7), One-on-One Mentoring

Meet & Greet with Jade Simmons**Oak**

Simmons will be available following her keynote presentation to answer questions and chat with those interested.

Alternative Avenues for Artists – Panel Discussion**Conference Room 1**

As an artist, you have a unique gift which you can turn into an alternative income source. This session will take a look at additional ways you can use your art to make money. The panel will discuss a variety of options, including some nontraditional avenues.

Panelists: *Preston Miller, Tina Moran, Isabelle Rizo, Jim Jozwiak and Leah Jozwiak*

Recommended Next Session: Micro Businesses Panel Discussion (Session 7), Roundtables, One-on-One Mentoring. This session is also available on Saturday but with different panelists (Session 5).

Design Your Own Website – Two-hour workshop (7 - 9 p.m.)**Conference Room 2**

An effective website requires the application of good design principles along with careful planning. This interactive, experiential workshop will cover the fundamental purpose of your website, along with design practices to best meet the needs of your target audience. Participants will be encouraged to consider an underlying concept to breathe life into the website design while determining colors and visual imagery. The workshop will provide participants the opportunity to create a site map of content and sketch a home and secondary page design template.

Workshop Leader: *Lynn Anderson, Colordance Design*

Recommended Next Session: One-on-One Mentoring

Foregoing Grant Money – 90-minute workshop (7 - 8:30 p.m.)**Conference Room 3**

After being turned down for grant funding twice, Elaine Luther decided to stop the cycle of being excited about a project, waiting to hear on the grant, losing steam, not getting the grant and by that time moving on to something else! She found partners, failed and tried again in new ways and did it all on a shoestring budget. This is a no-Kickstarter method and mindset that you can apply to your project, and why sometimes skipping grant funding can be better for your project. We'll also spend some time thinking out your projects. Have a project in mind? Bring pictures and be ready to describe it concisely as you share with the group. You'll work with partners and in small groups to help each other identify partners, resources and the path ahead for your projects. You'll leave the workshop with a personal step-by-step plan to make your project happen!

Workshop Leader: *Elaine Luther, Elaine Luther Art & All Things Metal Clay Blog*

Recommended Next Session: One-on-One Mentoring

Entrepreneurship Across Disciplines – Faculty Panel – Two-hour workshop**Conference Room 4**

Learn how other educators have spread entrepreneurship across disciplines – especially within the arts. Panelists will discuss strategies for campus wide buy-in, overcoming roadblocks, and how they have created interest from other nonbusiness majors.

Panelists: *Jerry Huang (University of Chicago), Steve Jenkins (Saint Louis University), Ben Waltzer (University of Chicago), Barrett Baebler (Webster University)*

Recommended Next Session: Faculty Roundtables (Session 8)

ROUNDTABLE DISCUSSIONS - WORKSHOPS CONTINUE

Roundtable discussions sponsored by Illinois State University, George R. and Martha Means Center for Entrepreneurial Studies.

Roundtable Discussions - Business Toolbox

Publicity: *Jeff Elbel*
 Working with Lawyers: *Elizabeth Russell*
 Legal Q & A: *David Adler*
 Targeting Specific Media Based On Your Business Goals: *Julia Borcherts*
 Building Relationships: *Mike Veny*
 Freelance: *Melissa Fox and James Gustin of Fig Media*
 Getting Noticed by Nontraditional Means: *Madeleine Roux*

Regency

Roundtable Discussions - Performing Arts

Tips for Dance Auditions: *Preston Miller*
 Using Technology Teaching Your Art: *Philip Brown*
 Making a Living in Dance: *Paula Frasz*
 Music Industry: *Matthew Hennessy*
 Creating a Successful Concert: *Greta Pope*
 Balancing Performer vs. Business Person: *Jim and Leah Jozwiak*
 Chicago Theater: *Carin Silkaitis*
 Church Music Discussion: *Timothy Nelson*

Regency

Roundtable Discussions - Visual Arts & Media Arts

Marketing Your Photo Niche: *Megan Drane*
 Handling Critiques: *Jessica Jacobs*
 Design Portfolio Tips: *Marjorie Millyard*
 Illustration: *John McDavitt*
 Art Fairs: *Andrea Rosenfeld*
 What it Takes To Network: *Lieutenant Norals IV*
 Finding Your Perfect Audience: *Sheryl Kosovski*
 Event Design (including space, interior, graphic, food styling and more): *Tina Moran*

Regency

Roundtable Discussions - Literary Arts

Do It Yourself Publishing: *Jennifer McCord & Isabelle Rizo*

Regency

Website Design Workshop

Workshop Continues

Conference Room 2

Forgoing Grant Money

Workshop Continues (ends at 8:30 p.m.)

Conference Room 3

Faculty Workshop

Workshop Continues

Conference Room 4

LATE NIGHT Activity Rooms

Friday 9 - 11 p.m.

Drum Circle

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

Woods

Salsa, Swing and More!

Whether you're a dancer or have no dance skill whatsoever, come on out for a dance party and a good time! Learn everything from salsa and swing, to country line dancing and even hip hop. Show off your skills or come learn some new ones in this interactive dance class led by Katie Sowa.

Katie Sowa has more than 20 years dance experience, both teaching and performing. She is currently a professional Latin and ballroom instructor, but her experience ranges from competitive dance teams to classical training in hip hop, ballet, jazz, poms and more. She is also a choreographer and has won national awards for choreography.

Aspen

Create Room sponsored by Blick Art Materials

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

Cypress

Improv by Voodoo Barbie of Beloit College

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

Voodoo Barbie is: Andy Fenneman, Nate Muckley, Jourdan Plautz, Mohammed Abed, Philip Timmons and Danny Connolly

Parlor

Gallery Reception

Join this year's gallery participants and judges for a reception. Winners will be announced for the juried competition. Light refreshments will be served.

Birch (9 - 9:30 p.m.)

SATURDAY ALL CONFERENCE Breakfast

Saturday 8 - 9 a.m.

Morning Welcome by Sharon Alpi, Millikin University & SEA Board Member

Beloit Dancers Performance

Regency Ballroom

Keynote Presentation by Jessica Kizorek *Saying No to the 'Starving Artist' Stigma*

As artists, we must make a decision about whether we plan to monetize our artistry or work a job that pays the bills ... then do art on the side. We must also decide whether to fall victim to the "starving artist" phenomena or learn how to make a great living ... to pay for the best art supplies money can buy! In this keynote, Jessica Kizorek acknowledges the inner conflict that many artists experience when learning to build a business as a freelance artist. It's not enough to be a great artist; we must be great promoters of our own work if we are to be paid what we're worth. Digital marketing is crucial and all artists must learn to showcase their portfolio online ... or work with a web person who can. A personal website will be the core of your communications strategy, but social media is a must! In this presentation, we'll go in depth about different pricing and social media strategies to capture the attention of your ideal target audience. Success in staying ahead of the digital curve will magnetize new clients, deepen emotional relationships with existing clients, and amplify your extraordinary artwork to attract supporters in ways you can't even imagine until you try.

Pricing Your Art – Panel Discussion**Woods**

How do you figure out what to charge for your art or art service? This session will take a look at what goes into figuring your sale price, including materials, time and talent. We'll also discuss pricing strategies, including offering your work for "free" or very little to get started.

Panelists: *Megan Drane, Jeff Elbel, Sheryl Kosovski, Lillian Roberts and Mike Veny*

Recommended Next Session: One-on-One Mentoring, Financial Literacy (Session 6), Planning for Your Financial Success (Session 7). This session is also available on Friday but with different panelists (Session 1).

First Steps for Starting an Artistic Business – Panel Discussion**Aspen**

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 the importance of researching similar artistic businesses, creating and protecting your art business identity, as well as the early legal and accounting steps you need to take. This is a basic look at what needs to be done to get started. This session will not get into financing.

Panelists: *Dexter Fabi, Philip Brown, Barrett Baebler*

Recommended Next Session: Micro Businesses Panel Discussion (Session 7), Art Thinking: How an Artists Skills Translate to Business Success (Session 7), Planning for Your Financial Success (Session 7), one on one mentoring. This session is also available on Friday but with different panelists (Session 1).

Alternative Avenues – Panel Discussion**Cypress**

As an artist, you have a unique gift which you can turn into an alternative income source. This session will take a look at additional ways you can use your art to make money. We'll discuss a variety of options including some nontraditional avenues.

Panelists: *Elaine Luther, Tina Moran and Jessica Jacobs*

Recommended Next Session: Micro Businesses Panel Discussion (Session 7), Roundtables, One-on-One Mentoring. This session is also available on Friday but with different panelists (Session 3).

Trademark**Parlor**

Learn what a trademark is (and what it is not) and why—as a businessperson—you should care. Oh, heck, here's the answer right now: you should care because your trademark is your business identity. It's not an exaggeration to say that your entire business depends on it, whether you're a fine artist, a band, a theater or a laundromat. Learn about choosing and protecting trademarks, avoiding costly infringement claims, and using the trademarks of others in your art. Our session will include attention-grabbing visuals and a hands-on exercise.

Session Leader: *Elizabeth Russell, Russell Law*

Recommended Next Session: Trademark In-depth Roundtable (Session 6)

Roundtable Discussions / One-on-One Mentoring**Oak**

One-on-One Mentoring sessions may be signed up for in advance at the conference registration table. If you did not sign up in advance, please check at the table to see if slots are still available. There is no need to sign up in advance for the roundtable discussions.

Career Counseling: *Timothy Nelson*

One-on-One Mentoring: *Lynn Anderson (Graphic Arts, Web Design), Marjorie Millyard (Graphic Design)*

Theater Auditions discussion: *Carin Silkaitis*

My Life in the Visual Arts**Conference Room 2**

Join Lieutenant and John as they discuss their life in the arts. Norals will discuss his life as a photographer while McDavitt will talk about his career as an illustrator. What does a typical day, week, month and year look like for them? How has this changed over the course of their careers?

Artist Presenters: *Lieutenant Norals IV and John McDavitt*

My Life in Music**Conference Room 3**

Join Matthew Baron and Matt Hennessy as they discuss the "daily grind" of their careers in the music industry. What does a typical day, week, month and year look like for them? How has this changed over the course of their careers?

Artist Presenters: *Matthew Baron and Matt Hennessy*

My Life in the Literary Arts**Conference Room 4**

Join McCord and Strachan as they discuss their experiences in the publishing world. McCord will discuss her life as a publisher and editor while Strachan will share her experiences as an author. What does a typical day, week, month and year look like for them? How has this changed over the course of their careers?

Artist Presenters: *Jennifer McCord and Robin Strachan*

CAC / CAR Office Hours (9 - 11:30 a.m. / 12:30 - 2 p.m.)**Exhibit Table**

Chicago Artists Coalition and Chicago Artists Resource will host one-on-one sessions with attendees to review and discuss résumés, artist statements and other common application materials. If you did not register in advance, a list of available time slots is available at the SEA registration table. Please come prepared with the materials you would like to discuss and a list of questions to ensure you receive beneficial feedback.

Financial Literacy**Woods**

Some people are better at numbers than others, it's just a fact! In this session learn what financial statements are, when we need them, why we need them and how we use them, all in a language you can understand. Learn what a business owner needs to know about financial ratios and what a banker looks for before they lend money. Bring your questions and get easy-to-understand answers.

Session Leader: *Gary Vaughan, Guident Business Solutions*

Recommended Next Session: Planning for Your Financial Success (Session 7), One-on-One Mentoring

Crowdfunding: An Overview**Aspen**

Crowdfunding is game-changing in scope and breadth, forever altering how artists and innovators can pursue their dreams. By removing gatekeepers and leveling the playing field, individuals now have full control over bringing their ideas to the masses. Learning how to do it well is the only thing that stands in the way of success. In this crowdfunding fundamentals course you will learn everything you need to know about launching a successful campaign. We will discuss whether you are a good candidate for crowdfunding, the steps to crowdfunding success, how to choose a platform, utilizing best practices, insider tips and some of the myths and misconceptions surrounding the industry.

Session Leader: *Rose Spinelli, The Crowdfundamentals*

Recommended Next Session: Marketing for Crowdfunding Roundtable (Session 7), One-on-One Mentoring

How to Find and Work with Clients - Panel Discussion**Cypress**

This discussion will help you better understand who your potential clients are, where they are, and the message you want to deliver. We will discuss how to research to find clients and how best to bring the message to them. In addition to talking about how to find clients, we'll also discuss how to work with them. Learn how important it is to understand who you are creating for, outline clear objectives, determine the decision maker, maintain relationships, and recognize when a client relationship isn't working.

Panelists: *Lieutenant Norals IV, Isabelle Rizo, Jim Jozwiak, Leah Jozwiak and Yuri Cataldo*

Recommended Next Session: Inside Contracts and Gigs Panel Discussion (Session 3), Building Relationships Roundtable (Session 4), Finding Your Perfect Audience Roundtable (Session 4), Emotional Storytelling – Branding (Session 7), One-on-One Mentoring. This session is also available on Friday but with different panelists (Session 2).

Blue Connection / Pipe Dreams Studio - Millikin Arts Entrepreneurship Programs**Parlor**

The Blue Connection is a student-run art gallery through Millikin University that works with artists in Millikin and the Decatur community. It is one of six student-run ventures through the school but is unique as it works with the other five. Pipe Dreams Studio Theatre is a student-run business venture created by a collaboration between the Center for Entrepreneurship and the Department of Theatre and Dance at Millikin University. The mission of Pipe Dreams Studio Theatre is to offer an environment for artists to play, experiment and explore by presenting theatrical experiences that challenge audiences to question their own perceptions of art and their connection to the human experience.

Blue Connection Presenters: *Basia Brown, Nicole Edgecombe and Angie Fassett*

Pipe Dreams Studio Presenters: *Sara Theis and Pipe Dreams Studio students*

Roundtable Discussions / One-on-One Mentoring**Oak**

One-on-One Mentoring sessions may be signed up for in advance at the conference registration table. If you did not sign up in advance, please check at the table to see if slots are still available. There is no need to sign up in advance for the roundtable discussions.

One-on-One Mentoring: *Jeff Elbel (music), Carin Silkaitis (theater), Andrea Rosenfeld (arts management)*

Roundtable Trademark in-depth discussion: *Elizabeth Russell*

Get Ready. Go! (Advanced Session)**Conference Room 1**

Do you ever feel that your work should be sought-after? If someone would just promote it for you. Am I ready? You just don't know where to begin. If these statements haunt you it is time to evaluate your readiness. A strong presentation will increase your acceptance into a formal gallery setting. Braun's workshop/breakout group will lead you through the maze of preparedness. She will walk you through the evaluation steps that will best present your body of work. She will discuss a variety of venues to get your work seen and the basics of what is expected from the artist. Step out in front of your work with pride. You are its best person.

Session Leader: *Eileen Braun*

Recommended Next Session: One-on-One Mentoring

Utilizing Modern Technology to Get Started in Publishing**Conference Room 2**

Publishing has moved into the digital age and with that evolution comes new opportunities to market yourself and your work. Utilizing Facebook, Tumblr, Twitter and a myriad of other online techniques can help bring attention to emerging artists and connect the new writer with those more successful and established in the world of publishing. We will discuss how to bring attention to your work with modern methods, the pros and cons of different online marketing techniques for your writing, as well as discuss the differences between self-publishing and traditional publishing methods.

Session Leader: *Madeleine Roux*

Recommended Next Session: One-on-One Mentoring

My Life in the Visual Arts**Conference Room 3**

Join Fabi and Luther as they discuss the "daily grind" of their careers in the arts. What does a typical day, week, month and year look like for them? How has this changed over the course of their careers?

Artist Presenters: *Dexter Fabi and Elaine Luther*

My Life in the Media Arts**Conference Room 4**

Join Melissa Fox and James Gustin as they discuss the "daily grind" of their careers in the media arts from the challenges of getting clients to producing award-winning films and leading teams of artists at fig media. What does a typical day, week, month and year look like for them? How has this changed over the course of their careers?

Artist Presenters: *Melissa Fox and James Gustin, Fig Media*

SESSION 6 *(continued)*

Juried Art Competitions: How to Increase Your Odds

Birch/Hickory (Gallery)

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

Session Leader: *Janet Bloch*

CAC / CAR Office Hours (9 - 11:30 a.m. / 12:30 - 2 p.m.)

Exhibit Table

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LUNCH

Saturday 11:30 a.m. - 12:45 p.m.

Please grab a box lunch by the SEA registration table and proceed to a table in the ballroom.

Welcome by Gary Vaughan, Lawrence University and SEA Board Member

Regency

Pitch Competition for Creatives – Finalist Competition

Mini Keynote - Life's a Pitch, presented by Katie Sowa, Future Founders Foundation and Michael Luchies, TrepRep

A special thank you to Bret Bonnet and Michael Wenger of Quality Logo Products for making the Pitch Competition for Creatives possible.

SESSION 7

Saturday 1 - 2 p.m.

Time Management for Artists - Panel Discussion

Woods

As a self-employed artist you wear many hats – creator, bookkeeper, marketer and even janitor. How do you manage all of these tasks? This session will look at good time management strategies to help you succeed. We will also discuss steps students can take right now, including practices you can implement into your art creation that will help make the transition to being a self-employed artist in the future easier.

Panelists: *Matthew Baron, Matt Hennessy, Marjorie Millyard and Andrea Rosenfeld*

Guerrilla Art Faire: Survival Tactics - Workshop

Aspen

During this interactive workshop you will have the opportunity to go through several steps of intense self discovery and realize the “arthead” in you! We’ll be exploring your talent, job creation, innovation, courage and even being creative in the traditional workplace. This session is applicable to all types of creatives from all media.

Workshop Leader: *Lillian Roberts, Roberts Enterprises*

Micro Businesses – Panel Discussion

Cypress

So, what is a micro business? Most define a micro business as an organization with less than five employees that takes very little capital to get started. Sounds like a lot of art businesses! This panel discussion will take a look at strategies for starting your micro business, how to keep it going, and when to look at expanding or moving on to bigger things. You’ll learn tips from panelists Palmer, Morello and Luchies who have a lot of experience starting and running their own micro businesses.

Panelists: *Warren Palmer, Brian Morello, and Michael Luchies*

Emotional Storytelling – Branding

Parlor

Ever feel like your work is at the mercy of your client's vision? This session will focus on the importance of emotional intelligence and storytelling in media creation for clients and how to break free of “corporate PR” to create stories that connect with audiences through your clients. We will focus on how to inspire your clients to want to join your vision as an artist, the importance of emotional interviews and how to bring a brand to life using examples from clients like: American Heart Association, Shrive Center, Verve Cliquot, Shred415 and Navistar.

Session Leaders: *Melissa Fox and James Gustin of Fig Media*

One-on-One Mentoring

Oak

Pre-scheduled mentoring sessions will be held at this time. If you did not sign up in advance, please check at the registration table to see what speakers have slots available.

One-on-One Mentoring: *John McDavitt (illustration), Mike Veny (music, mental health), Janet Bloch (visual arts), Elaine Luther (jewelry design, visual arts), Jennifer McCord (publishing)*

Roundtable Discussions

Conference Room 1

Marketing for Crowdfunding: *Rose Spinelli*

Career Counseling: *Timothy Nelson*

Art Thinking: How an Artist's Skills Translate to Business Success

Conference Room 2

This session will encourage you to think like an artist to grow your business. The world needs more deep thinkers and people with vision. Every business needs creative problem solving. More than just creativity, the processes that artists use translate well to the needs of businesses. The classical stereotype of the artist is an undisciplined, intoxicated savant who works only when the muse strikes. On the contrary, most artists are incredibly disciplined workers who have a unique ability to focus on problems and develop unique solutions. This breakout will dispel the negative stereotype and encourage artists to recognize that their cognitive skills as an artist are well suited to success in “non-art” endeavors. Art thinking is a methodology. It is a repeatable process that emphasizes creativity in problem solving. If you use art thinking and apply it to your business, you can achieve success.

Session Leaders: *Jessica Jacobs, Columbia College Chicago*

One-on-One Mentoring Sessions

Conference Room 3

Pre-scheduled mentoring sessions will be held at this time. If you did not sign up in advance, please check at the registration table to see what speakers have slots available.

One-on-One Mentoring: *Lieutenant Norals IV (visual arts), Philip Brown (music), Tina Moran (media arts), Madeleine Roux (writing/publishing)*

Planning for Your Financial Success (90 minutes)

Conference Room 4

Be the Architect of Your Art Career, create a blueprint to build your vision of success. Can you imagine what would happen if an architect worked without a plan? He wouldn't know what materials he needed or when he needed to do things. It would be a costly mess. This is true of building your business too. With plans you know exactly what you need to do, when you need to take each step and how much time and money you'll need to achieve your goals, faster with less stress and frustration. In this workshop we'll cover how to write your vision statement, your product line, your marketing plan, your income plan, and your business plan.

Session Presenters: *Sheryl Kosovski, Artful Work*

CAC / CAR Office Hours (9 - 11:30 a.m. / 12:30 - 2 p.m.)

Exhibit Table

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SESSION 8

Guerrilla Art Faire: Survival Tactics *workshop continues*

Aspen

Workshop Leader: *Lillian Roberts*

Micro Businesses Roundtable – Panel Discussion Extension

Cypress

Following the Session 7 Panel, Morello and Palmer will be available for more in-depth conversation about starting an artistic micro business.

Discussion Leaders: *Brian Morello, John Palmer*

Planning for Your Financial Success

Conference Room 4

Continues from Session 7 (1 - 2:30 p.m.)

Session Presenter: *Sheryl Kosovski, Artful Work*

ROUNDTABLE DISCUSSIONS

Roundtable discussions sponsored by Illinois State University, George R. and Martha Means Center for Entrepreneurial Studies.

Roundtable Discussions - General Art

Parlor

Roundtable Discussions - Visual/Media Arts

Oak

Mental Health Strategies for Artists: *Mike Veny*
Turning Art Success into Business Success: *Yuri Cataldo*
Publicity for Artists: *Jeff Elbel*

Graphic Arts: *Lynn Anderson*
Approaching and Working with Galleries: *Dexter Fabi*

Roundtable Discussions - Performing Arts

Parlor

Roundtable Discussions - Literary Arts

Oak

Theater Markets: *Sara Theis*
Using Technology Teaching Your Art: *Philip Brown*
Self-Funding Your Start-Up: *Jim Jozwiak*
Auditioning: *Leah Jozwiak*

eBooks: *Elaine Luther*
Blogging: *Isabelle Rizo*

Roundtable Discussions - Music

Parlor

Roundtable Discussions - Literary Arts

Conference Room 1

Music Industry: *Matthew Hennessy*

Publishing Your First Book: *Robin Strachan*

Roundtable Discussions - Visual Arts

Parlor

Roundtable Discussions - Visual/Media Arts

Conference Room 1

Freelance: *Marjorie Millyard*
Arts Management: *Eileen Braun*
Studio Photography: *Megan Drane*

Event Design (inlacing space, interior, graphic, food styling and more): *Tina Moran*

Faculty Roundtable Discussions

Conference Room 3

Teaching Financial Literacy to Non-Business Majors: *Gary Vaughan, Lawrence University*

Teaching Music Business - Best Pedagogical Practices: *Rose Marshack, Illinois State University*

CLOSING Session

Closing Keynote by Matt Boresi *Art Jam: Creating an Audience Experience, Any Way You Want, About Anything, Right Now*

Regency

Matt Boresi has made plays, musicals, opera, performance art for piano and mime, choral work with puppets, live podcasts and opera mash-ups with vegetables for singers. Audiences came to see them, paid money and had a great night out. In this closing address and massive group workshop, conference attendees will "jam" a work of performance art in nearly no time and based on random prompts and their own input. Lose your preconceived notions on what makes a "show" or an "installation," open your minds to devised and guerrilla work you can create using the resources available in your lives today, and leave the conference stoked to create.

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

PRESENTER Bios



David Adler
adler-law.com

For 17 years David Adler has crafted innovative solutions to entrepreneurs, executives, creative professionals and organizations. He has guided clients through the dynamic and sometimes murky legal challenges presented by the interrelated areas of trademark, copyright, media, entertainment, information technology and corporate law. A five-time Illinois SuperLawyer® in intellectual property, entertainment & media law, Adler was an adjunct professor at DePaul College of Law and Columbia College Chicago and chaired various Chicago Bar Association committees and is a member of the Illinois State Bar Association Intellectual Property Law Committee. He provides guidance on legal requirements colored with pragmatic advice allowing clients to remain mindful of risks implementing actionable strategies.



Lynn Anderson
Colordancedesign.com

Lynn and Tom Anderson combine their respective talents in graphic design, computer science, and photography by cofounding Colordance Design, a small graphic design firm located in Naperville. They specialize in the creation of artistic, custom-coded websites for small businesses and nonprofit organizations. Their services also include an array of conceptual print and media promotional materials, designed to connect small business messaging with the needs of their target audiences.



Barrett Baebler

Barrett Baebler is an entrepreneurial leader and catalyst. His passion for excellence allows him to connect the dots when others fail to see any dots and to formulate a plan to overcome obstacles. He embraces the opportunity to build better organizations as well as develop today's and tomorrow's leaders – in and out of the classroom. Dr. Baebler is an associate professor of entrepreneurship and nonprofit management at Webster University's George Herbert Walker School of Business & Technology. Additionally, he serves as the director for the master of arts in nonprofit leadership and former director of undergraduate entrepreneurship. Dr. Baebler also serves as the chair of the Management Department at the Walker School of Business. In the community, he serves as a business mentor to both for-profit and not-for-profit organizations.



Matthew Baron
futurehits.org

Matthew Baron worked in sales for years, but realized cold calling in business parks wasn't his calling. Therefore, he decided to pursue teaching to share his love of learning with English and Spanish-speaking students. This led to Future Hits, the heartfelt (yet secretly educational) music project for kids, families and teachers. While teaching for Chicago Public Schools, Baron began writing standards-aligned songs and differentiated assessments. Since then, he's written more than 50 songs, formed a band, recorded albums and administered his enrichment programs in countless classrooms and beyond. Future Hits will enhance your students' lives and learning (and perhaps yours, too!).



Janet Bloch
janetbloch.com

Janet Bloch earned a master of fine arts from the School of the Art Institute of Chicago. Bloch is the recipient of numerous grants, including an Illinois Arts Council Visual Artists Fellowship, a National Endowment of the Arts Regional/ Midwest Fellowship and two Artists Grants from the Indiana Arts Commission. Bloch has had several solo exhibits nationwide. Her work is in collections of the South Bend Regional Museum of Art, Illinois State Museum, Deloitte and Eaton Corporations. She has been selected as a finalist in three public transit projects. Since 2009 she has served as the education director at Lubeznik Center for the Arts in Michigan City, Indiana.



The Blue Connection

The Blue Connection is a student-run art gallery through Millikin University. It is one of the six student-run ventures through the school, but one of the few that works with the other five. It works with artists through Millikin and in the Decatur community. Presenting for Blue Connection will be Basia Brown, Nicole Edgecombe, and Angie Fasset.



Julia Borcherts
[@JuliaBorcherts](https://twitter.com/JuliaBorcherts)

Julia Borcherts is a literary and entertainment publicist with Kaye Publicity. She was previously self-employed as a freelance journalist for 10 years, writing the weekly theater and daily "Eat. Drink. Do." columns for RedEye and contributing extensively to Time Out Chicago, Windy City Times, ChicagoBoxing.com and many other publications. Borcherts is also the cofounder of the popular Reading Under the Influence live lit series and an adjunct professor in the department of creative writing at Columbia College Chicago.



Matt Boresi
hilliardandboresi.com

Matt Boresi is a writer of original operatic, musical theatre, madrigal, choral and art song works, which are performed across the country and have been called "inventive and ably balanced" by Variety, "truly scrumptious" by Backstage and "bursting with wit and charm" by Talkin' Broadway. Boresi is a stage director and teacher of opera and musical theater and currently program director for musical theatre at the Music Institute of Chicago and visiting lecturer at North Central College, his alma mater, and Carthage College.

PRESENTER Bios



Eileen Braun
eileenbraunceramics.com

Eileen Braun received her B.A. in sculpture and art education at Indiana University. She worked as a public school educator, manager-buyer for the Spertus Museum shop and as executive director of a Hudson Valley N.Y. art center, initiating what is currently referred to as a pop-up gallery. Studio ceramics is now her focus. Her work is featured in galleries nationally with teapots included in numerous teapot collections, invitationals and publications. She is a recipient of the 2014 NICHE Award and a double 2015 NICHE winner. Her work is currently on view at the Hartsfield-Jackson Airport featuring the best of Atlanta's Contemporary Ceramic artists.



Philip Brown
Brown Music Services
Brownmusicstudio.com

Philip Brown is a sought-after trombonist and educator in the Chicago area. He is endorsed by Conn Selmer as a Bach artist and clinician and performs on Bach instruments exclusively. Brown has the pleasure of performing with some of the finest musicians in Chicago on a regular basis. Because of his passion for educating musicians, he maintains one of the largest teaching studios in the country, teaching 70 private students on a weekly basis in the Chicago suburbs. Many of his students are members of the Chicago Youth Symphony Orchestra, which has been recognized as one of the most prestigious youth orchestras in the country. He also works for the Chicago Youth Symphony leading sectionals and chamber ensembles. Brown regularly judges Illinois Music Educator Association and Illinois High School Association events. He offers clinics in brass performance, chamber music and artist entrepreneurship through the generous funding support of Conn Selmer.



Yuri Cataldo
@YCataldo

Yuri Cataldo helps artists find strategies that allow them to succeed in the business world. He is an award-winning costume/set designer, the founder/CEO of IndigoH2O – a two-time international award-winning premium alkaline mineral water that can be found all across the United States, India, Italy, Norway and Sweden. He is a podcaster, painter, professor and triathlete. Named one of Indiana's "40 Under 40 Business Leaders" for 2013, he has been featured in INC, Forbes, The Huffington Post and numerous other websites and media outlets.



Chicago Artists Coalition & Chicago Artist Resource (CAC/CAR)

chicagoartistscoalition.org
chicagoartistsresource.org

The Chicago Artists Coalition (CAC) is committed to cultivating groundbreaking exhibitions and educational opportunities, and to building a diverse community of artistic leaders that defines the place of art and artists in our culture and economy. Chicago Artists Resource (CAR) is an innovative arts service website administered by the Chicago Artists Coalition. CAR is an online extension of the capabilities, resources and leadership of the city's cultural community and a demonstration of Chicago's commitment to the important contribution successful artists make to a vital, world-class city. CAR provides artists with information on a wide range of issues related to professional practice and a connection to local, national and international resources.



Megan Drane
fireflynightphotography.com

Megan Drane of Firefly Nights Photography is an internationally award-winning portrait and commercial photographer. By capturing people's true essence in combination with mastered lighting and experience, she creates true pieces of art. In addition, Drane is nationally known in the industry for her work with special needs children, especially those with autism. Firefly Nights provides maternity, newborn, baby, child, senior, family and athlete portraits.



Jeff Elbel
marathonrecords.com

Jeff Elbel is a writer, musician and producer with experience in rock, world music, theater, symphonic band, Motown-based pop, alt-country, neo-classical and American folk. As bandleader, he has released seven albums of original material on his Marathon Records label. Elbel's music appears in film, television, school curricula and international radio. He holds a master's degree from the University of Illinois. He writes a weekly column for the Chicago Sun-Times and contributes to Illinois Entertainer, "Tape Op" and "The Big Takeover." He runs Happy Club recording studio in Wheaton.



Dexter Fabi

Dexter Fabi has been drawing and painting since age 7 and has a natural-born passion for the arts. He has exhibited in many fine art galleries and shows in the Chicago area and California. If asked what his inspirations are, they would be the Italian Renaissance and French art of the 19th century. One of his favorite mottos is "Ars longa, vita brevis," a maxim that dates from the ancient Greeks. The meaning of the statement is that art is long and immortal and shows that via art, the artist can attain a sort of immortality.



Melissa Fox
figgy.net

Melissa Fox is a director, cinematographer and editor. She earned her B.F.A. in video and photography from the University of Illinois at Chicago in 2004. A teammate at Fig media since January 2005, Fox has directed and shot a wide range of projects from documentaries, commercials and nonprofits to large corporate brands, marketing campaigns and weddings. She is a perpetual student who understands the value of keeping her skills sharp while teaching and leading the teams she works with toward creating inspiring work. She is a three-time Telly Award winner for directing and cinematography and won best branded film in the original iPhone film festival as best director. As an artist she just completed an exhibition that featured her photography on the Chicago Teacher's Union Strike.

PRESENTER Bios



Paula Frasz
danszloopchicago.com

Paula Frasz “has the talent and vision made infinitely clear in the sharpest and best-designed work,” announced Sid Smith in the Chicago Tribune. Tribune critic Lucia Mauro calls her “a standout.” Artistic director of DanszLoop Chicago, Mordine & Company featured dancer and featured dancer at the Lyric Opera of Chicago, Frasz has performed and choreographed nationally and internationally and won numerous grants and awards. A full professor at Northern Illinois University, Frasz was nominated for a Presidential Teaching Professorship.



Julia Griffey

Julia Griffey is an associate professor of interactive digital media and the program facilitator for interactive digital media at Webster University, St. Louis. Her research interest is in physical interactive media and the use of interactive media tools for marketing and promotion. In addition to teaching and academic research, Griffey works as a web and interactive designer and developer and has created websites and games for many educational and corporate clients. Griffey’s interactive work has been installed in children’s museums around the world and her animation has been screened in several film festivals around the United States. She currently serves as the director of e-commerce for St. Louis-based manufacturing company, Nomax Inc. Griffey holds an M.F.A. in design from the Massachusetts College of Art, an M.A. in apparel design from Cornell University and a B.S. in engineering from the University of California at Berkeley.



James Gustin
figgy.net

James Gustin is CEO of Fig media, and in five years of operation, the company has grossed more than \$1 million in sales and filmed some 1,000 weddings. Thanks to its industrious use of Zacuto gear, Zacuto has just finished a short demo video featuring Fig Media using one of its new rigs. Before winning four Telly’s for producing, directing and editing, Gustin graduated from University of Houston with a B.A. in philosophy (honors). He also has been listed as the artist-in-residence for the Southwest Alternate Media Project in Houston. He is a graduate of the Second City Conservatory of Comedy and was an artist and coordinator for Chicago’s Short Comedy Film Fest from 2001 to 2007. Gustin has been married for 22 years; he is the father of a 7-year-old, a blue belt in Brazilian JuJitsu and a motorcycle enthusiast.



Matthew Hennessy
vsoproductions.com

Matt Hennessy is a Chicago-based producer, mix engineer and studio owner with strong roots in the Chicago urban music scene. He received formal training at Berklee College of Music, studying both jazz performance and production. In 2000, Hennessy joined the staff of Chicago Trax/The Chocolate Factory to engineer projects for R. Kelly, Jay-Z, Kanye West, DMX and many others. In 2009 he opened VSOP Studios in Chicago where the studio has established itself as the place to go to make sure your music simply sounds better. Currently it is expanding to a new location located in Chicago’s West Town neighborhood where VSOP will house both a world-class tracking and mixing space and four production studios. Recently Hennessy mixed and mastered projects for Twista, Jeremih, Siko Mob and the large Chicago ensemble, Sidewalk Chalk. He is working on production projects for Chicago artists Nikki Lynette and Ross David. In 2004 Hennessy became more involved with the Chicago Recording Academy Chapter, helping with events and Grammy Awards-related projects and in 2012 was elected president of the Chicago Chapter of The Recording Academy.



Julie Holloway
jmhcre8ive.com

Julie M. Holloway is a multi-passion entrepreneur based in the northwest suburbs of Chicago. She is founder of JMH Cre8ive Solutions, a full-service boutique agency. She is curator of a book series titled “The Entrepreneur Within You,” featuring inspiring and transparent stories and experiences told by herself and contributing authors. She has an enormous heart and hunger for collaborating and assisting businesses carry through their creative vision. Holloway loves spending family time with her family, writing, painting and listening to music! Her favorite quote and brainchild, “dreams are real, follow them,” is the center of her artistic expressions.



Jerry Huang

Jerry Huang is senior program director for entrepreneurship at the University of Chicago. He focuses on helping students find the right opportunities to develop their interest and skills in entrepreneurship, whether through competitions, internships, accelerator opportunities, networks or seed funding. He also takes the lead on the College New Venture Challenge, which allows undergraduates to put their innovative ideas into practice. Huang has an extensive background working with start-ups, small businesses and finance. Huang earned his B.A. in ethnic studies from the University of California at Berkeley, a master’s in public policy from the Harris School at the University of Chicago, and an M.B.A. from the Kellogg School of Management at Northwestern University.



Jessica Jacobs
art-ally.com

Jessica Jacobs is an artist, designer, marketing strategist and entrepreneur. Her photographs have been widely exhibited, and she operates her own design consultancy. Jacobs received a B.S. from Northwestern University and an M.F.A. from Savannah College of Art and Design. She is currently an assistant professor in the business & entrepreneurship department at Columbia College Chicago. Jacobs recently founded Art Ally, which offers a range of services for artists, from simple guided questionnaires to workshops to in-depth one-on-one coaching. With experience as both an artist and businessperson, Jessica understands both perspectives and the skills needed to succeed in both worlds.



Steven Jenkins

Chef Steve Jenkins is director of the food innovation and entrepreneurship program within the nutrition and dietetics department at Saint Louis University. Prior to attending the Culinary Institute of America, Jenkins was an English major and worked as a marketing consultant specializing in brand equity work for Fortune 100 companies. After owning his own restaurant and opening restaurants for investors, Chef Steve now teaches culinary students to build local sustainable food systems using entrepreneurship to address food justice issues in St Louis. At SLU, he oversees a food processing center, a school lunch program serving three local schools and a shared-use kitchen.



Jim Jozwiak bandfortoday.com

Jim Jozwiak has been an entrepreneur all his life. Starting young as a professional trumpet player for 25 years, he worked with some of the giants in the entertainment world, including 17-time Grammy Award-winner Tony Bennett, Mel Tormé, Ella Fitzgerald, The Temptations, Frankie Valli and the Four Seasons and playing at President Clinton's first inaugural in Washington, D.C. In 1984, Jozwiak founded Band For Today which is an outsource company for music education to schools. In 2013 the company went national and is now running in 15 cities in five states. In the 30 years since the company was founded, Band For Today has provided music education for more than 25,000 students. Jozwiak and his wife Leah have three children who are also successful entrepreneurs in the music business. Daughter Brittany was seen by 30 million people on "American Idol" performing behind Diddy, along with backing Nicki Minaj on the American Music Awards. Son Nick recently performed at the Bern Switzerland Jazz Festival and youngest daughter Kelly, who attends Berklee College of Music, plays professionally in Boston. Last year Jozwiak started Small Business Solutions, a coaching and consulting business dedicated to helping entrepreneurs find balanced success in life and work.



Leah Jozwiak themusicsuite.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 16 years, she has been owner and director of The Music and Dance Suite in Naperville. Her 30 instructors teach weekly lessons to more than 550 students. She also provides instructors and programming to 10 other facilities including Naperville, Bolingbrook and Woodridge Park Districts and the Fry Family YMCA. Besides being the owner of The Music and Dance Suite, Jozwiak is also partners in two other ventures. For the past 30 years, Jozwiak has been co-owner of Band For Today an outsource solution for schools that would like to implement instrumental music. Music instruction and instrument rentals are provided at no cost to schools. More than 20,000 students have been instructed by the Band For Today staff. Prodigy Arts Readiness Training is her newest venture, which provides music, dance and yoga programs to preschool and daycare facilities. Jozwiak has been extremely fortunate to have been able to raise her family in Naperville for the past 30 years while building her businesses and truly touching the lives and hearts of so many children and their families.



Sangita Kasturi

Sangita Kasturi is president of Tan270 Consulting, offering programs and coaching in Leadership, Women's Leadership and Diversity Management. For 15 years, Kasturi has combined her unique background in the arts and the sciences to help businesses worldwide build leadership and talent capabilities. Sangita is a M.B.A. professor at the Lake Forest Graduate School of Management, where she teaches executive success skills, among other courses. She is the winner of an Associated Press award for journalistic excellence. She serves on the board of the Milwaukee Women's Fund and the Global Diversity and Inclusion Foundation. Kasturi holds a master's in liberal studies from Northwestern University and a bachelor's in engineering from Rensselaer Polytechnic Institute. She is a certified Myers-Briggs facilitator.



Jessica Kizorek TwoParrot.com

For the past 15 years Jessica Kizorek has become known, both domestically and abroad, as an entrepreneur and international activist specializing in women's financial empowerment. Working primarily with large nonprofits through her company Two Parrot Productions (co-founded with her father Bill Kizorek), she has created more than 30 short films and video-centric fundraising campaigns. Having traveled to more than 60 countries, she has covered many humanitarian causes as a journalist and documentarian. Kizorek has lectured at prestigious universities such as Princeton, authored eight books and been a featured small business expert on media outlets, including CNN and Fox News. In addition to being a professional photographer/videographer, she is also a fine artist, a poet, calligrapher, painter and sculptor of light.



Sheryl Kosovski artful-work.com

Sheryl Kosovski is an expert in creative business development and a financial coach. Through her company Artful Work she offers classes and workshops as well as one-on-one coaching to help creative small business owners grow their businesses and make a great living. Kosovski teaches entrepreneurship at Saint Mary's College in Notre Dame, Indiana. Before starting Artful Work Kosovski was a professional artist for more than 20 years.



Kara Kurcz motiv8tv.com solasfashion.com

An entrepreneur, TV producer and filmmaker, Kara Kurcz began her television career on the crime show, "America's Most Wanted," where she quickly rose through the ranks from intern to producer as she pitched, wrote and even directed the show's re-enactments. She has received accolades on MSNBC and in TV Guide for her "refreshing approach and honesty" in storytelling. She has directed and executive produced television shows for a wide range of networks from TNT to MTV. Her handbag line Solas Fashion has been featured in worldwide publications such as Vogue, Entertainment Weekly and Entrepreneur Magazine. She also has appeared as a guest on several media outlets, including Extra, E! News, ABC and Fox News. Her production company Motiv8 Media has many successful partnerships with networks such as Lifetime and actors such as Jane Lynch.

PRESENTER Bios



Michael Luchies
MichaelLuchies.com

Luchies's passion lies in helping others within entrepreneurship. He is the director of content programming for Pursuit, founder of TrepRep, interview editor for Under30CEO, freelance journalist and an entrepreneurship lecturer at Illinois State University. As a writer, Luchies has published more than 800 articles and accumulated some 2.5 million pageviews. He is currently on a mission to publish 365 articles in 2015.



Elaine Luther
elainelutherart.com
creativetexturetools.com

Elaine Luther is an artist whose sculptures and mixed media collage paintings have been exhibited in Chicago and across the country. Her jewelry is sold online, at the Illinois Artisans Shop, Woman Made Gallery and small craft shows—the kind with food trucks. She's been blogging at All Things Metal Clay since 2007. Luther helped cofound three not-for-profits, including the Chicago Metal Arts Guild, where she served as president of the board. She is an advisory board member for Woman Made Gallery and the leader of a local Curiosity Hacked group.



Jennifer McCord
jennifermccord.com

Jennifer McCord is an associate publisher and executive editor for Coffeetown Enterprises. She is also a writer, educator, publishing consultant and certified Creativity Coach in Seattle as Jennifer McCord Associates LLC, jennifermccord.com. Throughout her 25-year career in the book business, McCord has worked in nearly every aspect of the publishing industry from traditional publication paths to small press and self-publishing ventures. For many years, she has dedicated her experience to the success of the Northwest writing community as UW Extension Advisory board member, past president of The Seattle Free Lances and PNWA, and was on the advisory board for the Fine Writing Program at Edmonds Community College. McCord is also a SEA ambassador.



John McDavitt
mcdavittdesign.com

John McDavitt is an artist/entrepreneur. He works in both traditional and digital mediums on a variety of client projects ranging from murals to product development to illustration. McDavitt is president of McDavitt Design Studios, Inc.. McDavitt is also a pastor at the Rock Community Church in Romeoville, IL. Visit mcdavittdesign.com.



Preston Miller
theuai.com

A choreographer in Chicago and New York City, Preston Miller began his technical dance training under the direction of Randy Duncan and Anna Paskevka at the Chicago Academy for the Arts. He went on to attend and receive a B.F.A. in dance from the Ailey/Fordham University. Where he became the first student to receive a dual degree in choreography and dance. Miller's choreography has been performed by the Bad Boys of Dance, Grand Rapids Ballet, members of Ailey 2, Alvin Ailey American Dance Theater and William Forsythe Company. In 2010 he was commissioned to create a duet featuring Principal at NYCB, Joaquin De Luz and Alvin Ailey dancer Clifton Brown. Recently, Miller has extended his diversity by setting works on dancers from Kansas City Ballet, Grand Rapids Ballet, Sarasota Ballet, Beyonce's Concert at Revel and Alvin Ailey American Dance Theater. In 2012, he became an adjunct faculty member of the University of Nevada in Las Vegas. In 2013, Miller choreographed the film "Enemy Within" for the United Artists Initiative. The film featured the rare and high profile collaboration of Tiler Peck (NYCB Principal), Matthew Rushing (Alvin Ailey Director), Samantha Figgins (Complexions) and Marquese Scott.



Marjorie Millyard
millyarddesign.com

Marjorie Millyard has been a senior designer at a leading firm in Boston and now is president at her own firm. She has worked to mentor young coworkers and develop long-lasting relationships with clients and vendors. Embracing new technology and keeping an eye to the fundamental principles of graphic design has allowed Millyard to practice her profession for more than 30 years for a broad spectrum of clients from nonprofit to fashion/retail.



Tina Moran
OhSoSwank.com

Tina Moran, founder of Oh So Swank! is one of California's most creative and innovative event designers. Since 1988, Moran has brought her talents to product launches, nonprofit affairs, fashion shows, corporate and high-end social events. Moran brings her knowledge of the latest industry trends to each event while incorporating dynamic twists that spin traditional ideas into something unique and unexpected. Looking to share her knowledge with brides, Moran created her DIY seminar The Bride's Academy and has been a featured designer on WE Network's "Platinum Weddings." In business since 1994, Oh So Swank! designs and coordinates a wide array of corporate, social and wedding events.



Brian Morello
beloit.edu/celeb

Brian L. Morello is director of Beloit College's Center for Entrepreneurship in Liberal Education in Beloit, otherwise known as CELEB. A successful businessman and 1985 Beloit College graduate, he oversees the directorship of the college's small business incubator, which encourages students to develop the skills necessary for self-employment through actual practice. He is also founder and president of a proprietary beer branding and marketing company that repurposes major out-of-service breweries and is now the nation's largest dedicated contract brewer. He is also an investor in TLX Technologies, LLC, a producer of patented high-speed solenoids. Morello earned his B.S. in economics and management at Beloit and has an M.B.A. in finance and business strategy from the University of Chicago's Booth School of Business.



Tim Nelson
SecondActConnection.com

Timothy Nelson is a career coach who works with those seeking to connect their personality styles with their careers. For 36 years he was on the music faculty at Olivet Nazarene University and worked with college students as a mental health counselor, career counselor and coach. Throughout his career he also worked part time as a church musician and performer.



Lieutenant Norals IV
BLUtintPhotography.com

"If dreams are for people who are still asleep and life's for those of us who are awake, while living your life you might as well make your dreams come true." Lieutenant Norals IV lost everything he had ever worked for over his lifetime when the housing market went under and he found himself with no options but to start his life anew. He decided, this would be the perfect opportunity to use his secret love (fine art) to diligently pursue a different life outside the impoverished streets of south Chicago. This transition began by becoming a student of Harrington College of Design's digital photography program to put a degree behind the new profession he'd chosen to pursue. As a recent graduate of Harrington he was all about honing his craft and delivering the best product that everyday life and he can produce as a team. He believes, that if one truly wants to flourish effortlessly in a field of choice, it would really help if he/she does something that they love. He loves life and capturing it from almost every aspect for others to view is a bonus. So, be it product, fashion, look books, comp cards, architecture, lifestyle or fine art shooting, it is something he loves doing on a consistent basis. This also means that when clients hire him, his love of capturing life and the pursuit of bringing their vision to fruition, will render some outstanding results.



Warren Palmer

Warren Palmer is a professor in the department of economics at Beloit College and Coleman Foundation chair of entrepreneurship. A late entrant into academia, Palmer previously owned a print shop, worked as a publications consultant, contributed articles to Organic Gardening magazine, designed and built a house with his spouse in the mountains near Missoula, MT, and operated some small or micro-business continually since 1975. He has taught courses on microeconomics, macroeconomics, accounting, finance, comparative economic systems, international comparisons of industrial firms, managerial economics, the Chinese economy, and energy and environmental economics. Palmer graduated with a B.S. from the University of Montana and a Ph.D. from the University of Wisconsin-Madison with a major field in comparative economic systems and a minor field in Asian studies.



Misti Patrella
coachmisti.com

Misti Patrella is a life and business coach for Passion-Driven Entrepreneurs. But the road didn't start there. She has more than 15 years of experience in marketing and advertising and has worked with a range of businesses from large corporations to solopreneurs (her faves!). She is also a trained actor with more than seven years enjoyment and counting. "I believe that doing what you love and making money do not have to be mutually exclusive ideas. I have figured out a way to do that for myself, and I am excited about helping you figure it out for you."



Greta Pope
gretapope.com
TheMusicBusinessExpert.com

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



Isabelle Rizo
TheBellaVie.com

Isabelle Rizo is a blogger by day and self-publishing zinester by night - when not studying holistic health or working on a DIY project. At her blog TheBellaVie.com she encourages women to live their own beautiful lives. She helps women through courses, books, consulting on travel hacking, entrepreneurship and DIY living. She has worked as an English teacher in China, a production assistant at PBS, a celebritechie coordinator for Radmatter and a nerdfighter gathering organizer for Chicago.



Lillian Roberts

Lillian Roberts is an artist consultant and arts advocate commentator. Her commitment to the rights of the artist and to community arts began the School of the Art Institute of Chicago. Her work experience has brought the arts and “creative thinking” into the museum industry, special education and the corporate world.



Andrea Rosenfeld

andrea-rosenfeld.com

Andrea Rosenfeld's journey is filled with exploration, playfulness and connections. A fine artist and wholesale business specialist, she exhibits and sells her art and jewelry while building her Mind Your Art Business, an educational company. Rosenfeld is dedicated to teaching the creative community in Michigan and beyond how to engage in healthy business and relationship strategies. She is also Founder and CEO of the Detroit Art & Business Institute which is focused on increasing the value of artists and entrepreneurs.



Madeleine Roux

madeleine-roux.com

Madeleine Roux is the New York Times bestselling author of “Asylum,” which has sold into nine countries around the world and which Publishers Weekly called “a strong young author debut.” Roux is also the author of the zombie survival series “Allison Hewitt Is Trapped” and “Sadie Walker Is Stranded.” A graduate of Beloit College, Roux lives and works in Los Angeles.



Elizabeth Russell

erklaw.com

Elizabeth T. Russell helps businesses protect their most important assets by providing thoughtful, thorough counsel in the fields of copyright, trademark and Internet law. She also maintains a vibrant arts and entertainment practice. Russell is a frequent author and speaker and teaches legal issues for artists at the University of Wisconsin-Whitewater. She enjoys taking complicated issues and explaining them in understandable terms for nonlawyers. She is author of the newly released “Arts Law Conversations: A Surprisingly Readable Guide for Arts Entrepreneurs.” She has an undergraduate degree in music, is admitted to practice law in the states of New York, Connecticut and Wisconsin and is remarkably fluent in plain English.



Carin Silkaitis

carinsilkaitis.com

Carin Silkaitis is a busy working actor/director/acting coach/photographer. Recent Chicago credits include Doctor Manor in “Sons of the Prophet” (American Theatre Company), Queen Margaret in “Richard III” (Oak Park Festival Theatre) and Izzy in “Rabbit Hole” (u/s Goodman Theatre). Her favorite regional credits include “Love Letters,” “Dangerous Liaisons” and “A Comedy of Errors.” Last year, she was the understudy Dean Wreen in “Seven Homeless Mammoths Wander New England” (Theatre Wit). Silkaitis received her M.F.A. in acting from the Theatre Conservatory at Roosevelt University and she is the department chair of art and theatre at North Central College. This summer, she will be directing “The Ballad of Baby Doe” for Music By The Lake, where she previously directed “La Traviata,” “Madame Butterfly,” and “La Boheme.” She is also a Chicagoland photographer whose works can be viewed on her website. Silkaitis is the artistic director of The Other Theatre Company, a new collective of artists telling stories about “othered” populations and their allies and is proud to be represented by Paonessa Talent in Chicago.



Jade Simmons

jademedia.org

Jade Simmons, classical music's “No. 1 Maverick,” repeatedly defies expectations, delivers riveting performances and innovates at every turn. As an “emergence expert,” she has been called upon both inside and outside the music industry by organizations and entrepreneurs looking to create a culture of excellence and foster meaningful change. Her presentations give powerful insights into creating a unique personal brand that leaves a lasting impact on the world. With boundless energy and intellect, Simmons teaches audiences not only how to lead, but she accelerates them into becoming the largest, most uncommon version of themselves possible. She has a special affinity for helping creative women walk in their purpose, package their prowess and profit from their passion.



Katie Sowa

futurefounders.com

katiesowa.com

Katie Sowa is the director of community engagement for the Future Founders Foundation, a nonprofit that inspires youth in Chicagoland to explore and practice entrepreneurship. She leads College Founders, the collegiate division of the Future Founders Foundation. Prior to Future Founders, Sowa was director of operations for the Collegiate Entrepreneurs' Organization (CEO), a collegiate entrepreneurship network with chapters on hundreds university campuses across North America. Before CEO, Sowa was recruited to manage the finances and establish company-wide processes for a multi-million dollar electronic refurbishing start-up. She was previously a technology commercialization consultant for the Peoria NEXT Innovation Center and the Bradley University Technology Commercialization Center. Sowa received her M.B.A. from DePaul University and graduated summa cum laude from Bradley University with a B.A. in entrepreneurship and business administration. Sowa is also a professional Latin and ballroom dance instructor. She has 20-plus years dance experience in styles ranging from hip hop and jazz, to ballet and ballroom. She has competed and choreographed on a national scale.

PRESENTER Bios



Rose Spinelli

Founder of The Crowdfundamentals, a consultancy, blogging and educational site, Spinelli was recently cited one of the "100 Most Influential Crowdfunding Thought Leaders Today." She brings more than two decades' experience as an independent journalist and magazine editor, filmmaker, nonprofit executive and educator to her crowdfunding work making her a sought-after presenter at conferences and webinars. She's a columnist, contributing writer and online instructor.



Robin Strachan

Robin Strachan is a writer whose poetry, fiction and nonfiction have been published in local, regional and national publications for more than 30 years. She began her writing career as a reporter and features writer in Pennsylvania. She was honored in 2005 as emerging artist for the Allied Artists of Cambria-Somerset-Bedford counties in Pennsylvania in addition to winning first, second and honorary mention prizes in a state poetry contest in 2006. In 2011 she published her first novel "Manifesting Dreams," and her next novel "Designing Hearts" (Coffeetown Publications/Camel Press) is set to be released in 2015. A third novel is in the works. Strachan holds a B.A. degree with dual majors in English and philosophy, as well as certification in nonprofit administration.



Carl Swanson

Carl Atiya Swanson is Springboard for the Arts' director of movement building, a role that encompasses project management of the national sharing platform, Creative Exchange; organizational marketing and communications, development and media relations. Swanson previously worked at the Minneapolis Institute of Arts and founded Crown & Sparrow, a boutique communications consulting firm specializing in work with artists. He is a theater maker with Savage Umbrella, a company dedicated to creating new, relevant works of theater and is on the board of the Young Nonprofit Professionals Network, Twin Cities. Swanson holds a B.A. in studio art from the University of Southern California and an M.B.A. from the University of St. Thomas Opus College of Business.



Sara Theis

As an Equity stage manager, Sara Theis has stage managed at Stages St. Louis, Great Lakes Theater Festival, Repertory Theatre of St. Louis, National Theatre of the Deaf, Cleveland Signstage, Porthouse Theatre, Cleveland Public Theatre and Milwaukee Shakespeare. In addition to her work as production manager and teacher at Millikin University, she acts as a faculty mentor to the student board of Pipe Dreams Studio Theatre. Prior to arriving at Millikin, Theis was the production and facilities manager for Imagination Stage, a theatre for young audiences in Bethesda, Maryland.



Gary Vaughan

guidentbusinesssolutions.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 also has been a judge for the Wisconsin Governor's Business Plan Contest for the past several years. He is a lecturer of economics/entrepreneurship at Lawrence University.



Mike Veny

UnleashYourGroove.Com

Mike Veny is a sought after keynote speaker and professional drummer. He delivers entertaining, engaging, and educational experiences to conferences and events throughout the world. After filing for bankruptcy at age 25 and reading the book, "The E-Myth Revisited" by Michael Gerber, Veny made the decision (on the way to the bankruptcy court) to commit all of his efforts to being successful entrepreneur. His product idea stood out clearly in his mind - his drumming.



Ben Waltzer

Ben Waltzer joined Career Advancement in fall 2013 as the inaugural Klingensmith Program Director, UChicago Careers in Journalism, Arts, and Media. Working with university partners including the David and Reva Logan Center for the Arts, Waltzer builds networks, opportunities and programming for students interested in exploring careers in these fast-changing fields. Before coming to Chicago, Waltzer was associate director of the Louis Armstrong Jazz Performance Program at Columbia University where he taught jazz piano, directed ensembles and developed a performance-based course on the social history of jazz improvisation. Waltzer is a recording artist, a composer for commercials, television and film, and an arts and culture journalist whose work has appeared in The New York Times, Tablet magazine, All About Jazz and elsewhere. Waltzer holds a bachelor of arts from Harvard College and a master of science from Columbia University's Graduate School of Journalism and attended the New England Conservatory of Music.

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CELEB is an entrepreneurship center and program.

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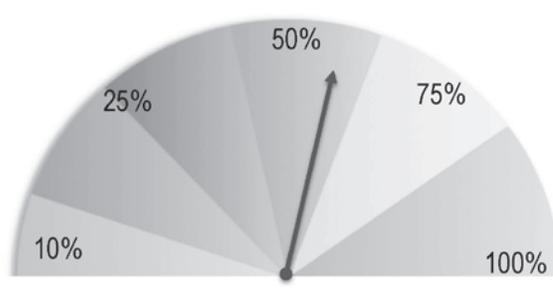
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