

TITLE: SEA Conference connects emerging artists with needed business skills and connections
ABSTRACT: North Central College hosts the 16th annual Self Employment in the Arts (SEA) Conference Feb. 26-27 to help aspiring artists become successful entrepreneurs.

North Central College's Self Employment in the Arts Conference teaches business of arts

NAPERVILLE, Ill. (Feb. 5, 2016)—North Central College's 16th annual Self Employment in the Arts (SEA) Conference Feb. 26-27 will help aspiring artists learn to become successful entrepreneurs.

The SEA Conference provides educational resources to help aspiring artists gain entrepreneurial knowledge and skills needed to establish and maintain careers as independent artists. The conference features performances, workshops, panel discussions and other activities tailored to actors, filmmakers, musicians, painters, sculptors, writers and other artists.

Activities include keynote presentations, artist-led sessions, panel discussions, one-on-one mentoring sessions, round table discussions and workshops. Also, there are performances, a juried college art competition, Pitch Competition for Creatives and opportunities for educators to share best practices.

The 2016 SEA Conference will be held at the Hilton Lisle/Naperville Hotel, 3003 Corporate West Drive, Lisle, starting at 1 p.m. on Friday, Feb. 26, and ending at 4 p.m. Saturday, Feb. 27. The registration fee for students is \$119 for the full conference or \$70 for one day. For nonstudents the fee is \$199 for the full conference or \$110 for one day. Late fees apply for registrations after Feb. 12. For more information and to register visit selfemploymentinthearts.com or contact Amy Rogers, SEA director, at 630-637-5468 or aerogers@noctrl.edu.

This year's SEA Conference will feature two keynote speakers: [Dionna Griffin-Irons](#) from The Second City and [Tom Sharpe](#), drummer for Mannheim Steamroller.

Griffin-Irons will deliver a keynote address, titled "Building the Unexpected in Your Business and Art," at 1 p.m. Friday, Feb. 26. She is a writer, alumna of The Second City Detroit, and current director of Outreach & Diversity at the legendary comedy theatre The Second City. She is a champion of empowering students, actors, women, inmates and professionals to own their "voice" and give themselves permission to play and be heard wherever they are.

Sharpe, drummer for the Grammy Award-winning group Mannheim Steamroller, will present the second address, "Defining Your Artist Self," at 5 p.m. Friday, Feb. 26. He is a sought-out performer and clinician and the creator of his own group, the Tom Sharpe Ensemble. Sharpe's own compositions have won many awards, including the John Lennon Songwriting Contest and the Broadjam World Music Contest.

In addition, more than 50 different presenters from across the country representing all areas of the arts will lead sessions and mentor attendees. A panel on Saturday morning will feature student creative entrepreneurs from North Central College, Columbia College Chicago, Arizona State University, Kendall College and North Carolina State University.

The lunch session on Saturday will present the live finalist contest for the Pitch Competition for Creatives. Selected students will "pitch" their ideas to judges who have contributed to a prize pool. Judges include Stacey Earnest, Ace Metal; Jim Jozwiak, Band for Today; Elizabeth Laken, University of St. Francis; Ryan Meegan, Dude Products; Jose M. Romaguera, The Entrepreneurial Spark™; Scott Palmer, Spikeball; Weien Wang, Freelance iOS Developer; Andrea Sreshta, LuminAID; and Gary Vaughan, Guident Business Solutions.

Visit selfemploymentinthearts.com for a full list of the many other artists and entrepreneurs who will host roundtable sessions, panel discussions and conduct workshops.

SEA is sponsored by The Coleman Foundation, North Central College, a grant from the Illinois Arts Council, a state agency, and the John E. and Jeanne T. Hughes Charitable Foundation. Additional sponsors include Guident Business Solutions, Russell Law, Blick Art Materials, Beloit College, Millikin

University, University of St. Francis, Ace Metal, the George R. and Martha Means Center for Entrepreneurial Studies, Illinois State University, and Arizona State University Herberger Institute for Design and the Arts.

This conference is among many ongoing programs at North Central College to enrich and broaden the cultural and academic outlook for the College and community. North Central offers a variety of venues accommodating a rich range of local and world-class events, performances and space needs for the public. For a comprehensive schedule of musical performances, theatrical and dance productions, art exhibits and lectures, visit northcentralcollege.edu/show or call the box office at 630-637-SHOW (7469).

Contact: Nancy Dunker, associate director of media relations, [630-637-5306](tel:630-637-5306), nadunker@noctrl.edu

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<http://www.secondcity.com/people/chicago/dionna-griffin-irons/>
<https://www.shoptomsharpe.com/>