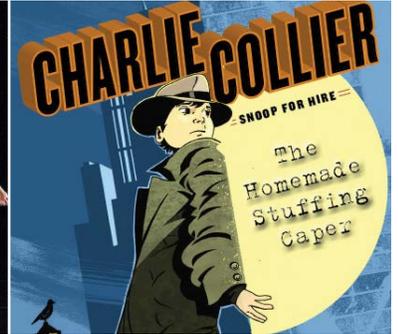


13th annual

SEA Conference

An event for Performing, Literary, Media & Visual artists



YOUR *passion*
Your LIFE

February 22 and 23, 2013
Hilton Hotel, Lisle, Illinois
selfemploymentinthearts.com

 #seaconf2013

SEA in the Arts
Self Employment ●

Welcome

We're glad you have joined us for the 13th 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 a wonderful 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

Executive Director Brian Hanlon
North Central College
Founder Gary Ernst
North Central College
SEA Director Amy Rogers
North Central College
SEA Student Intern..... Samantha Andersen

SEA Advisory Board Members

Sharon Alpi Millikin University
Joe Roberts..... Webster University
Mark Hoelscher Illinois State University
Jerry Gustafson Beloit College
Jeffrey Fisher Fisher Creative Group
Janet Bloch Artists Road to Success

Melissa Sallée Dance Detour
Gary Vaughan Lawrence University/
Guident Business Solutions
Elizabeth Russell..... Russell Law
John McDavitt McDavitt Design
Stacey Earnst Ace Metal Refinishers, Inc.

On the Cover

Philip Brown, Lyle Salmi, The Dance COLective
(photo by William Frederking), John Madormo

Pictures Below

Eileen Braun, Melissa Sallée; Dance Detour,
Susan Mulder, Kim Scerine

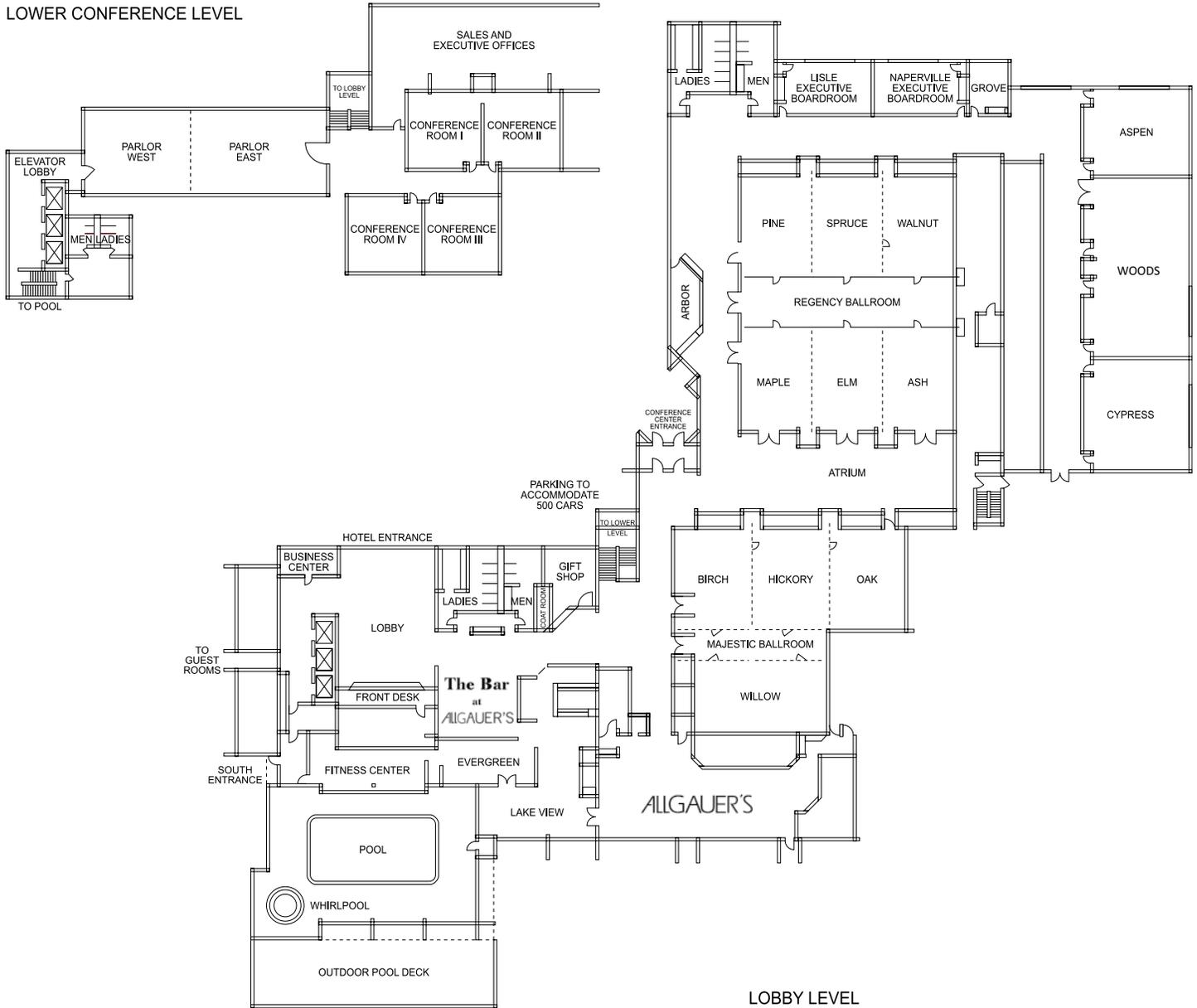
Design

Mary Dettman and Samantha Suarez



Map

LOWER CONFERENCE LEVEL



LOBBY LEVEL

Keynote Speakers



Mike Veny

mikeveny.com

Friday Opening Keynote – February 22, 1 p.m.

Drummer, entrepreneur, speaker, consultant, Mike Veny has been able to parlay his love of music, and of drumming in particular, into multiple successful career paths and charitable endeavors. Mike is the founder and owner of FastDrumSkills.com, MusicLessonBusiness.com, and SupportMusicEducation.com. His entrepreneurial skills, leadership skills and people skills have made him an in-demand speaker and a consultant to some of the top businesses in the world. As for charitable endeavors, Mike is on the board of directors for Fender Music Foundation and a member of the NAMM Foundation's SupportMusic Coalition, which seeks to strengthen community commitment and support for quality music education in schools.



Tom Sharpe

tomsharpe.com

Friday Dinner Keynote – February 22, 5 p.m.

Tom Sharpe is the drummer for the Grammy Award-winning group Mannheim Steamroller and for Dennis DeYoung of Styx. Along with his heavy tour schedule, Tom is a critically acclaimed composer. His own compositions have won many awards, including the John Lennon Songwriting Contest. He is an alumni of the Interlochen Arts Academy and holds the degree master of music from DePaul University.

As a speaker, Tom talks about his path, beginning in the suburbs of Detroit to the present day. He discusses his life as a professional touring musician and how staying true to his goals has led to success on a national and international level. A never-give-up-mentality, combined with an anything is possible musical demonstration is suited to motivate students and professionals alike. Tom's high energy, passion and emotion, combined with superb musicality, leave audiences amazed and inspired!



Greg Forbes Siegman

gregforbes.com

Saturday Lunch Keynote – February 23, 11:45 a.m.

In this interactive session, we will look at the ways in which the lessons we learn from art, creativity and thinking differently can help us identify oftentimes overlooked opportunities to build our business and impact our community along the way. We will also explore ways in which the impact of these seemingly small moments can extend far beyond the starting point.

Greg Forbes Siegman is the real-life subject of "The Silhouette Man" by Jillip Paxson. A former educator, he has lectured and/or served as scholar-in-residence at schools and programs in different countries. His primary art collection (My Sleepless Nights) features portraits of historical, contemporary and cinematic figures who inspire us to think, act, serve, give and lead. In 2005, he was honored at Princeton University as one of America's top social entrepreneurs under 40. In 2008, he received the Portraits in Humanity Award – given to someone who used art to make a difference. He has been featured in Art World News, Education Week and on "Good Morning America."

College Art Competition Juror



Todd D. Reed

As a culture we are continuously interacting with architectural space, graphic design, text, imagery and objects. Within urban, suburban and even rural spaces, the landscape can at times seem saturated with the man-made. Much of what we see during our interactions with these saturated spaces and landscapes never fully materializes in our memory as an image or as a picture. We end up with an accumulation of sensate non-pictorial memories that can't quite be placed into a logical pictorial syntax. As a painter, Todd Reed makes use of the interaction of color, shape, and three-dimensional edge to place the viewer in a similarly peculiar perceptual state. His work creates a perceptual tension between object and image, as well as oscillation between representation and pure abstraction. To view Todd's work, visit his website at toddreepaints.com.

Opening Session

Friday 1 p.m.

Welcome remarks by Dr. Gary Ernst, Michael Hennessy and Amy Rogers

Regency Ballroom

Keynote presentation by Mike Veny

Session 1

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

How to Network – Panel Discussion

Woods

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: Kara Kurcz, Greta Pope, Mike Veny

Recommended Next Session: Utilizing Social Media (3), Roundtable - Building an Audience (4), One-On-One Session

Staying on Track with your Art Career: The Long View of Success

Parlor

Success has two definitions: 1) The ability to achieve the outcome that you endeavor to achieve; and 2) To gain praise, profit or position in your community. If your career is focused on definition one, you get both. If your career is focused only on two, you lose your soul, your creativity dries up and you are left with awful prequels to a movie legacy, a sequined jumpsuit or you become EPIC WINNING! Success requires focus, faith and follow through. And yes, more than anything, success is an inside game that happens between your ears and inside your chest. Come join Seth Braun and learn how to tweak your innards to lean toward more favorable results as an artist.

Session Leader: Seth Braun

Recommended Next Session: One-On-One Session

Alternative Income Options for Artists

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 giving lessons, teaching and how to create relationships with businesses and organizations in your area to get started. *"The Successful Artist's Career Guide"* will be available for sale throughout the conference at Ms. Peot's exhibit table.

Session Leader: Margaret Peot

Recommended Next Session: One-On-One Session

How to Find Clients – Panel Discussion

Aspen

This discussion will help you to better understand who your potential clients are, where they are and the message you want to deliver to them. We will discuss how to research to find clients and how best to bring the message to them.

Panelists: Philip Brown, John McDavitt, Lisa Nordmann

Recommended Next Session: How to Work with Clients (3), Utilizing Social Media (3), One-On-One Session

First Steps to Starting an Artistic Business – Panel Discussion

Oak

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: Susan Mulder, Elizabeth Russell, Gary Vaughan

Recommended Next Session: Copyright Basics (2), Your Song (2), Financial Management (2)(6), Roundtable - Legal Q&A (4)(7), One-On-One Session

Crowdfunding

Conference Room 2

The buzz word of the age, crowdfunding can do wonders for launching your artistic entrepreneurial endeavors. Deloitte, the international accounting firm, just predicted that over \$3 Billion will be raised through crowdfunding in 2013, and about half of that will be for artistic endeavors (media, film, gaming, etc.) Come hear and visit with one of the leaders in crowdfunding in America, as well as an expert in film finance. We will cover the basics of reward/donation based crowdfunding and equity crowdfunding (coming under the JOBS Act), as well as some hybrid types. We will also discuss international crowdfunding, the differences between crowdfunding and crowdsourcing, and what's coming in the fast-expanding universe of crowdfunding. Bring your questions as this will be as much of a discussion as a talk.

Session Leader: David Marlett

Recommended Next Session: Financial Management for Artists (2), Roundtable -Crowdfunding (4), One-On-One (7)

Session 1 *(continued)*

Faculty Welcome Session

Conference Room 1

Join SEA board members and faculty from other schools. We will talk briefly about the goals of this two-day event, as well as have an opportunity for everyone to introduce themselves and briefly share what they do.

Recommended Next Session: Recommended Next Session: Roundtable - Crowdfunding (4), One-On-One (7)

My Life in Theater and Film with Javon Johnson and Molly Pearson

Conference Room 3

Join Javon and Molly as they discuss the daily grind of their theater careers. 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: *Javon Johnson and Molly Pearson*

My Life in Music with Joel Fenelon and Matthew Hennessy

Conference Room 4

Join Joel and Matt as they discuss the daily grind of their music careers. 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: *Joel Fenelon, Muzime, Inc. and Matthew Hennessy, VSOP Productions*

Session 2

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

Copyright Basics for Visual Artists

Woods

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 a visual 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?

Session Leader: *Elizabeth Russell, Russell Law*

Recommended Next Session: *Roundtable - Legal Q&A (4)(7)*

Grant Writing for Artists – Panel Discussion

Conference Room 2

There are a variety of grant opportunities for artists. This session will take a look at the different organizations that provide grants, give a general understanding of the submission process and go over the basics of putting together a grant proposal.

Panelists: *Janet Bloch, Susan Mulder, Melissa Sallée*

Recommended Next Session: *Roundtable - Nonprofits (4)(7), One-On-One Session*

Design Your Own Website – Workshop

Cypress

So, you need a web site. One that will impact your viewers, creatively market your services or artistic endeavors, and advertise your products, activities, and events. What steps do you need to take to "Wow!" your audience and engage them with what you have to offer? During this interactive workshop we will review those steps with a focus on conceptual theme, site map organization, and rough sketches for a home and secondary page template design.

Workshop Leader: *Lynn Anderson, Colordance Design*

Recommended Next Session: *Utilizing Social Media (3), One-On-One Session*

Financial Management for Artists – Panel Discussion

Conference Room 4

You know what you want to do, but aren't sure of the financial steps you need to take to get started. This session will touch on different funding options (formal vs. informal), for profits vs. nonprofit, and starting small with low overhead. We'll also discuss different bookkeeping options to get your business off to the right start. Time permitting, we'll discuss good financial management strategies to keep your art business on the right path, including investing for growth, taking on debt for expansion, when and where to look for assistance and tips for surviving tough times.

Panelists: *Seth Braun, Joel Fenelon, Gary Vaughan, David Marlett, Sheryl Kosovski*

Recommended Next Session: *Roundtable - Nonprofits (4)(7), One-On-One Session*

Your Song – An Interactive Session on Protecting and Licensing Music

Aspen

Know your rights as a songwriter/composer. What is copyright and when does it begin? How do your rights of ownership guarantee royalties for performances, downloads, film use and more? What do performers need to know? All these issues have to do with understanding intellectual property rights, the creative currency of the new millennium.

Session Leader: *Tim Hays, Ph.D., Director, Music Business Program, Elmhurst College*

Recommended Next Session: *Roundtable Legal Q&A (4)(7)*

Session 2 *(continued)*

My Life in Photography with Lisa Nordmann and Erik Unger

Parlor

Join Lisa and Erik as they discuss their careers as photographers. 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: *Lisa Nordmann, Nordmann Photography and Erik Unger, Crain's Chicago Business*

Roundtable Discussions

Conference Room 1

Theater – Difference between Chicago, LA and New York: *Javon Johnson*

Theater Discussion Leader: *Jack Micetich*

Media Arts - Game Design Discussion Leader: *Sally Field Mullan*

My Life in the Arts with Eileen Braun and Margaret Peot

Conference Room 3

Join Eileen and Margaret as they discuss the daily grind of their life working in the 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: *Eileen Braun, ceramicist and Margaret Peot, costume painter*

So You Want To Be an Author? – Panel Discussion

Oak

What does it take to be an author? Join authors Jennifer Allison, T.M. Goeglein, Norm Cowie and John Madormo as they discuss getting started as an author, finding and working with a publisher, and meeting deadlines.

Panelists: *Jennifer Allison, T.M. Goeglein, Norm Cowie, John Madormo*

Dinner

Friday 5 - 6:45 p.m.

Tom Sharpe's World Music that Rocks!*

Regency Ballroom

Tom Sharpe speaks and performs at this highly motivational program. His music is a percussive symphony – a sonic and visual feast for the senses – wildly emotional and technically precise, with a gutsy edge of percussive frenzy and tribal ritual. Tom's high energy, passion, emotion and superb musicality leave audiences nationwide amazed and inspired!

Tom Sharpe, Mannheim Steamroller / Dennis DeYoung – Performer and Creator

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

Session 3

Friday 7 - 8 p.m.

Utilizing Social Media as a Tool for Your Art Business – Panel Discussion

Woods

You may use social media sites to stay in touch with friends, but how can you use these sites as a tool for your business? We'll take a look at using social media for promotion, keeping followers and providing true benefit for your supporters.

Technical questions can be handled in a one-on-one setting.

Panelists: *Bob Baker, Greta Pope, JC Steinbrunner, David Marlett*

Recommended Next Session: *Selling Your Work Online(5), One-On-One Session*

Business Plan Pitch Competition

Parlor

Preselected college students will present their businesses to a panel of judges. Come watch them compete for the \$1,000 prize! Please note, you are welcome to come and go, but do not enter or leave during a presentation.

Judges: *Seth Braun, Susan Mulder, Gary Vaughan, Stacey Earnest, Lisa Henderson*

Moderator: *Michael Luchies*

Session 3 *(continued)*

Life Into Lemonade

Cypress

This session will take a look at the bumps you encounter on the road to success and how to turn your lessons into a profit! It will also discuss how to structure and market your personal story and make sure you are in the business of "YOU."

Presenter: Kara Kurcz, Motiv8 Media / Solas Fashion

Recommended Next Session: One-On-One Session

How to Work with Clients – Panel Discussion

Aspen

Once you know how to find clients, the next step is understanding how to work with them. We'll take a look at how important it is to understand who you are creating for, outlining clear objectives, determining the decision maker, maintaining relationships, and recognizing when a client relationship isn't working. We'll also touch on social expectations.

Panelist: Matt Hennessy, John McDavitt, and Erik Unger

Recommended Next Session: Contract Basics(6), One-On-One Session

Pricing Your Art – Panel Discussion

Oak

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 or services for "free" or very little to get started.

Panelists: Eileen Braun, Lisa Nordmann, Margaret Peot, Sheryl Kosovski

Recommended Next Session: One-On-One Session

One-On-One Mentoring Sessions

Conference Room 1

Prescheduled 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.

Jennifer McCord (Publishing), Catherine Treadgold (Publishing), Tim Hays (Legal/Music), Lynn Anderson (Web Design), Jack Micetich (Theater), Sally Field Mullan (Game Design)

Initiatives that Entrust Entrepreneurship: Lessons from the School of Architecture at the Pontifical Catholic University of Puerto Rico

Conference Room 2

Javier De Jesus will share the unique and innovative approach this novel program in architecture has developed to infuse entrepreneurship to both faculty and students well beyond the classroom. The presentation will explain the outcomes of their initiatives with partners from the private and public sector that showcase how these have resulted in the development of entrepreneurial opportunities for students and faculty.

Presenter: Javier De Jesus, Dean, School of Architecture, Pontifical Catholic University of Puerto Rico

My Life in Music with Mike Veny and Philip Brown

Conference Room 3

Join Mike and Philip as they discuss their careers in music. 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: Mike Veny and Philip Brown

When and How To Get a Manager or Talent Agent

Conference Room 4

We will take a look at the best process for finding and evaluating a manager or agent, including pitfalls to avoid, what you need regarding to headshots, and union issues.

Session Leader: Molly Pearson, owner, Produce Your Own Work – Make it Happen, and guest lecturer, Harvard University

Career Coaching

Naperville Board Room

Need some help and guidance in your art career? Sign up at the SEA registration table to have career coach Tim Nelson provide some direction for you.

Coach: Tim Nelson

Session 4

Friday 8:15 - 9 p.m.

Roundtable Discussions

General Art

- Building an Audience:** *Mike Veny*
- Crowdfunding:** *David Marlett*
- Creating a Resumé:** *Erik Unger*
- Creating Partnership/Connections:** *Philip Brown*
- Legal Q & A / Visual Arts:** *Elizabeth Russell*
- Legal Q & A / Performing Arts:** *Tim Hays*
- Nonprofits:** *Lynn Anderson*
- Art Retail:** *Sheryl Kosovski*

Regency

Visual Arts

- Photography:** *Lisa Nordmann*
- Writing an Artist Statement:** *Lyle Salmi*
- Gallerie:** *Eileen Braun*
- Animation:** *J. Michael Spooner*

Regency

TV/Film

- Reality TV:** *Kara Kurcz*
- New Technology in TV/Film/Audio:** *Jeffrey Fisher*

Regency

Performing Arts

- Ways To Get Your Music Heard:** *Bob Baker*
- Producing Your Own Music:** *Greta Pope*

Regency

Performing Arts *(continued)*

- Music Industry:** *Matthew Hennessy*
- Working with Churches:** *Tim Nelson*
- Self-Producing Your Own Theater Production:** *Molly Pearson*
- Costume Painting:** *Margaret Peot*
- Dance Discussion:** *Melissa Sallée*
- Theater:** *Jack Micetich*

Regency

Literary Arts

- E-Books:** *Jennifer McCord and Catherine Treadgold*

Regency

Faculty

Incorporating Entrepreneurship into Art Courses

Join educators as they share how they incorporated entrepreneurship into their arts curriculum. Feel free to join the discussion and share what you are doing on your campus.

Discussion leaders: Sally Field Mullan, College of DuPage and Sharon Alpi, Millikin University

Conference Room 2

Business Plan Pitch Competition

Preselected college students will present their businesses to a panel of judges. Come watch them compete for \$1,000!

Parlor

Late Night Activity Rooms

Friday 9 - 11 p.m.

Create Room sponsored by Blick Art Materials

Cypress

All are welcome to come and "create" with art supplies donated by Blick Art Materials. You are welcome to leave your creations at the registration table and we will hang them on the glass behind the table. Saturday morning we will have attendees vote for their favorite art piece. All entries must be created with materials from the Create Room and turned into the SEA registration table no later than 11 p.m. A prize will be awarded to the winner.

Improv by Voodoo Barbie of Beloit College

Oak

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

Voodoo Barbie is: *Bert Connelly, Sean Little, Ben Vogt, Andy Fenneman, Cheyenne Kern, Maddie Gill, Nate Muckley*

Drum Circle

Woods

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

Gallery Reception

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

Join this year's gallery participants and judges for a reception. Winners of the Juried College Art Competition will be announced.

Introduction to Saturday Workshop – Shooting an Event for a Magazine Spread

Naperville Board Room

This short premeeting will give you the necessary information for the workshop held on Saturday at 1:30 p.m. This meeting should take no longer than 45 minutes.

Workshop Leader: *Erik Unger, Crain's Chicago Business*

Salsa, Swing and More!

Aspen

Whether you're a dancer or have no dance skills 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 has more than 20 years of dance experience, both teaching and performing. She is 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.

Networking Breakfast

Saturday 8 - 9:15 a.m.

Networking Breakfast and Dance Performance

Regency Ballroom

Join students, artists, educators and presenters for breakfast and an opportunity to network. Networking will take place from 8 a.m. to 8:45 a.m. at which time Beloit dancers Nora Anderson, Alissa Chen and Amelia Munson will perform Puspanjali choreographed by Nora Anderson.

Session 5

9:30 - 10:30 a.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 balance all of these tasks? This session will take a look at good time management strategies to help you succeed. We will also discuss steps you 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: *Philip Brown, Lisa Nordmann, Molly Pearson*

Recommended Next Session: One-On-One Session

How To Create and Present an Effective Portfolio – Panel Discussion

Parlor

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, Margaret Peot, Erik Unger*

Recommended Next Session: One-On-One Session

How To Present and Sell Your Work Online – Panel Discussion

Cypress

This session will look at how to find a good Web designer, what you need to start a website and successful sales strategies on the Internet. We'll also discuss different online art retailers that may or may not be a good fit for your work.

Panelists: *Kara Kurcz, Mike Veny, Sally Field Mullan, David Marlett*

Recommended Next Session: One-One-One Session

Inside Contracts and Gigs – Panel Discussion

Aspen

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

Panelists: *Joel Fenelon, Matthew Hennessy, Elizabeth Russell, Carin Silkaitis*

Recommended Next Session: Contract Basics (6), One-On-One Session

Indie Publishing

Oak

The publishing industry has changed and is continuing to evolve. This session will take a look at the new opportunities for indie publishing.

Session Leaders: *Jennifer McCord and Catherine Treadgold*

Recommended Next Session: My Life as an Indie Author (6), Roundtable - eBooks (7), One-On-One Session

My Life in Theater with Jack Micetich

Conference Room 1

Join recent college graduate Jack Micetich as he discusses how he started a local theater while still in college. He'll also share his life post-college and what he is currently working on.

Presenter: Jack Micetich

Faculty Session – IP Law in the Age of New Media: Teaching Your Students What They Most Need to Know

Conference Room 2

This session focuses on strategies for presenting intellectual property law material to students in arts and new media classes. Although students working in the arts face some practical IP problems and issues while in school, the college/university environment provides a degree of "shelter" no longer afforded after graduation. In many cases, students face IP challenges during their job search and immediately after graduation. Self-employed creative professionals (and those working in small business settings) can face unique IP law challenges on a daily basis.

Session Leaders: *Edward Lee Lamoureux, Bradley University and Steve Baron, Mandell Menkes LLC*

Session 5 *(continued)*

My Life in Dance with Margi Cole and Kim Scerine

Conference Room 3

Join Margi and Kim as they discuss the daily grind of their careers in dance. 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: *Margi Cole, The Dance COLective and Kim Scerine, On Broadway Dance Studio*

My Life in the Arts with Deborah Purdy and Michael Spooner

Conference Room 4

Join Deborah and Michael as they discuss their art careers. Deborah will share her life as an arts workshop facilitator while Michael will share about his career as an animator. 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: *Deborah Purdy, Creative Wings Studio and J. Michael Spooner, Spoonerville Animation Design*

Business Plan Pitch Meeting

Naperville Board Room

For business plan pitch participants and judges only. This meeting will provide an opportunity for participants to receive feedback from the judges.

Session 6

Saturday 10:45 - 11:45 a.m.

Contracts and Business Formation Basics

Woods

This session will lead you step by step toward understanding what contracts are and how they legally work. These will be general, basic concepts that apply no matter what art you practice-no matter what the contract is about. Why do you want a contract at all? How do you form one and at what point are you legally bound? What are your remedies when the other side fails to honor its obligations? This discussion will occupy more than half of the session. In our remaining time we will chat about options for creating a legal business entity and the pros and cons.

Presenter: *Elizabeth Russell, Russell Law*

Recommended Next Session: Roundtable - Legal Q&A (7), One-On-One Session

IP Law in the Age of New Media: Fundamentals, Hottest Topics, Best Resources

Aspen

This session presents the basic categories of Intellectual Property Law, focusing especially on the arts and new media. Special attention is given to the areas that are most likely to vex artists working in the contemporary environment as well as those elements currently seeing the most litigation activity. High quality resources for news and information about current intellectual property law in the arts and new media are highlighted.

Session Leaders: *Edward Lee Lamoureux, Bradley University and Steve Baron, Mandell Menkes LLC*

Recommended Next Session: Roundtable - Legal Q&A (7), One-On-One Session

Financial Management for Artists - Panel Discussion

Cypress

You know what you want to do but aren't sure of the financial steps you need to take to get started. This session will touch on different funding options (formal vs. informal), for profits vs. nonprofit, and starting small with low overhead. We'll also discuss different bookkeeping options to get your business off to the right start. Time permitting, we'll discuss good financial management strategies to keep your art business on the right path, including investing for growth, taking on debt for expansion, when and where to look for assistance and tips for surviving tough times.

Panelists: *Seth Braun, David Marlett, Greta Pope, Gary Vaughan*

Recommended Next Session: Roundtable - Nonprofits (7), One-On-One Session

One-On-One Mentoring Sessions

Parlor

Prescheduled 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.

Lyle Salmi (Fine Art), Erik Unger (Photography), Molly Pearson (Theater/Film/Video), Lisa Henderson (Business), Sheryl Kosovski (fine art, photography, graphic arts)

Audition Panel Discussion with Mock Audition Opportunity

Oak

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

Panelists: *Phillip Brown, Margi Cole, Joel Fenelon, Carin Silkaitis, Kim Scerine*

Recommended Next Session: Roundtable - Audition Strategies (7), Roundtable - Chicago Theater (7), One-On-One Session

Session 6 *(continued)*

Faculty Roundtable Discussion: Incorporating Entrepreneurship into Art Courses

Conference Room 2

Join faculty from a variety of schools and disciplines as they share how they are incorporating entrepreneurship into their curriculum. This will be an open discussion.

Discussion Leader: Sally Field Mullan, College of DuPage and Rob Neilson, Lawrence University

My Life as an Indie Author and Online Content Creator with Bob Baker

Conference Room 3

Join Bob as he discusses the daily grind of his career. What does a typical day, week, month and year look like for him and how has this changed over the course of his career?

Artist Presenter: Bob Baker, FullTimeAuthor.com

Test Driving the New Chicago Artists Resource (CAR)

Conference Room 4

As part of its new ownership of the Chicago Artists Resource (CAR) website, the Chicago Artists Coalition (CAC) is unveiling a new and improved version of the website with an enhanced design and additional features. Discover the opportunities and wealth of information available to artists through this free resource with JC Steinbrunner, the Content Manager of CAR.

Session Leader: JC Steinbrunner, Chicago Artist Resource

Career Coaching

Naperville Board Room

Need some help and guidance in your art career? Sign up at the SEA registration table to have career coach Tim Nelson provide some direction for you.

Coach: *Tim Nelson*

Lunch

Saturday 11:45 a.m. - 1:15 p.m.

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

Connecting Dots with Greg Forbes Siegman

In this interactive session, we will look at ways in which the lessons we learn from art, creativity and thinking differently can help us identify oftentimes overlooked opportunities to build our business and impact our community along the way. We will also explore ways in which the impact of these seemingly small moments can extend far beyond the starting point.

Greg will be available in the lobby following his presentation for a book sale and signing.

Presenter: Greg Forbes Siegman

Session 7

Saturday 1:30 - 3 p.m.

Shooting a Conference for a Magazine Spread - Workshop

Woods

Join Erik Unger in this hands-on workshop that takes a look at all that is involved in photographing an event for a magazine.

Workshop Leader: *Erik Unger, Crain's Chicago Business*

Start Your Arts Microbusiness Now - Workshop

Aspen

The goal of this workshop is to inspire and guide students to start some small venture right now, on the micro scale, based on something they love to do and are already doing. Students will leave the workshop having taken the first steps that will result in launching their new artistic micro-business within the following seven days.

**Please note this session is for students and limited to the first 15*

Workshop Leader: *Brian Morello, Director of CELEB at Beloit College and Warren Palmer, Beloit College*

Bidding on a Job - Workshop

Conference Room 4

Workshop participants will break into groups to bid on a job, with specifications, and come back with their proposal and how much they would charge. As time allows, we will discuss each proposal, look for hidden costs, and refine our bids.

Workshop Presenter: *Margaret Peot*

"The Successful Artist's Career Guide" will be available for sale throughout the conference at Ms. Peot's exhibit table, and directly after the closing session.

Art of the Elevator Speech - Workshop

Oak

During this workshop we will look at what should go into an elevator speech. We will also work on writing and presenting a speech.

Workshop Presenter: *Susan Mulder, Kendall College of Art and Design*

Session 7 *(continued)*

Overcoming Underearning

Cypress

One of the most challenging things creative entrepreneurs face is learning to believe they deserve to make good or even great money doing the work they love. In this workshop we will take a look at the underlying beliefs that each of us carry and keep us believing that no one would pay us for all the time we put into our work, or even that it is bad for us to want to make a lot of money. That if we are real artists, the money shouldn't matter. Each person in the workshop will be given a set of questions to help them see their own financial beliefs and then we will address ways of overcoming them. One of the hardest issues to deal with is that creative people often don't make the same amount of money each month and this makes it hard to do any financial planning. During the second part of the workshop, Sheryl Kosovski will go over a system for creating Financial Mastery, which includes how to track income and expenses and how to plan for success in an easy to understand format. This information will also be included in a handout for later use.

Workshop Leader: *Sheryl Kosovski*

One-On-One Mentoring Sessions

Conference Room 1

Prescheduled 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.

Janet Bloch (Visual Arts), Deborah Purdy (Art Therapy, Workshops, Painting Process), Lisa Nordmann (Photography)

One-On-One Mentoring Sessions

Conference Room 3

Prescheduled 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.

Gary Vaughan (Business Plans), Javon Johnson (Theater), J. Michael Spooner (Animation)

One-On-One Mentoring Sessions

Naperville Board Room

Prescheduled 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.

Tim Nelson (Career advice), David Marlett (film/financing/crowdfunding/transmedia)

One-On-One Mentoring Sessions

Conference Room 2

Prescheduled 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.

Matt Hennessy (Music), Philip Brown (Music, art education), Bob Baker (Music marketing)

Roundtable Discussions

General Art

Parlor

Art Retail: *Mike Veny*

Art Management: *Greta Pope*

Nonprofits: *Jennifer McCord*

Legal Q & A: *Ed Lamoureaux and Steve Baron*

Utilizing and Engaging Your Community: *Kim Scerine*

Performing Arts

Parlor

Ways to Get Your Music Heard: *Joel Fenelon*

Audition Strategies: *Margi Cole*

Chicago Theater: *Carin Silkaitis*

Dance Discussion: *Melissa Sallée*

Visual Arts

Parlor

Fashion: *Kara Kurcz*

Game Design: *Sally Field Mullan*

TV/Film

Parlor

Home-based Music and Audio

Recording Discussion: *Jeffrey Fisher*

Literary Arts

Parlor

E-Books: *Catherine Treadgold*

Working with an Illustrator: *Seth Braun*

Closing Session

Saturday 3:10 - 4 p.m.

Panel Discussion: Your Questions Answered

After attending the event for two days, do you have a question or two you would like answered? Drop off your questions at the registration table by 1:30 p.m. on Saturday and we will select questions to be addressed during the closing session.

Panelists: *Bob Baker, Philip Brown, Margi Cole, Greta Pope, Gary Vaughan, Javon Johnson, David Marlett, Lisa Nordmann, Margaret Peot, Seth Braun*

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

Presenter Bios



Jennifer Allison

gildajoyce.com

The first book in Jennifer Allison's "Gilda Joyce: Psychic Investigator" series was lauded by School Library Journal as one of the "Best Books of the Year," and by Booklist magazine as one of the year's "Top Ten Mysteries." Since then, Jennifer has written five Gilda Joyce mysteries for ages 10 and up. The first installment of her new series for young readers, "Iggy Loomis: Superkid In Training," will be published by Penguin in fall 2013. Jennifer is a former news reporter, editor and high school English teacher. She recently moved from the Washington, D.C., area to Chicago with her husband and three children.



Lynn Anderson

colordancedesign.com

Tom and Lynn Anderson combine their respective talents in computer science, graphic design and photography to co found Colordance Design, a small graphic design firm located in Naperville. They specialize in the creation of artistic, custom-coded websites for small businesses and non profit organizations. Their services also include conceptual print and media promotional materials encompassing logo and identity design, PowerPoint templates and website videos.



Bob Baker

Bob-Baker.com

TheBuzzFactor.com

FullTimeAuthor.com

Bob Baker is an author, teacher and musician dedicated to showing creative people of all kinds how to get exposure, connect with fans and increase their incomes. He is the author of "Guerilla Music Marketing Handbook," "55 Ways to Promote & Sell Your Book on the Internet," "Unleash the Artist Within" and more. Check out Bob's free ezine, blog, video clips and articles at the websites listed above.



Steve Baron

eabplanning.com

fiscallyfitfashionista.com

koicreatiestudio.etsy.com

Steve Baron, JD, partner at Mandell Menkes, has significant experience in complex commercial litigation and dispute resolution, emphasizing intellectual property, media and First Amendment law. Steve has successfully counseled clients, engaged in litigation and resolved a broad range of disputes involving media/entertainment companies, advertising agencies, information technology businesses, Internet service providers, and other clients with significant commercial, IP/media interests.



Janet Bloch

janetbloch.com

Janet Bloch earned a master of fine arts from the School of the Art Institute of Chicago in 1980. She served as gallery director, 1993-2000, of Woman Made Gallery in Chicago, where she experienced the art world from the business side. Her perceptions led to practices that advanced her own art career and these strategies are in her new book "Strategic Marketing Tools for Visual Artists." Janet has had several solo exhibits nationwide and earned such awards as an Illinois Arts Council Visual Artists Fellowship, a National Endowment of the Arts Regional/Midwest Fellowship and two Individual Artist's Grant from the Indiana Arts Commission. She serves as education director at the Lubeznik Center for the arts in Michigan City, IN.



Eileen Braun

janetbloch.com

Eileen Braun is a native of Massachusetts. Her formal training began at C.W. Post College (Long Island New York) and continued at Indiana University (Bloomington) where she was awarded a B.A. degree in sculpture and education. Her ceramics training was acquired at local arts centers and regional workshops. Eileen has taught in public schools, served as executive director of suburban New York Arts Center and has experience as a museum gift buyer and manager. She completes her work in her Atlanta, home studio.

Presenter Bios



Seth Braun

sethbraun.com

A story of the improbable and a celebration of the imagination, Seth Braun went from a dropout drug addict to full scholarship study in a private university, to professional musician and performer, to best-selling author to business consultant and professional speaker. Seth boldly breaks perceived barriers. He is a devoted father, husband and community member, dedicated creative and engaged leader in entrepreneurship. "We are who we create ourselves to be. Your life is your biggest work of art." Seth teaches the path of the Warrior-Artist and practices the principles that he teaches. He holds an A.A. in Visual Arts from Delta College, a B.A. in InterArts, major in music, double minor in dance and theatre from Naropa University, certification in Wilderness Leadership Training from the Hurricane Island Outward Bound School, 4 Gateways Coach Certification and 4 Gateways Coach Trainer Certification from The Living Arts Foundation. Seth is the author of three books in print. The most recent best seller is "Indestructible Success: Creative Entrepreneurship and The Art of Small Business." Seth works with artists around the country to help them clarify their purpose, their business model and break out of limiting beliefs.



Philip Brown

brownmusicstudio.com

Philip Brown is a sought after trombonist and educator in the Chicago area. He has performed with many professional orchestras, including the South Bend Symphony, Rockford Symphony, Illinois Philharmonic Orchestra and the Salt Creek Ballet Company. He also has performed with many jazz and jobbing bands in the area, including Rob Parton's jazz tech big band and John Records Landecker. Because of his passion for educating musicians, he maintains one of the largest teaching studios in the country, teaching 70 private low brass 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 world's most prestigious youth orchestras. Philip regularly judges Illinois Music Educator Association and Illinois High School Association events. Philip offers master classes in brass performance and brass pedagogy.



Margi Cole *The Dance COLective*

dancecollective.com

Margi Cole graduated from the Alabama School of Fine Arts, received a Bachelor of Arts in Dance from Columbia College Chicago and a Masters of Fine Arts in Dance from the University of Illinois at Urbana-Champaign. As a teacher and guest lecturer, she has taught for numerous educational and professional organizations such as the Alabama Ballet, the American College Dance Festival, Northwestern University, and various other institutions throughout Illinois, the Midwest, and the Southeast. As a choreographer, Margi has been commissioned by many including The Alabama Ballet, Springfield Ballet Company, the Birmingham Museum of Art, and Beloit College. As a performer, Margi has danced with well-known choreographers and companies, including Ralph Lemon, Joe Goode Performance Group, and Liz Burrett. In August 2011, Cole traveled to Finhorn Scotland to participate in the Deborah Hay Solo Commissioning Project. Margi has many awards and acknowledgements of her accomplishments including two Illinois Arts Council Individual Artist Fellowships, a 2005 Chicago Dancemakers Forum grant, a American Marshall Memorial Fellowship, and winning a Panoply Festival Choreography Award for Contemporary Dance in Huntsville, AL. Margi is active in the Chicago dance community, serving on grant panels and in public forums as an arts administrator, dancer and choreographer. In 2011, she was integral in organizing both the Dance/USA and Marshall Forum annual conferences in Chicago. She is currently on faculty at Columbia College Chicago, where she has served as a Lecturer and Associate Chair. Most recently she was named one of The Players in New City's "Fifty People Who Really Perform in Chicago" List.



Norm Cowie

normcowie.com

Norm Cowie is founder of the Humor Writers of America and is an award-winning business columnist and author of six fantasy humor novels, including the YA vampire/werewolf novels "Fang Face" and "WereWoof." Norm's latest crossover book, "Bonk & Hedz," a caveman ... and woman ... story, is a wacky satire on the Iraq War—think Fred Flintstone meets George W. Bush. Norm is a lively speaker for both schools and business for which his bio is in "Who's Who in America" (this amazes his family to this day who think his primary day time occupation is drinking coffee).



Javier De Jesús-Martínez

Javier De Jesús-Martínez is founding member and dean of the School of Architecture of the Pontifical Catholic University of Puerto Rico (EA-PUCPR). He will share the unique and innovative approach this novel program in architecture has developed to infuse entrepreneurship to both faculty and students well beyond the classroom. The presentation will explain the outcomes of their initiatives with partners from the private and public sector that showcase how these have resulted in the development of entrepreneurial opportunities for students and faculty.

Presenter Bios



Joel Fenelon

muzime.com

Joel Fenelon is founder and CEO of Muzime, Inc. He has a master's degree in music performance from the University of Wisconsin-Milwaukee and a bachelor's degree in music performance with a minor in business management from the University of Tampa. Joel is an accomplished orchestral conductor, tuba player and businessman.



Jeffrey Fisher

jeffreypfisher.com

Jeffrey P. Fisher is an in-demand audio/video artist and trainer providing music, audio, writing, consulting, training and video production services. He's an award-winning filmmaker and his latest book and DVD combo is "Soundtrack Success: A Digital Storyteller's Guide to Audio Post Production." As a lifelong artist-entrepreneur, he brings a unique art-biz perspective to SEA.



T.M. Goeglein

tmgoeglein.com

T.M. Goeglein began his career as a writer of print and television ads for a host of advertising and media companies. As a screenwriter, he created both original scripts and worked as a script doctor for several production companies in Los Angeles. He was an original contributor to the Huffington Post Living section and continues to write for both the national edition and Huffington Post Chicago. His debut young adult novel, "Cold Fury," was published by Penguin/Putnam in 2012 and is the first in a trilogy. It will be available in paperback in June 2013. The second installment in the "Cold Fury" series, "Flicker & Burn," will hit the market in August 2013. The author is currently working on the third book. He lives in Chicago with his wife, Laura, and two young children.



Tim Hays

Tim Hays, director of the Music Business Program at Elmhurst College, has served as president of the Music and Entertainment Industry Educators Association (MEIEA), the world's leading organization devoted to music business education. His writing credits include recent additions to the chief music business text, "The Music Business Handbook," contributions as editor of the Chicago Muscale, the Harvard Business School Case Studies Series, and numerous reviews and presented papers. A professional performer since an early age, Tim has spent years on the road, worked as a studio musician and record producer, and started and operated a record label. In Virginia he was a founding member of the band Moments Notice, the precursor to The Dave Matthews Band. As a longtime member of the National Academy of Recording Arts and Sciences, he votes in the annual Grammy Awards.



Lisa Henderson

Lisa Henderson is founder of The Color Salt consulting firm, which helps entrepreneurs develop successful businesses. With more than nine years of strategic consulting experience at ZS Associates and a master's degree in product development from Northwestern University, Lisa is an expert in service design. Lisa is a part-time lecturer at the Institute for Arts Entrepreneurship and is a regular guest speaker at the Illinois Institute for Art. She is also co-founder of Flex Products LLC, which is a think tank for innovate product concepts. Lisa is an active member of the IAEOU Makerspace, Design for America and Chicago's Interaction Design Association.



Matthew Hennessy

VSOPproductions.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, after returning to his native Chicago, Matt joined the staff of Chicago Traz/The Chocolate Factory to engineer projects for R. Kelly, Jay-Z, Twista, Kanye West, DMX and many others. The coming years would find Matt behind the boards for a diverse group of artists from Disturbed to Mariah Carey. Teaming up with Grammy Award winner/producer Maurice Joshua, Matt has worked on many production and remix projects for Beyonce (Destiny's Child), Omarion, John Legen, Shakira and the late Curtis Mayfield. In 2009 Matt opened VSOP Studios in Chicago. In 2004 Matt began getting more involved with the Chicago National Academy of Recording Arts and Sciences (NARAS) chapter helping with events or Grammy Awards-related projects; in 2010 he was elected to the board of governors and was made chair of the Midwest Producers and Engineers Wing.

Presenter Bios



Javon Johnson

javonjohnson.net

Javon Johnson (SAG, AEA, AFTRA) is a founding ensemble member of Congo Square Theatre. He is an award-winning actor/writer whose awards include Kennedy Center's Lorraine Hansberry Award, Sundance Theatre Lab, etc. Some acting credits include "Barbershop 2," "Tyler Perry's House of Payne," as well as Dave Robinson in "Lombardi on Broadway." His award-winning gospel comedy "Sanctified" is on a national tour and will open at the Indiana Repertory Theatre in June 2013.



Sheryl Kosovski

artful-work.com

Sheryl Kosovski is an expert in creative business development. She has been teaching and coaching artists, designers of all kinds and other creative entrepreneurs to grow their business and develop financial mastery for more than 20 years. She has taught workshops at Columbia College, Indiana University, St. Mary's College, The School of the Art Institute of Chicago and at numerous art associations and art centers throughout the Midwest.



Kara Kurcz

bigtimemovie.com, solasfashion.com

Kara Kurcz's career in entertainment started right out of college with the television show "America's Most Wanted." Soon after, Kara found herself at E! Entertainment. There she received accolades in TV Guide and People Magazine for producing and directing, "Dirty Dancing – The E! True Hollywood Story." She then went on to produce and direct for a wide range of shows and networks ranging from NBC to TruTV and shows such as "EXTRA," "The Tyra Banks Show," the Oxygen hit series "Girl's Behaving Badly" and "Busted" for MTV. In 2004 she launched her first handbag line, Solas Fashion, with her husband Brian Lee. Her clutch designs have been featured in several national publications and are worn by celebrities such as Fergie, Carrie Underwood and Chelsea Handler. In 2011 she completed her first documentary feature film, "bigTIME: There is no such thing as an overnight success." The movie was praised the "secret for business" by MSNBC and was featured on "EXTRA" and Fox News.



Edward Lamoureux

interactivemedia.bradley.edu/ell/index.html

Ed Lamoureux received his Ph.D. from the University of Oregon in rhetoric and communication. He currently teaches new media theory, intellectual property law, privacy, virtual world building/research, rhetorical perspectives and organizational communication at Bradley University. He is also active in creative production including audio, web and digital communication training. Ed co-founded Bradley's Multimedia Program/Interactive Media, served three years as interim director, edited Journal of Communication and Religion and was CFA liaison for the School of Entrepreneurship. In his second life, Ed sings, plays and sells digitized watercolor paintings as "the Professor."



John Madormo

charliecolliersnoopforhire.com

John Madormo, Chicago area screenwriter, author and college professor, signed a contract with Penguin Books for Young Readers for a series of middle-grade mystery novels. The series, titled "Charlie Collier, Snoop for Hire," is a tale about a 12-year-old private detective who sets up shop in his parents' garage and solves cases for fellow sixth-grade classmates. The first installment, "The Homemade Stuffing Caper," was released in May 2012. The second installment, "The Camp Phoenix Caper," hits bookstore shelves in February 2013, and the third book in the series, "The Copycat Caper," will be released in fall 2013.



David Marlett

BlueRunCrowdfund.com, NLCFA.org

As an attorney, writer, photo-artist and filmmaker for more than 20 years, David has developed, financed and successfully launched new divisions and innovative concepts for companies and individuals with special emphasis in media companies and entrepreneurial artists, including his own entrepreneurial artistic endeavors. Currently he leads a 'first mover' in the film industry, BlueRun Crowdfund, a film crowdfunding management company which is soon to offer its first slate of curated film projects. David is the founder and executive director of the National Crowdfunding Association, the largest and fastest-growing crowdfunding organization in the world, and Chairman of the Board of the the World Crowdfund Federation.

Presenter Bios



Jennifer McCord

jennifermccord.com

Jennifer McCord is a writer, editor, educator and publishing consultant in Seattle. In a career spanning more than 25 years, Jennifer has worked in many areas of the publishing industry – from national book retailers and New York publishers to small presses and self-publishing ventures. For many years, she has dedicated her experience to the success of the Northwest writing community as advisor to University of Washington extension programs, as former president of Seattle Free Lancers, and as past president of the Pacific Northwest Writers Association. She works extensively with writers and publishers through her consulting and certified creativity coaching business, Jennifer McCord Associates.



John McDavitt

John McDavitt is an entrepreneurial artist and designer. He has worked over the past 20 years as a sculptor, painter, muralist, toy and product designer, brainstormer, consultant to product development companies, video director and professional speaker. John is president of McDavitt Design Studio.



Jack Micetich

smalltowntheatrics.com

Jack Micetich graduated from Coal City High School in 2009 and moved on to Illinois State University (ISU) where he graduated with a bachelor's degree in middle-level education in spring 2012. While attending ISU, he came up with a crazy idea to start a community theatre in his hometown over the summer and produced his group's first musical and they are working on their fifth production. In the past three years, they have been able to draw in several diverse actors/actresses from outside communities, which has allowed them to expand and better themselves as an arts organization. Jack now teaches sixth and seventh grade at Coal City Middle School and directs the middle school and high school musicals.



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, Brian 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 the 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. Brian 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.



Susan Mulder

susanmulder.com

Susan Mulder is an artist. Defining just what that is can be a little tricky because it can mean different things on different days. Does she have an MFA? Check. Does she create? Check. Does she have a day job? Check. What it boils down to is that she creates art and loves interacting with and helping others who are in the same boat. She teaches professional practices at Kendall College of Art and Design and serves as director for C.O.D.A. Gallery.



Sally Field Mullan

Sally Field Mullan, Professor of Computer Information Systems at the College of DuPage, is originally from Grand Rapids, Michigan and moved to Chicago in 1976. She was a mathematics major at Michigan State University and graduated from Northeastern Illinois University in Computer Science. She has continued her education taking graduate courses in computer science and game development from State University of New York and University of Illinois, Springfield. She played the first computer game Space War (in 1968) and owned the first game console, Magnavox Odyssey (1972). A computer programmer/consultant for over 32 years, she has 23 years experience teaching C, C++, Macro-assembly Language, and Java languages, in addition to database development software and now game development. In 2006, she developed the Game Development curriculum at the College of DuPage, offering 14 courses, 2 degrees and 2 certificates in Game Design and Game Programming. She is the Coordinator of the Vocational Skills program, teaching workplace competency for the developmentally disabled population, for which she does extensive advocacy in the state of Illinois. She volunteers at The Morton Arboretum in the natural areas doing preservation and restoration of prairie, woodland, and wetlands.

Presenter Bios



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 also 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.



Lisa Nordmann

nordmannphoto.com

Lisa Nordmann started her career in 1993 photographing sporting events. The business grew rapidly and in 1998 her son took over the sporting events division so she could dedicate her time to wedding and portrait photography. Today, she and her family-owned company photograph more than 200 sessions a year with a growing high school senior and family market. She has received her certification professional photographer degree from Professional Photographers of America. "I view the world through my lens. I see things in a certain way that enable me to capture the true spirit of each individual I photograph. When I see that I have captured the heart and soul of my subject, I know I have succeeded as an artist."



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, Warren 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 has 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. Warren 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.



Molly Pearson

produceyourownwork.com

Molly Pearson is a New York-based theater and film producer. She is co-founder and co-Artistic Director of Partial Comfort Productions, which The New York Times dubbed "the little company that could." Over the past 10 seasons with Partial Comfort, Molly has produced more than 15 original plays, four workshop productions and more than 40 staged readings. The company boasts a membership of 53 theater artists, including four Drama Desk-nominated artists, one Guggenheim recipient and two OBIE Award winners. Plays that Molly has produced have been repeatedly recognized by major theater critics and award panels. She is producer of "the Green," a narrative feature film (starring Julia Ormond and Jason Butler Harner) currently in release nationwide on Showtime. Her second feature, "Clutter" (starring Carol Kane, Joshua Leonard and Natasha Lyonne) is in post-production. Molly has appeared as a guest lecturer at NYU's Atlantic Theater school and is a frequent speaker on theater producing panels. Since 2007, she has been leading sold-out seminars and workshops for artists interested in producing their own theater and film projects. Molly will be a guest lecturer in dramatic arts at Harvard University in spring 2013. Molly holds a B.A. from The New School and an M.F.A. from Columbia University. She is working on her book about contemporary American Theater Companies, which includes interviews with 25 of the country's trailblazing theater ensembles devoted to the production of new work. She lives in Brooklyn, NY, with her husband and young son.



Margaret Peot

theinkblotbook.com

margaretpeot.com

Margaret Peot has painted costumes for Broadway theater, dance, television and the circus for more than 20 years. In addition to painting costumes, Margaret writes books to help people make art making it a part of their daily lives. "The Successful Artist Career Guide: Finding Your Way in the Business of Art" offers practical advice gleaned from years of experience working as an artist and traces the careers of other working artists in anecdotes and interviews. Her art-making books for adults are "Alternative Art Journals: Explore Innovative Approaches to Collecting Your" (North Light Books), "Make Your Mark: Explore Your Creativity and Discover Your Inner Artist" (Chronicle Books), and two DVDs, "Alternative Art Cards" and "Alternative Journals with Margaret Peot." Her children's book, "Inkblot: Drip, Splat, and Squish Your Way to Creativity," (Boyd Mills) was awarded a Eureka! Silver Medal for nonfiction books and is on the Orbis Pictus Recommended Books list for 2012.

Presenter Bios



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." Greta Pope holds a Ph.D. in Business Administration as well as a Master of Music degree. She is the author of self-help book "Music, Money & You; Managing the Business" which is the selected text for several "after school" programs for the Chicago Public Schools. Greta Pope has delighted audiences throughout Europe, the Far East, South America, the Caribbean, as well as the United States and Canada. Pope has been touted one of the great voices of our time as she performs with ease all styles from Country to Opera and from Rhythm and Blues to Broadway. She has shared the stage with such well-known performers 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.



Elizabeth Russell

erklaw.com

Elizabeth Russell is a copyright and trademark lawyer. She works with all kinds of businesses, particularly those in the arts. She provides start-up as well as ongoing general counsel services and corporate training programs. Arts and entertainment law rounds out her practice. Elizabeth values good humor and is remarkably fluent in plain English. She might be the only attorney you'll ever meet who attended law school on a bassoon scholarship. Elizabeth's new book, "Arts Law Conversations: A Surprisingly Readable Guide For Arts Entrepreneurs," will be published later this year.



Deborah Purdy

creativewingsstudio.com

Debbie Purdy at age 12 decided she was an artist. She went to Rhode Island School of Design for painting, then went back to The School of the Art Institute and became an art therapist. In 1997 she went to a workshop that changed her life course. She then opened a studio in Elmhurst, IL teaching painting process, a way of using creativity as an intuitive practice. She now owns Creative Wings Studio in Albuquerque, NM, and does workshops in the Midwest, Southwest and West Coast.



Melissa Sallée

Melissa Sallée, a classically trained ballerina who studied with Maria Tallchief, Ballet Chicago and Sherry Moray, is a member of Dance Detour, an integrated dance company based in Chicago and former artistic director of the preprofessional Élan Dance Company. She serves as an executive board member for the Self-Employment in the Arts National Conference and is a proud member of the Society for Entrepreneurship. Melissa has worked full time as an artist since she was 15. Beyond teaching and performing, Melissa is a fierce and loyal advocate who works with the Congressional Arts Caucus as an Illinois delegate and has served on state and municipal task forces to improve universal access, disability rights and access to the arts.



Lyle Salmi

carriagehousepress.org
salmistudio.com

Lyle J. Salmi received his bachelor of fine arts degree with an emphasis in painting/drawing from the University of Minnesota-Duluth and went on to study art at Arizona State University, where he received the master of fine arts degree in painting/drawing in 1988. Lyle is associate professor and chair of the Art Department at Millikin University in Decatur, IL, where he teaches painting, drawing and printmaking. Lyle has been a Coleman Foundation Fellow in Entrepreneurship since 2008 and serves as the director of Carriage House Press, a student-run fine art printing press and classroom laboratory. In addition to teaching, Lyle has exhibited his artwork in numerous group and solo shows throughout the United States and has been a visiting artist at Southern Illinois University, Fairfield University and Bowling Green State University.

Presenter Bios



Kim Scerine

onbroadwaydancers.com

Kim Scerine is owner of Broadway Dance Center and founder and director of On Broadway Dancers. The troupe, comprised of dancers ages 10-18, has performed internationally as well as at halftime for the Chicago Bulls, ISU and DePaul University, among others. Kim has studied with some of the finest teachers in the world, including Gus Giordano, Frank Hatchett, Joel Hall, Claire Battaille and Lou Conte Dance Studio. As a choreographer and teacher, Kim has traveled all over the Midwest to set dances, including annually to Wisconsin's highly regarded Jean Wolfmeyer School of Ballet where she has been staffed for 17 years. She is also very involved in her community working with area high schools choreographing their musicals.



Tom Sharpe

tomsharpe.com

Tom Sharpe is drummer for the Grammy Award-winning group Mannheim Steamroller and for Dennis DeYoung of Styx. Along with his heavy tour schedule, Tom is a critically acclaimed composer. His own compositions have won many awards, including the John Lennon Songwriting Contest. He is an alumnus of the Interlochen Arts Academy and holds a master of music degree from DePaul University.



Greg Forbes Siegman

gregforbes.com

Greg Forbes Siegman is the real-life subject of "The Silhouette Man" by Jillip Paxson. A former educator, he has lectured and/or served as scholar-in-residence at schools and programs in different countries. His primary art collection (My Sleepless Nights) features portraits of historical, contemporary and cinematic figures who inspire us to think, act, serve, give and lead. In 2005, he was honored at Princeton University as one of America's top social entrepreneurs under 40. In 2008, he received the Portraits in Humanity Award – given to someone who used art to make a difference. He has been featured by media like Art World News, Education Week and "Good Morning America."



Carin Silkaitis

carinsilkaitis.com

Carin Silkaitis is the department chair of art and theatre at North Central College, where she teaches advanced acting courses and audition technique for the camera and stage. Carin is playing a lead in the upcoming film "Blood and Water" which begins production in the spring 2013. She recently devised and directed "Canon Fire," and will be directing a gender-bent production of "The Taming of the Shrew" in April 2013. This summer, Carin will be directing "Gala of Stars: The Reunion for Music By The Lake" where she recently directed "Madame Butterfly," and "La Traviata." Carin played Queen Margaret in this past summer's production of "Richard III" for Oak Park Festival Theatre. She is also a Chicagoland photographer whose works can be viewed on her website. Carin is the Artistic Director of The Other Theatre Company, a new collective of artists telling stories about oppressed populations and their allies.



J. Michael Spooner

theartofmichaelspooner.blogspot.com

spoonerville1@sbcglobal.net

J. Michael Spooner, has worked as a concept designer in the animation industry for thirty years. His impressive array of projects for animation include Feature Films: The Emperor's New Groove, Lilo and Stitch, Treasure Planet, A Goofy Movie, Shrek, Quest for Camelot, Monsters Inc. 2; Direct-to-DVD projects: Tinker Bell, Fox and the Hound 2 and Television episodes: Chip 'n' Dale's Rescue Rangers, Talespin, Goof Troop, The Little Mermaid and Aladdin. Michael owns Spoonerville Animation Design, an independent visual development studio, providing both traditional and CGI computer-design concepts.

Presenter Bios



JC Steinbrunner

JC Steinbrunner is editor and content manager of Chicago Artists' Resource (CAR) and Chicago Artists Coalition (CAC). Before managing content for CAR, JC worked for more than 12 years as a creative director, designer and market strategist in the fashion and lifestyle industries with a focus on e-commerce. JC is a practicing painter and also runs The Salon Series, an artist project that merges visual and culinary experiences to promote the contemplation and craft of new work.



Catherine Treadgold

coffeetownpress.com

Since discovering the classic novel "Treasure Island" at age 10, Catherine Treadgold has been a voracious reader of all kinds of literature, from Margaret Atwood to Stephen King. After high school where she won several awards as editor of the newspaper, she headed to Princeton University, where she graduated with a bachelor's degree cum laude in German literature. Wanting nothing more than to be an opera singer, she moved to New York. There she sang with amateur opera and professional musical theater groups, joined Actors' Equity, and became certified in stage combat. During her last five years in NYC she also worked at Newsweek in external relations. In 1990 she moved back to Seattle to get her master's in vocal performance. After teaching for several years, five of them at Shoreline Community College, she returned to the UW to earn her certificate in technical writing and editing. She was eventually hired by Coffeetown Press. Because Catherine has always worked hard at her own creative endeavors – as a singer, writer and editor – she looks for authors with the same work ethic with regard to writing and self-promotion. Catherine and Jennifer McCord have been collaborating for the past two years to build Coffeetown Press and Camel Press. During this time, the parent company Coffeetown Enterprises has grown into a hybrid press, publishing most titles in POD trade paperback and eBook formats, but also doing the occasional print run. In 2012, one of Camel Press's titles, "The Judas Line," earned a starred review in Publishers Weekly.



Erik Unger

chicagobusiness.com

Erik Unger is a Chicago-based photojournalist who has been published in newspapers and magazines worldwide, including The New York Times, The Los Angeles Times, Chicago Tribune, Chicago Tribune Magazine, Forbes, London's Daily Telegraph and Italy's Panorama magazine. He is a staff photographer at Crain's Chicago Business. Erik has work permanently on display at Chicago's Shedd Aquarium and with the Chicago In the Year (CITY) 2000 museum tour that spent almost two years traveling Europe. He has also worked in more than 15 countries and covered such stories as the Arab-Israeli conflict, the Indian-Pakistani dispute in the Kashmir region, and the 2004 coup d'état of Haitian president Jean-Bertrand Aristide. Erik began his journalism career more than 15 years ago as a reporter covering crime, public education and city hall for the City News Bureau of Chicago.



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 has also been a judge for the Wisconsin Governor's Business Plan Contest for the past several years. Gary is a lecturer of economics/entrepreneurship at Lawrence University where he is a Coleman Foundation Fellow.



Mike Veny

mikeveny.com

MusicLessonBusiness.com

FastDrumSkills.com

Mike Veny is a drummer, entrepreneur, speaker, consultant and has been able to parlay his love of music and of drumming, in particular, into multiple successful career paths and charitable endeavors. Mike is founder and owner of FastDrumSkills.com, MusicLessonBusiness.com and SupportMusicEducation.Com. His entrepreneurial, leadership and people skills have made him an in-demand speaker and consultant to some of the top businesses in the world. As for charitable endeavors, Mike is on the board of directors for the Fender Music Foundation and is a member of the NAMM Foundation's Support Music Coalition, which seeks to strengthen community commitment and support for quality music education in schools.

Thank You

The SEA Conference would not be possible without the support of our sponsors, board members and donors. Their guidance and financial support have helped create this great educational and networking opportunity.

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SAVE The Date!

SEA is pleased to announce we will once again hold a regional SEA event in conjunction with the Collegiate Entrepreneurs' Organization (CEO). In fall 2013, SEA will be coordinating sessions throughout the National CEO Conference geared toward entrepreneurship in the arts. And the best part is it's all included in your CEO Conference registration fee. So, make sure to save the date:

SEA Regional Conference / CEO National Conference

October 31 - November 2, 2013

McCormick Place

Chicago, IL

And make sure to save the last weekend in February 2014 for the 14th Annual SEA Conference!



www.selfemploymentinthearts.com

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