



ART & BUSINESS

CHICAGO

October 28-30



WELCOME!

We're glad you have joined us for our 21st in-person SEA Event! There are many wonderful opportunities for you to learn about the business of art. Interaction with speakers is highly encouraged both in and out of sessions! They are excited to be here and want to help you on this journey. If you need assistance at any time, please stop by the registration table or look for one of our staff members or volunteers. We want to make sure you have an enjoyable and enriching experience.

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

The logo for SEA MISSION. The word "SEA" is in a large, bold, dark red font. Below it, the word "MISSION" is in a smaller, all-caps, dark red font. The letters are spaced out.

THANK YOU!

SEA would not be possible without all these amazing advisory board members, volunteers, and sponsors.

Self-Employment in the Arts Advisory Board

Stacey Earnest, Ace Metal Refinishers, Inc.
Andy Heise, University of Missouri Kansas City
Mark Hoelscher, Illinois State University
Jim Jozwiak, Band for Today
John McDavitt, McDavitt Design
Brian Morello Beloit College
Greta Pope, Greta Pope Entertainment
Jeffrey Ross, Ross Creative Works
Gary Vaughan, Guident Business Solutions

North Central College

Diane Bruce
Michelle Galasso
Brian Hanlon
Eileen McBrien
Amy Rogers
Jennifer Steffes

Event Collaborators

Collegiate Entrepreneurs' Organization (CEO)
United States Association for Small Business and Entrepreneurship (USASBE)

The John E. and Jeanne T. Hughes Foundation

Jon Hennessy
Matt Hennessy
Michael Hennessy

The Coleman Foundation

Shelley A. Davis
Nathan Stevens

Donors:

Ace Metal Refinishers
Blick Art Materials
Colbeth Family
Guident Business Solutions



Tentative Schedule as of 10/1/22

Friday, October 28th

2:00 - 5:00 PM

Excursion: VSOP Studios - Modern Studio Workflows

Presenter: Matthew Hennessy & VSOP Studios Staff

Join the crew at VSOP Studios in Chicago as they walk participants through multiple stations of a modern working studio including full analog mix, live band tracking and recording, and production. A Q&A session is also included.

*Excursion is held at VSOP Studios. Pre-registration is required.

4:30 - 5:30 PM

Excursion: Chicago Architecture and Urban Planning Walking Tour

Presenter: Denise Laurin-Donatelle, M.A. Art History

Join Denise Laurin-Donatelle, founder of Living Creatively and Denise Laurin Visual Art for an entertaining tour of Millennium Park. We will meet in the lobby for a brief introduction and continue to the River Walk where buildings of significance to local and international significance will be discussed. Then, we head to Millennium Park where Denise will explain the overall concept for the park and how key features such as the Pritzker Pavilion, Cloudgate (the Bean), and Crown Fountain came to be.

*Excursion leaves from the lobby of The Sheraton Grand Hotel. Dress for the weather and wear comfortable walking shoes

6:00 PM Welcome Reception

Join us for heavy hors d'oeuvres and libations as we join attendees from the CEO and USASBE events.

Saturday, October 29th

9:00 AM | Welcome Breakfast & Keynote by Michael Royce | Sheraton Grand Location TBD

Keynote Artists, Energy and the Universe

Keynote: *Michael Royce, New York Foundation for the Arts (NYFA)*

Michael Royce, in his capacity as executive director for the New York Foundation for the Arts for the past 16 years, has had the privilege of entering into deep engagements with artists living in China, Costa Rica, Czech Republic, England, Guatemala, Ireland, Japan, Lebanon, the Netherlands, Portugal, and the United States. Though their cultures, histories, and experiences are vastly different, what is universal is why they needed to be artists. In this talk Michael speaks from his experiences working with these artists, and shares his insights on why their creative works are critical to civilization.

Saturday, October 29th



10:30 - 11:20 AM | Session Block 1

Panel Discussion - Making a Living in the Visual Arts | Location TBD

Join panelists from various areas of the visual arts as they discuss different ways to make a living with one's creative talents. Artists will share strategies for getting started, creating multiple income streams, working with clients, pricing, overcoming challenges, and more. Bring your questions!

Panelists: Denise Laurin-Donatelle, John McDavitt, Daniel Sroka, and Kim Witte

Panel Discussion - Making a Living in Music | Location TBD

Join panelists from various music fields as they discuss different ways to make a living with one's musical talents. Panelists will share about their careers, various income streams, working with clients, getting gigs, overcoming challenges, and more. Bring your questions!

Panelists: Jonelle and Terry Carter, Matt Hennessy, Jim Jozwiak, and Justin Sinkovich

Small Group Discussion - Getting Started | Location TBD

The first step can be the most daunting. This small group format allows you to talk through what you want to do, the barriers that you are facing, and then come up with actionable steps you can take to start moving forward on your dream.

Discussion Leader: Steve Rogers, Steve Rogers Outdoors

Small Group Discussion - Working with a Talent Agency | Location TBD

Don't miss this opportunity to talk with the President of one of Chicago's leading talent agencies.

Discussion Leader: Dawn Gray, Gray Talent Group

Small Group Discussion - Voiceovers | Location TBD

Join voiceover actor Joe Bianco as he shares his insights and tips.

Discussion Leader: Joe Bianco

11:30 - 12:20 AM | Session Block 2

Panel Discussion - Making a Living in the Media Arts | Location TBD

Join panelists from various areas of the media arts as they discuss different ways to make a living with one's creative talents. Artists will share strategies for getting started, creating multiple income streams, working with clients, pricing, overcoming challenges, and more. Bring your questions!

Panelists: Catherine Borzym, Brian Prairie, and Steve Rogers

Panel Discussion - Making a Living in Theater | Location TBD

Looking to have a career in theater, television, and/or film? Join panelists as they discuss various career opportunities, auditioning, handling rejection, managing your career, and more.

Panelists: Patrizia Acerra, Joe Bianco, Dawn Gray, and Paul Kassel

Small Group Discussion - Getting Started | Location TBD

The first step can be the most daunting. This small group format allows you to talk through what you want to do, the barriers that you are facing, and then come up with actionable steps you can take to start moving forward on your dream.

Discussion Leader: John McDavitt, McDavitt Design

Small Group Discussion - sfx | Location TBD

Join the very talented Kim Witte for a discussion all about life as a sfx artist.

Discussion Leader: Kim Witte

Small Group Discussion - Crafting an Artist Statement | Location TBD

Join Denise Laurin-Donatelle for a discussion of best practices for writing succinct and articulate artist statements. Questions from participants are welcome.

Discussion Leader: Denise Laurin-Donatelle

Small Group Mentoring - Open Studio Q&A with Matt Hennessy | Location TBD

Bring your questions for an open mentoring session with Matt Hennessy from VSOP studios.

Discussion Leader: Matt Hennessy

Saturday, October 29th

12:30 - 1:15 PM | Lunch & Keynote by Mike Veny | Sheraton Grand Location TBD

Mike Veny's Keynote made possible by Guident Business Solutions

GUIDENT
BUSINESS SOLUTIONS LLC



Keynote Title TBD

Description

1:20 - 2:00 PM | Creative Breaks

Drum Circle with Mike Veny | Sheraton Grand Location TBD

Description coming soon

Create Room sponsored by Blick Art Materials & led by John McDavitt | Location TBD

Description coming soon

Networking Walk along the River

Description coming soon

BLICK
art materials

2:15 - 3:05 PM | Session Block 3

Building Your Brand as an Artist | Location TBD

Artists are true entrepreneurs, and being successful (however you choose to define that) requires becoming comfortable with telling your story. In other words, branding and marketing. In this session, we will talk about the basics of branding, and how it applies to your career as an artist. We will discuss the need for creating a clear and compelling story that engages your unique audience and sets you apart from others. We will then talk about how to translate this story to different mediums and situations, from printed materials to social media to exhibitions.

Presenter: Daniel Sroka, Fine Art Photographer

2:15 - 4:05 PM | Session Blocks 3 & 4

Launch Your Next Creative Project with the Creative Canvas | Location TBD

Do you have an idea for a creative project but don't know where to begin? Are you overwhelmed with the dozens of things required, and not sure how to tackle them all? Join Dr. Terri Lonier for this fun, interactive hands-on session using her one-page planning tool, the Creative Canvas. She'll guide you in exploring the details of your project, and help you get clear on specific steps to make it a success. You'll leave with a detailed roadmap of what to do, designed specifically for your needs. Best of all, you'll have a template to use for future projects as you build your creative career. It's time to get that creative project out of your head and into the world! In just 2 hours you'll discover how — and be on your way to making it happen.

Presenter: Terri Lonier, The Craft of Innovation

Funding Challenge Workshop | Location TBD

Description Coming

Presenter: Katie Sowa

3:15 - 4:05 PM | Session Block 4

Panel Discussion - Building Connections

No matter your creative field, knowing how to build connections is important. Panelists will share their strategies on how and where to start making connections, how to develop meaningful and authentic relationships, and knowing when a connections isn't a healthy fit.

Panelists: Joe Bianco, Catherine Borzym, Paul Kassel, Leanna Lee, John McDavitt, Daniel Sroka, and Kim Witte

Saturday, October 29th

4:15 - 5:30 PM | Dinner & Keynote by Leslie Goddard | Sheraton Grand Location TBD

Leslie Goddard, Ph.D., is an award-winning scholar and actress who has been portraying great women in history for more than twenty years. Tonight, she'll entertain us with her portrayal of Amelia Earhart. After the performance, we'll open the floor to questions.

Leslie Goddard's keynote made possible by Millikin University.



Sunday, October 30th

9:15 - 10:20 AM | Breakfast & Small Group Discussions | Sheraton Grand Location TBD

Join your preselected group for a topic specific conversation while you enjoy breakfast. If you did not select a group prior to the event, you can check with SEA staff to find a table with space available.

- NFTs with Clayton Smith
- Moneygrit with Sheryl Kosovski
- Design with Catherine Borzym
- Creative Blocks with Daniel Sroka
- For Profit vs. Not for Profit with Annie Hackett
- Public Art Project with John McDavitt
- The Entrepreneurial Author (career development and brand identity) with Allie Pleiter
- Creating a Successful Product Launch using Social Media with Kim Witte
- Mental Health for Creatives with Mike Veny and Leanna Lee
- The Art & Science of the Side Hustle with Camille Jamerson
- TBD w/ Edward Wimp

10:30 - 11:20 AM | Session Block 5

Panel Discussion - 2022 Marketing Strategies*

How do you market your creative services and products today? Are there traditional avenues that still work? What social media strategies produce the best results? When finances are tight, how can you get the best bang for your marketing dollar? Are there no cost (or very low cost) strategies that panelists have found successful?

Panelists: Sheryl Kosovski, Daniel Sroka, and Kim Witte

Panel Discussion - Financing Your Creative Pursuits

For many, figuring out how to finance your creative pursuit and still pay your bills can be one of the greatest barriers to taking that first step. Panelists will share their tips for generating the funding for their dream while still making ends meet. We'll look at a variety of strategies and broaden your mindset on how you can start breaking down that barrier today.

Panelists: Camille Jamerson, Leanna Lee, and Edward Wimp

Moderator: Patrizia Acerra, DePaul University

Next Step Mentoring

Have you already started freelancing or launched your own creative business? Are you looking for help on trying to figure out that next step to grow or transition from part to full time entrepreneur? Join Katie Sowa for a small group discussion where you can share your challenges, talk through strategies to address them, and develop next steps to move your business forward.

Small Group Mentor: Katie Sowa

Sunday, October 30th



11:30 AM - 12:20 PM | Session Block 6

LawSmarts 101: Legal Basics every Creative Needs to Know* | Location TBD

For 50 years, LCA has provided legal representation and educational programs for the arts community. Join us for this educational session on business and legal issues that affect your art and work every day.

Presenter: Chris Johnson, Lawyers for the Creative Arts

Niche Building Your Business

It's been said 'the riches are in the niches'. And it is true - when you narrow your focus to a specific niche you can find clients who will pay to have their problems solved again and again and again. John walks through the process finding profitable niches in business.

Presenter: John McDavitt, McDavitt Design

The Chunky Method

As creator of the popular The Chunky Method of writing productivity, Allie Pleiter has helped thousands of writers and entrepreneurs discover their unique path to completion. This session will take a look at a step-by-step plan to writing your book(s) even with life's distractions.

Presenter: Allie Pleiter

12:30 - 1:45 PM | Networking Lunch | Sheraton Grand Location TBD

Details Coming Soon!

2:15 - 3:05 PM | Session Block 7

LawSmarts 101: Legal Basics every Creative Needs to Know* | Location TBD

For 50 years, LCA has provided legal representation and educational programs for the arts community. Join us for this educational session on business and legal issues that affect your art and work every day.

Presenter: Chris Johnson, Lawyers for the Creative Arts

Small Group Mentoring Discussions | Location TBD

Join one of the tables for group mentoring and discussion with the following presenters

- Running a performing arts school/ dance school and making it profitable with Annie Hackett
- Columbia College
- Work Life Balance with Matt Hennessy
- Mentoring with Edward Wimp

2:15 - 4:05 PM | Session Blocks 7 & 8

Can I Please Quit My Job? | Location TBD

Do you dream of leaving your job and starting your own business but don't know how to make that happen?

To safely leave your current job you will need to either have some money put aside until your business can support you or have a plan to cover these expenses. But how much will you need? You may be unclear about how you can ever save the money you'll need. Although you have an idea about what kind of business you want you may not be clear about the specifics of what products and services you plan to offer, how to set your pricing, who your clients will be and if you can do this on your own or would like partners or employees. How do you get started?

Learn how in this workshop.

Presenter: Sheryl Kosovski, Self-Worth.coach

Sunday, October 30th

3:15 - 4:05 PM | Session Block 8

Panel Discussion - 2022 Marketing Strategies*

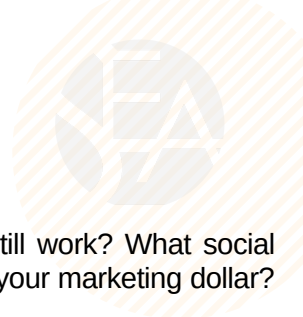
How do you market your creative services and products today? Are there traditional avenues that still work? What social media strategies produce the best results? When finances are tight, how can you get the best bang for your marketing dollar? Are there no cost (or very low cost) strategies that panelists have found successful?

Panelists: Camille Jamerson, Leanna Lee, and Edward Wimp

Small Group Mentoring Discussions | Location TBD

Join one of the tables for group mentoring and discussion with the following presenters

- Determining whether or not a program (in kids arts education) should be a non-for profit or for profit with Annie Hackett
- Small Group Mentoring around the Music Industry with Matt Hennessy
- TBA



4:15 - 4:45 PM | Closing Session: Funding Pitches | Location TBD

Come listen to attendees pitch for funding. Pitches will be followed by closing remarks from SEA staff and sponsors.

Funding Pitch Judges: Gary Vaughan, Guident Business Solutions, Edward Wimp,

Thank You for Attending!

Thank You Sponsors!

The John E. and Jeanne T. Hughes Charitable Foundation



**NORTH CENTRAL
COLLEGE 1861**

The
Coleman
FOUNDATION



The Colbeth Family



The Collegiate Entrepreneurs' Organization
CREATING A **WORLD** OF OPPORTUNITIES



BLICK
art materials

SelfEmploymentInTheArts.com