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.

**THANK YOU!**

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

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**Event Collaborators**
Collegiate Entrepreneurs’ Organization (CEO)
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**Land Acknowledgement:**
This event is being held in buildings located in the area of traditional unceded homelands of the Council of the Three Fires: the Ojibwe, Odawa, and Potawatomi Nations. Many other tribes such as the Miami, Ho-Chunk, Menominee, Sac, and Fox also called this area home. Today, Chicago is home to the largest urban Indigenous population in the Midwest, and they continue to honor this land and its waterways, practice traditions, and celebrate their heritage. While this acknowledgement is important, it is also important for each of us to be curious and seek to understand our place within that history. We encourage you to explore more online. You can start at native-land.ca, usdac.us, or illuminative.org. (Information gathered from and text adapted from The Chicago History Museum, The School of the Art Institute Chicago, The Emily Hall Tremaine Foundation, and The US Department of Art and Culture.)
Michael Royce is the Executive Director of The New York Foundation for the Arts (NYFA). The vision of NYFA is to help artists sustain themselves economically while living values of equity, diversity, inclusion and accessibility. Since the Pandemic began, Michael has overseen the fundraising and distribution of $22 million in either economic or medical aid to artists and cultural workers impacted by COVID. Since Michael arrived at NYFA, he has redirected the organization towards a more equitable cultural representation of services and programs, including serving over 9,000 immigrant artists; launching free professional development programs for leaders of color, and leadership training for organizations that serve marginalized communities; establishing grants for artists with disabilities; grants for those who identify as women in film, media and theater; and grants for Latinx artists throughout the nation. As co-editor of The Profitable Artist, Michael has provided access to knowledge and skills for those that cannot afford higher education; and spearheaded entrepreneurial training in the cultural sector based on the methodology within the book. Throughout his career Michael has been recognized for his work. Recent examples include: Named a Power Play in Tourism and Hospitality by AMNY Metro and Politics NY (2022), named to the Parks & Cultural Committee Transition Team for NYC’s Mayor Eric Adams (2021), profiled in Inside Philanthropy (2021), named a Notable in Nonprofits and Philanthropy by CRAIN’s New York Business (2021), named one of the top 50 most influential arts leaders by the Observer newspaper, (2020), and awarded the Alan Cooper Leadership Arts Award by the Mid Atlantic Arts Foundation (2018). nyfa.org

Mike Veny is fiercely committed to empowering employees to discover the gift of emotional wellness so they can accelerate personal and professional growth. If you are looking for a proven speaker who can transform your attendees through addressing mental health, team building and wellbeing, then you’ve come to the right place. Mike Veny is the winner of Corporate LiveWire’s 2022 Innovation & Excellence Award for his work as a Certified Corporate Wellness Specialist®. As a PM360 ELITE Award Winner, he was recognized as one of the 100 most influential people in the healthcare industry for his work with patient advocacy. Determined to overcome a lifetime of serious mental health challenges, Mike’s career began as a professional drummer and evolved into becoming a change maker in the workplace wellness industry. In addition to being a world-class keynote speaker, he’s a corporate drumming event facilitator for team building, podcast host, and the author of several books, including the best-selling book, Transforming Stigma: How to Become a Mental Wellness Superhero. His expertise and life experience have been featured on ABC, NBC, and CBS news. mikeveny.com

Leslie Goddard, Ph.D. is an award-winning scholar and actress who has been portraying great women in history for more than twenty years. She holds an interdisciplinary Ph.D. from Northwestern University as well as a master’s degree and an undergraduate degree in theater. A former museum director, she currently works full-time as an actress, public speaker and author. Recognized as one of the top historical performers working today, her portrayals have been seen by audiences in more than thirty-five states, including scores of universities, museums, libraries, civic organizations and Chautauqua festivals. lesliegoddard.info
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 | Keynote Welcome by Michael Royce | Sheraton Ballroom 1
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.
10:30 - 11:20 AM | Session Block 1

Panel Discussion - Making a Living in the Visual Arts | Millennium Park
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 | Jackson Park
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, Brent Rolland, and Justin Sinkovich*

Small Group Discussion - Getting Started | Grant Park
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 | Grant Park
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 | Grant Park
Join voiceover actor Joe Bianco as he shares his insights and tips.
*Discussion Leader: Joe Bianco, Voiceover Actor*

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

Panel Discussion - Making a Living in the Media Arts | Millennium Park
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, Steve Rogers, and Brent Rolland*

Panel Discussion - Making a Living in Theater | Jackson Park
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 | Grant Park
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 - Special Effects Makeup Art | Grant Park
Join the very talented Kim Witte for a discussion about the world of SFX makeup. Specifically on the topics of different sfx makeup products and her experience in the industry.
*Discussion Leader: Kim Witte*

Small Group Discussion - Crafting an Artist Statement | Grant Park
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 | Grant Park
Bring your questions for an open mentoring session with Matt Hennessy from VSOP studios.
*Discussion Leader: Matt Hennessy*
Saturday, October 29th (Continued)

12:30 - 1:15 PM | Lunch & Keynote by Mike Veny | Sheraton Ballroom 1
Mike Veny's Keynote made possible by Guident Business Solutions

1:20 - 2:00 PM | Creative Breaks

Drum Circle with Mike Veny | Sheraton Ballroom 1
Join Mike Veny for a fun and interactive drumming session!

Create Room sponsored by Blick Art Materials & led by John McDavitt | Grant Park
Join artist John McDavitt and take part in a group creation thanks to Blick Art Materials.

Networking Walk along the River | Jackson Park
Join other attendees for a stroll along the river walk. Weather permitting. (Meet in Jackson Park)

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

Building Your Brand as an Artist | Millennium Park
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 | Jackson Park
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: Dr. Terri Lonier, The Craft of Innovation

Funding Challenge Workshop | Grant Park
This hands-on workshop will take you through the steps for identifying how to secure resources and funding that will impact your creative aspirations and then walk you through how to put together a pitch to get that funding. No previous pitch experience needed. This is open to anyone who has aspirations of making a living with their creative talents and would like funding to help get started. Participants will then have an opportunity to pitch for funding on Sunday afternoon. Up to 4 participants will receive funding up to $250 each.

Presenter: Katie Sowa

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

Panel Discussion - Building Connections | Millennium Park
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 connection isn't a healthy fit.

Panelists: Joe Bianco, Catherine Borzym, Paul Kassel, Denise Laurin-Donatelle, Leanna Lee, John McDavitt, Brian Prairie, Daniel Sroka, and Kim Witte
4:15 - 5:30 PM | Dinner & Keynote by Leslie Goddard | Sheraton Ballroom 1
Leslie Goddard's keynote made possible by Millikin University.

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.

Saturday, October 29th (Continued)

Sunday, October 30th

9:15 - 10:20 AM | Breakfast & Small Group Discussions | Sheraton Ballroom 1
Join a group for a topic specific conversation while you enjoy breakfast.

Blockchain, NFTs, and the Metaverse w/ Clayton Smith
Join digital media professor Clayton Smith for an exciting conversation about everything that Web3 has to offer, from blockchain and NFTs to cryptocurrency and the metaverse. Whether you're brand new to blockchain or are already knee deep in the decentralized virtual space, this is a great discussion for anyone interested in learning more about the next evolution of the Internet!

Moneygrit: A tool for managing your money with Sheryl Kosovski
See how the numbers work together to create a complete picture of your business finances - think of it as your business GPS. Moneygrit.com will help you know where you are, where you're heading, and the route to take to get there.

Design with Catherine Borzym
Whether you are a designer or have a question about design for your creative pursuits, Catherine's here to answer your questions.

Working with Creative Blocks with Daniel Sroka
Creative blocks are a natural part of the creative process. You can either run from them, like many do, or use them to your advantage. In this roundtable, we will discuss what causes creative blocks, and how we can learn how to utilize these doubts as a natural and vital part of the creative process.

For Profit vs. Not for Profit with Annie Hackett
We'll discuss how to determine whether or not a program (in kids arts education) should be a non-for profit or for profit.

Public Art Projects with John McDavitt
Join artist John McDavitt for a conversation about creating a public art project in your community.

The Entrepreneurial Author with Allie Pleiter
Join Allie for a conversation around career development and brand identity as an author.

Creating a Successful Product Launch using Social Media with Kim Witte
Join social media wizard Kim Witte for a discussion around different social media strategies to launch your product.

Mental Health for Creatives with Mike Veny and Leanna Lee
Join Mike and Leanna as we discuss how to navigate mental health as a creative business owner. We'll share our own stories, answer any questions you may have, and workshop some practical ideas and solutions.

The Art & Science of the Side Hustle with Camille Jamerson
We'll discuss creative strategies to build your business while working a 9/5 or attending school.

Revenue Streams in Music with Edward Wimp
Join Ed for a discussion about the multiple revenue streams in music.
Sunday, October 30th (Continued)

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

Panel Discussion - 2022 Marketing Strategies | Millennium Park
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, Brian Prairie, Daniel Sroka, and Kim Witte*

Panel Discussion - Financing Your Creative Pursuits | Jackson Park
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, Steve Rogers, and Edward Wimp
Moderator: Patrizia Acerra, DePaul University*

Next Step Mentoring | Grant Park
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*

Columbia College School of Graduate Studies (10:30 AM - 2:15 PM) | Hallway
Drop by the Columbia College Chicago School of Graduate Studies table to learn more about opportunities for graduate study at Columbia in Entrepreneurship and in Fine Arts.

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

LawSmarts 101: Legal Basics every Creative Needs to Know | Millennium Park
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 | Jackson Park
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 of finding profitable niches in business.
*Presenter: John McDavitt, McDavitt Design*

The Chunky Method | Grant Park
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*

Columbia College School of Graduate Studies (10:30 AM - 2:15 PM) | Hallway
Drop by the Columbia College Chicago School of Graduate Studies table to learn more about opportunities for graduate study at Columbia in Entrepreneurship and in Fine Arts.

12:30 - 1:45 PM | Networking Lunch | Sheraton Ballroom 1
Join other attendees, speakers, and sponsors for lunch and conversation.
Sunday, October 30th (Continued)

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

**LawSmarts 101: Legal Basics every Creative Needs to Know | Millennium Park**
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 | Grant Park**
*Join one of the tables for group mentoring and discussion with the following presenters*
- Leaning in to different seasons of a dance career (performer, choreographer, educator, business owner) with Annie Hackett
- Graduate School and the Self Employed Artist: Columbia College Chicago Round Table Discussion
  *Are you curious about graduate studies? Have you wondered if graduate school would provide you with a competitive edge in managing your career as an artist or entrepreneur? In this round table, you will learn more about the creative graduate school experience from admissions director Kelly Schmader—from deciding if graduate school is right for you to the impact of the advanced degree on building your artistic practice or business. Hear why our students decide to return to school and how they’ve used this time to lay the foundation for their careers after graduation.*
- Work Life Balance with Matt Hennessy
- Mentoring with Edward Wimp (hallway)

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

**Can I Please Quit My Job? | Jackson Park**
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*

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

**Panel Discussion - 2022 Marketing Strategies | Millennium Park**
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 | Grant Park**
*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
- Small Group Mentoring around the media arts Industry with Brian Prairie
- Small Group Mentoring around the music industry with Matt Hennessy

4:15 - 4:45 PM | Closing Session: Funding Pitches | Sheraton Ballroom 1
Come listen to attendees pitch for funding. Pitches will be followed by closing remarks from SEA staff and sponsors.
Featured Speakers:

**Patrizia Lombardi Acerra** holds an MA in Pastoral Studies, an MA in Communications, and is currently writing her doctoral thesis at Salve Regina University for a PhD in Humanities with a specialization in political performance. She is an arts consultant with a focus in mission development, entrepreneurship and non-profit arts administration. She is the Founder and Executive Director of the International Voices Project, a company which brings global playwrights to Chicago stages by fostering translation, production and play development in collaboration with consulates and cultural institutions throughout the city. She has developed coursework for DePaul in creativity and entrepreneurship. Patrizia is a 2015-2016 Coleman Fellow at DePaul's Coleman Center for Entrepreneurship.

**Joe Bianco** is one of Chicago’s premier voiceover talents and an equity actor. He has recently performed with Drury Lane, The House, Chicago Shakespeare, Illinois Shakespeare Festival, Door Shakespeare & Shakespeare Project Chicago. Some recent voiceover credits include Wheel in The Wheel of Enormous Proportions with Jackbox Games and Jacob in the upcoming Oxenfree II. Additional voiceover clients include McDonalds, Bungie, West Suburban Bank, YMCA, Mercedes, The Onion, Lurie Children’s Hospital, and the video game “Streets of Rage 4” available on all platforms. On camera credits include The Chi, Chicago Fire and work with Clickhole & The Onion Labs. [actorjoebianco.com](http://actorjoebianco.com)

**Catherine Borzym** has been an almost lifelong entrepreneur. From thirteen, when she started her first business, she’s been a leader, risk-taker, dreamer, and doer. Her favorite part of running her own business is transforming her client's plain documents and ideas into stunning brands, websites, and print materials. Kiwi Avenue works with small businesses, churches, and award winning speakers to build attention-grabbing brands. She’s also worked with Columbia University and Apple to create websites and branding that compel action and grow sales. Kiwi Avenue prides itself on being ninja fast, professionally designed and delivered on time™. [kiwiavenue.com](http://kiwiavenue.com)

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

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

**Dawn Gray** is president of Gray Talent Group, founded in 2008, with offices in Chicago and Los Angeles. The mission of Gray Talent Group is to develop actors and take them to the next level of their career. There are currently Gray Talent Actors on Broadway, in movie theaters and in film festivals across America. Gray was named the SAG agent of the month and was the second agent outside of Los Angeles and first in Chicago to receive the award. Before becoming an agent, Gray produced the film Stray Dogs. Her other entrepreneurial venture was MO Moments, a resource for working mothers. As part of MO Moments, Gray produced a radio segment for WMAQ radio, wrote a column for the Chicago Tribune, created a monthly newsletter, ran support groups and gave talks on balancing work and family. A graduate of Northwestern University, her first job out of college was working in the media as a writer/producer for WCFL Radio, UPI and CNN. Later she transitioned into public relations and held management positions at major agencies. [graytalentgroup.com](http://graytalentgroup.com)
Annie Hackett is a passionate speaker who shares her entrepreneurial journey from dancer to educator to business owner with other small business professionals. She is a certified coach for “More Than Just Great Dancing,” a licensed dance studio affiliation program that impacts over 75,000 dance students around the globe each week. Her dance and music school, the Kenosha Academy of Performing Arts, founded in 2006, has been featured in Dance Magazine and Dance Teacher Magazine. The school's growth to over 700 students, thriving through economic ups and downs alike, is a testament to Annie’s entrepreneurial savviness. She is the founder of the dance program at Carthage College (Kenosha WI) and has been a frequent guest teacher at Columbia College and Roosevelt University (Chicago, IL). Annie has performed and choreographed internationally. Her choreography has been seen at professional theaters across the US. Onstage she has performed in productions at theaters across the United States, Europe, and on cruise ships, and she is a member of the Actor’s Equity Association. Annie’s mission is to create awareness that there are viable career options in the arts.

kenoshadancemusicdrama.com

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

vsopproductions.com

Camille Jamerson is an award winning published author, expert fixer, creative branding mastermind and business growth strategist! She is the Founder & CEO of The Camille Company which manages subsidiaries, CDJ & Associates (a boutique consulting firm) and CDJ @ Home (Camille’s personal brand). Camille is renowned for managing the brands, growth strategy and projects for political figures, public figures, musical artists, authors, churches, corporations and entrepreneurs. She graduated from Harvard University Executive Program and received additional certifications in business, management and leadership. The Camille Company will be launching a brand new creative brand in the fall of 2022!

cdjandassociates.com

Christopher Johnson serves as the Associate Director of Legal Services at Lawyers for the Creative Arts, a Chicago-based non-profit dedicated to providing pro bono legal services and education to artists across the state of Illinois. A lifelong performer and proponent of the arts, Mr. Johnson made the transition to the legal services community after obtaining civil litigation experience with AV rated law firms in and around Chicago. His writing on the intersection of law and theatre has been featured in such publications as the Berkeley Journal of Entertainment and Sports Law and the Michigan Business and Entrepreneurial Law Review. After completing his undergraduate studies at the University of Illinois at Urbana Champaign, Mr. Johnson earned his law degree from the IIT Chicago-Kent College of Law. He is licensed to practice law in the State of Illinois and in the United States District Court for the Northern District of Illinois. He serves as Co-Chair of the Chicago Bar Association’s YLS Creative Arts committee, has taught Entertainment Law courses at local film schools, and regularly guest lectures on arts and entertainment topics at various colleges, law schools, and conferences across Chicago.

law-arts.org

As a professional trumpet player Jim Jozwiak worked with some of the giants in the entertainment world. 19 time Grammy award winner Tony Bennett, Mel Tormé, Ella Fitzgerald, the Rock and Roll Hall of Fame Temptations, Frankie Valli and the Four Seasons and scores of others. Jim is the founder and owner of Band For Today which is a national outsource company providing music education to schools which operates in 7 states and has educated over 30,000 students. Along with Band For Today Jim owns James Consulting where he coaches start-ups, through medium sized businesses. He and wife Leah have three children who are also successful entrepreneurs in the music business. Daughter Brittany has worked on shows like The Academy Awards, The American Music Awards, Glee ,American Idol and performed with Diddy, Eminen, Nicki Minaj, Ariana Grande, Stevie Wonder, Jennifer Hudson and many others. Son Nick has performed at the International Jazz Festival in Bern Switzerland and daughter Kelly plays professionally and has been seen numerous times playing on the hit show Empire.

bandfortoday.com
Paul Kassel is the Dean for the College of Visual and Performing Arts and a professor in the School of Theatre and Dance at Northern Illinois University. Kassel was a professor of theatre at several universities where he taught acting, voice, movement, directing, and directed plays. Kassel's book, Acting: An Introduction to the Art and Craft of Playing, was published by Pearson in spring of 2006. His new book, The Actor's Path: An Evolutionary Approach to the Art and Craft of Playing, is under review for publication by Routledge. In New York City for eleven years as a professional actor, director, writer, Kassel worked off, and off-off Broadway, in regional theaters, and in several films and television shows. He has continued to act and direct professionally, most recently directing Romeo and Juliet for Kane Repertory Theatre Company in St. Charles, IL. M.F.A. FSU/Asolo Conservatory. AEA and SAG/AFTRA

Sheryl Kosovski is a celebrated Money and Business Coach for creative entrepreneurs. She has helped thousands of clients grow their businesses and increase their income. She started out as a visual artist and decorative painter. Her work has been shown in galleries and regional museums throughout the Midwest. She has been a professor of entrepreneurship and an invited speaker at artist and designer conferences throughout the country. Sheryl works with entrepreneurs who don't feel they are experts in business or finance but are great at what they do. She teaches them how to get and stay out of debt, save, manage their money, attract more clients, make more money and create lasting financial security. Sheryl offers individual coaching, classes and workshops. Check out her website: Self-Worth.coach

Denise Laurin-Donatelle is a Chicago-based visual artist, mentor, and educator. Denise has exhibited widely at venues such as Triangle Gallery, The Fine Arts Building, the Chicago Art Open, and The Chicago Cultural Center. In 2009, she moved to New York City, where she led a group show under the auspices of the MoMA education department and the Northern Manhattan Artists Alliance. Through her business, Living Creatively, Denise guides individuals to develop their artistic vision, to improve their artistic skills, and to overcome obstacles in pursuing art as a career path. As a mentor, she provides support for getting beyond creative blocks, making creativity a priority, and helping students and professionals develop portfolios that impress clients or college admission teams. Prior to her work as an artist and mentor, Denise managed a graphic design business serving clients from every sector of business. She won national recognition for her work and was named Women in Design/Chicago's Woman of the Year. For more info: www.livingcreatively.info and www.deniselaurinvisualart.com

Leanna Lee is a future of work and mental health writer-journalist. She specializes in thought leadership and strategic content marketing for tech, finance, and mental health brands. Leanna's lived experience with mental health has fueled a lifelong interest in healthy and sustainable business practices. She currently co-hosts Bettermental, a mental health podcast for small business owners with corporate wellness specialist, Mike Veny. leannaleewriter.com

Dr. Terri Lonier's diverse career has one thread: bringing together the arts, business, and technology. Terri received her MFA in sculpture, and has worked as a studio potter and sculptor, professor of art and design, curator of exhibitions at the Kohler Arts Center, professor of entrepreneurship at Columbia College Chicago, executive director of the Coleman Entrepreneurship Center at DePaul University, Dean of the Career Center at the School of the Art Institute of Chicago (SAIC), and most recently, a global innovation consultant for Oracle. She received her PhD from NYU in Business History, researching the origins of branding and food marketing. What delights Terri most is helping creatives bring their ideas to reality. While a dean at SAIC, she developed the Creative Canvas, a free one-page planning and strategy tool to help individuals map out the steps to bring their creative project to life. She'll be workshopping it with SEA participants. terrilonier.com
**Steve Rogers** has been working in all facets of the outdoors industry for over 20 years. He has hosted and produced a nationally televised show, written over 900 published articles, and created a YouTube channel with nearly 500 videos and 8,000 authentic subscribers. In addition, he produces content for a variety of commercial clients and has his own specialty grade coffee company. Steve has degrees in both Broadcast Communications and Education. @SteveRogersOutdoors

**Brian Prairie** Brian has spent his childhood drawing comics and painting, and for the past decade Has channeled his creativity professionally by widening his artistic skill set which now includes experience in illustration, motion graphics, and animation. He has also become intimately familiar with all aspects of video production, and his many talents include set design, storyboarding, building computer generated models, camera operator, non-linear editing, and compositing. He has logged countless hours managing projects from start to completion, and he works in tandem with clients to create the best final product possible. Brian's dedication to the process and the joy of a job well done provide constant motivation to help him grow as an artist. Our stories keep moving forward. Brian worked freelance for years, then found permanent employment with an ad agency, formed his own company, Ravenspring Creative, merged and bought a company to form Pathfinder, a full service marketing firm. He's excited for this new chapter in life and always looking for the next adventure!

**Award-winning bestselling author Allie Pleiter** writes both fiction and non-fiction working on as many as four books at a time. She teaches creative people how to be consistently, dependably productive while teaching high-performing professionals how to create the vital content today's marketing requires. The author of over 60 published titles Allie has spent a decade in the publishing profession with over 1.6 million books sold worldwide. In addition to her own writing career, Allie maintains an active writing productivity coaching practice and speaks regularly on faith, the creative process, women's issues, and her very favorite topic—The Chunky Method of time management. Visit her website at www.alliepleiter.com to learn more.

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

Follow John on YouTube and Instagram (@muralguy).

**Brent Rolland** graduated as valedictorian of the International Academy of Design and Technology with a BFA in Multimedia Production and Design in 2005. Since that year, Brent has grown as an artist with Fig Media as a DJ, audio tech, drummer/percussionist, and emcee/host. Brent has been a speaker at the SEA Conference in 2016 and 2017, and looks forward to being with students to support them with their next steps in their artistry, dreams, and careers.
**Kelly Schmader** is the Assistant Director of Graduate Admissions for the School of Graduate Studies at Columbia College Chicago, as well as a part-time instructor for the Creative Communities 200 level course, Chicago Performs: the Art of Drag. Schmader is a 2019 graduate of Columbia’s Master of Arts Management program. She is the director of admissions for the Master of Arts Management, Entrepreneurship for Creatives MA, Civic Media MA, Interaction Design MA, Strategic Communication MA, and the Combined Degree BA|MA programs at Columbia.

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

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

**Katie Sowa** is the Director of Community at Sora Schools. Prior to joining Sora, Katie was the COO of both Future Founders and the Collegiate Entrepreneurs’ Organization. In each of these roles, she launched and built international youth entrepreneurship programming and managed the organizational growth of the nonprofit organizations.

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

**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.
Attorney Edward W. Wimp, “Ed,” was born and raised in Chicago, Illinois. He attended Monmouth College in Monmouth, Illinois, where he earned a B.A. in Business administration with a minor in Political Science. While at Monmouth College, Ed pitched for the baseball team as well as played guitar in the jazz band. He then proceeded to attend Full Sail University in Orlando, Florida, where he earned an M.S. in Entertainment Business, before attending Florida A&M College of Law where he earned a Juris Doctor. During law school, Ed participated in the Entertainment and Sports Law Society, and served as an ambassador for Themis bar review. Before practicing law, Ed worked in the music industry as a tour manager for artists such as Earth Wind & Fire, and A$AP Rocky. After amassing substantial experience in the music industry, he authored the book Building Fans, Fame & Wealth: The 18 Revenue Streams of Music. Ed began his legal career gaining experience defending insurance companies in Workers’ Compensation disputes at a Statewide Civil Trial Defense Law Firm. He then went on to continue to defend insurance companies in the areas of First Party Property and General Liability at one of the “Largest U.S. Law Firms” according to the National Law Journal, and “Top Corporate Law Firms” according to Forbes. Ed then took his knowledge to The Leach Firm, P.A., where he represents those that have been mistreated in employment matters such as: FLSA violations, wrongful termination, discrimination, unpaid wages, medical leave, and whistleblower cases. The ability to provide recourse and comfort to client’s that have been wronged makes all of the hard work worthwhile to Ed. Pro Bono work is a cornerstone in Ed’s legal career, as he volunteers his time to serves as a Guardian Ad Litem for children in need, serves as a Legal Observer to protect the rights of demonstrators in peaceful protests, and aids in providing legal services to artists through Lawyers for the Creative Arts. In addition to his practice, Ed enjoys playing music, golfing, cycling, and spending time with family and friends. Ed currently resides in Orlando, Florida.

Kim Witte is an entrepreneur, special effects makeup artist, & traditional artist. She runs her own company, Witte Artistry LLC, where she creates entertaining/educational content based in the beauty, makeup, and traditional art world. Kim specialize in body painting & acrylic painting, but she’s most recently expanded into the creative food & mental health spaces. Witte leads with authenticity and enjoys sharing how she maintains a positive mindset and a healthy work life balance. On top of that, there’s always the behind the scenes work she does for her business: SEO, social media, product development, and diversifying her income. Check out her work at www.witteartistry.com

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