



Keynotes:

tentative as of 10/1/22

Saturday Opening Keynote:



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

Saturday Lunch Keynote:



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

Saturday Dinner Keynote:



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

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 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



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



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 every day life.
riverroadtrio.com | jonellemariemcarter.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 an in demand and busy player on the scene.
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 MOMents, a resource for working mothers. As part of 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



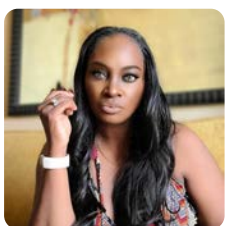
Annie Hackett is a passionate speaker who shares her entrepreneurial journey from dancer to educator to business owner with other small business professionals. She is a certified coach for "More Than Just Great Dancing," a licensed dance studio affiliation program that impacts over 75,000 dance students 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



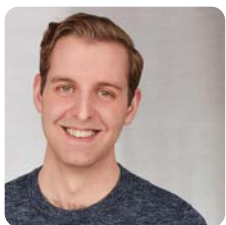
Matt Hennessy is Chief Engineer, Producer, and Studio Owner at VSOP Studios. Receiving formal training at Berklee College of Music, studying both Jazz Performance and Production, Hennessy spent the next 2 decades working behind the board with the best of the best talent in the music business. Helming 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, Eminem, 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 Johnson Lee is a British-American writer and journalist, and podcast host focused on the future of work and wellbeing. A content marketing writer, she's developed strategic thought leadership content, blogs, and resources for startups and Fortune 500 companies around the world. She is a member the American Society of Journalists and Authors (ASJA) and a founding member of Plumia, a digital nation for digital nomads. As a speaker, she's covered mental health management, workplace mental health, and healthy business strategies and practices for local, national, and international events. Her mental wellness podcast for business owners, *Bettermental* (formerly MxV), explores her experience as a disabled business owner with co-host, speaker, and 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



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).



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 40 published titles Allie has spent a decade in the publishing profession with over 1.4 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.



Brian Prairie spent his childhood drawing comics and painting, and for the past decade he's 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. Brian has logged countless hours managing projects from start to completion, and works in tandem with his clients to create the best final product possible. He is currently Chief Creative Officer at Pathfinder.



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



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.



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.



Ed Wimp is an attorney, speaker, author, artist manager, and musician from Orlando, Florida. He started his career in music as a musician and began recording and touring as a musician himself before transitioning into the business side of music. After graduating college, Ed began transitioning into the business side of the music industry when he was presented with an opportunity to travel as part of the road management staff for R&B legends Earth Wind & Fire. From there, he was able to travel and tour with hip-hop icon A\$AP Rocky. Ed Wimp is the author of the book *Building Fans, Fame & Wealth: The 18 Revenue Streams of Music*. He travels to high schools, colleges, and conferences teaching aspiring musicians how to have a profitable music career. After extensive touring while working in the music industry, Ed Wimp earned a law degree and opened entertainment law firm, Wimp Legal, which he currently operates. Ed takes joy in the opportunity to help people in their times of need and is honored to be a member of the profession. Ed Wimp is a Renaissance Man. He has had many unique and outstanding experiences in his young life. Extensive International travel has been a cornerstone for Ed, which has given him a global perspective on life. Ed has enjoyed and retained the friendships of people from many parts of the world. Ed is an avid golfer and takes the opportunity to play whenever his busy schedule allows.



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.