



2019 Conference Schedule

Thursday, October 17th

5:30-6:30 pm	Registration & Reception at ISU Research Park - Economic Development Core Facility Atrium
7:00-8:00 pm	ISU Honors College Comedy Club Performance <i>sponsored by UMKC</i>

Friday, October 18th

8:00-9:00 am	Registration & Morning Coffee		
9:00-10:15 am	Welcome & Plenary Keynote Speaker: Debra Marquart, Iowa's poet laureate & Distinguished Professor of English sponsored by Miami University		
10:30-11:30 am	Professional Development	Designing A Student Run Media Firm	Jessa Wilcoxon, Millikin University
10:30-11:30 am	Professional Development	Teaching "Small-c" creativity as a Foundational Skill for Arts Entrepreneurship	Holland Hopson, New College, University of Alabama
10:30-11:00 am	Research	Building Skills Through Arts Internships	Karen Munnely & Paul Bonin-Rodriguez, University of Texas at Austin
11:00-11:30 am	Research	An Insight on the Teaching of Entrepreneurship in Applied Music Lessons	Nickolas Tomasello, Lee University School of Music & Jose Valentino Ruiz, University of Florida
10:30-11:00 am	Sandbox	Disrupting Commercial Models in Theatre Through Citizen Artistry and Entrepreneurship	Tiffany Antone & Brad Dell, Iowa State University
11:00-11:30 am	Sandbox	Jazz Entrepreneurship: A Presentation on How to Incorporating Music Business with a Traditional Music Performance Course	James Bovinette, Iowa State University
11:35 am-12:35 pm	Professional Development	The Shape of a Semester: Crafting an Arts Entrepreneurship Course for Visual Arts, Artisans, and Designers	Jennifer Reis, University of North Carolina at Greensboro
11:35 am-12:35 pm	Professional Development	Numbers Speak Louder than Words	Stephanie Majeran, WellRun Results LLC & Tom Swartwood, Iowa State University
11:35 am-12:05 pm	Research	A Multidimensional Model of Innovation in Arts Entrepreneurship	Javier A. Rodríguez-Camacho, Pontificia Universidad Javeriana
12:05-12:35pm	Research	Bettering Decision-Making Under Poverty: Improving Choice-Architecture for Early-Stage Artists and Arts-Entrepreneurs	Jeremy Peters, Wayne State University
11:35 am -12:05 pm	Sandbox	Arts Entrepreneurship Pedagogy: Examples of Student Success, What Works and What Doesn't, and Suggestions for Improved Arts Entrepreneurship Education	Jonathan Gangi, Penn State

12:05-12:35 pm	Sandbox	Using Entrepreneurial Concepts to Develop Educational Programs for Artists and Arts Organizations	Joshua Ritter, University of North Carolina at Greensboro
12:45-2:00 pm		Lunch & Keynote Speaker: Dave Carpenter, cartoonist	
2:00-3:30 pm	Professional Development	Real Artists Don't Have to Starve	Lori Lane, Artios Academies
2:00-3:30 pm	Professional Development	Art & Design Entrepreneurship: A Design School and Business School Collaboration	Andy Heise & Chris Chapin, University of Missouri-Kansas City
1:30-2:00 pm	Research	Assessing On-Ramp Program Outcomes	Elaine Grogan Luttrull & Anna Tragesser, Indiana Arts Commission
2:00-2:30 pm	Research	Measuring the Impact of Arts Entrepreneurship Education: A Longitudinal Study of Student Perceptions Regarding Career Options and Skills	Jeffrey Nytych, University of Colorado Boulder & Josef Hanson, University of Memphis
2:30-3:00 pm	Research	The Journey from University Research to Public Space Design: Teaching Community-Engaged Design in a Czech University	Eva Spackova, VSB - Technical University of Ostrava (Czech Republic)
1:30-2:00 pm	Sandbox	Preludial Musings: Design and Delivery Considerations of an Artrepreneur Program of Study	Christopher Klopper, Griffith University (Australia)
2:00-2:30 pm	Sandbox	Young Art Entrepreneurs: Breaking New Grounds for Artists in Malaysia	Abdul Rahim Said & Zuriyadi Sarpin, National Art Gallery Malaysia
2:30-3:00 pm	Sandbox	Social Enterprise: A Viable Alternative to Non-Profit for Startup Arts Producers?	Hannah Grannemann, University of North Carolina at Greensboro
3:45-4:45 pm	Professional Development	ARTrepreneurship	Christopher Parker, Montclair State University
3:45-4:45 pm	Professional Development	Journaling to Connect the Dots in Entrepreneurship Classes	Thomas M. Swartwood & Lauren Gifford, Iowa State University
3:45-4:15 pm	Research	Artre/CESS: Unlocking the Keys to Artrepreneurial "Success"	Sylvie Stojanovski, University of Toronto Scarborough
4:15-4:45 pm	Research	Development of Best Practices for Mentoring Arts Entrepreneurs	Josef Hanson, University of Memphis
3:45-4:15 pm	Sandbox	Building Sustainable Revenue Generation for Creative Careers with Licensing	David L Harkins, American Public University
4:15-4:45 pm	Sandbox	Liberal Arts Entrepreneurship: What It Means and Why It Is Important	Michael Panesis, California Lutheran University
3:45-4:45 pm	Panel	ISU Liberal Arts and Entrepreneurship Faculty	
6:00 PM		Pappajohn Sculpture Park documentary, talk & tour	
7:00 PM		Dinner on your own in downtown Des Moines	
Saturday, October 19th			
8:00-9:00 am		Welcome & Continental Breakfast sponsored by Ames Chamber of Commerce	
9:00-10:15 am	Sandbox Roundtables	Participate in the following:	
		Arts Entrepreneurship Education: Toward National Learning Outcomes	Jason C. White, College of Charleston
		Community of Inquiry: The Creative Brief and 4 Criteria	Christopher Parker, Montclair State University
		Pitch Competitions and Arts Incubators: Higher Education Programs That Lead By Example	Adrian Fung, University of Oklahoma
		Millikin Arts Cafe	Rebecca Mendenhall, Millikin University
		Disrupting Traditional Business Theory and Practice to Better Serve Artists and Designers	Stephen Rueff, Minneapolis College of Art and Design

		Not a Backup Plan: The What, Where, Who, When, and How of Developing Artists as Artists and as Entrepreneurs	Diane Ragsdale, The New School
		The Aesthetic Credibility of Entrepreneurship	Adrienne Callander, University of Arkansas
		From Hand Lettering on YouTube to Startup Venture	Lauren Gifford, Iowa State University
		Co-Create to Activate!	Priya Krishnamoorthy, MIT Solve
9:00-10:15 am		Something fun at ISU!	
10:30 am-12:00 pm	Professional Development	Publishing Matters	Debra Marquart, Iowa State University
10:30 am-12:00 pm	Professional Development	Training Leaders in Civic Practice and Co-Creation	Melissa Ngan & Herine Coetzee Koschak, Loyola University
10:30-11:00 am	Research	Arts Entrepreneurship Competitions in Higher Education	Stephen Rueff, Minneapolis College of Art & Design
11:00-11:30 am	Research	Retooling Graduates For Art Entrepreneurship	Abdul Rahim Said, National Art Gallery Malaysia
11:30 am-12:00 pm	Research	The Arts Entrepreneurship Startup Story of Austin Classical Guitar	Jonathan Gangi, Penn State
10:30-11:00 am	Sandbox	Start From Where You Are: Inspiring Student Arts Entrepreneurship Engagement with Curricular and Co-Curricular Choices	Rand Harmon & Leo Welch, University of Northern Colorado
10:30-11:00 am	Sandbox	Breaking Silos: Disrupting Entertainment Arts Entrepreneurship Education	Simone Nelson & Dina Ibrahim, CSU Entertainment Alliance, Steve Jackson, William Penn University
11:00-11:30 am	Sandbox	Creating a Culture of Innovation in and Art Organization - First Steps	Todd Stuart, Miami University
11:30 am-12:00 pm	Sandbox	Scenario Planning for Arts Entrepreneurship	Kevin Lair & Priyanka Krishnan, Iowa State University
11:00 am-12:00 pm	Tours	Docent mural tours	
12:00-1:30pm		Closing Luncheon & Awards Ceremony with speaker Simon Estes: The F. Wendell Miller Distinguished Artists in Residence at ISU	
1:30-3:30 pm		SAEE Board Meeting	