



THE MAKER CITY 2028 SUMMIT

WEEKEND SCHEDULE

FRIDAY, SEPTEMBER 8

5:30 pm SOCIAL: SUMMIT SOIRÉE

SATURDAY, SEPTEMBER 9

8:15 SIGN-IN

9:00 MAYOR KINCANNON Intro & Council Welcome

9:25 OPENING STATEMENTS: Jasmine Newton & Jonathan Clark, 2023 Summit Committee Chair and Vice-Chair

9:50 KEYNOTE: Thomas "Detour" Evans

11:00 PANEL: Business of Making
Haseeb Qureshi, Forthlaw PLLC
Adrienne Webster, AOW Tax & Accounting
Damon Rawls, Innovation Digital Agency
Gina Lisenby, Revelation Road, LLC
Moderator: Chris McAdoo, Knoxville Entrepreneurship Center

12:00 LUNCH

1:00 BREAKOUT SESSIONS:
- Pricing for Your Audience and for Your Worth, Georgia Vogel, Honeymouth
- The Art of Teaching: Practical Skills for Leading Successful Workshops, Victoria Walsh, Craft Appalachia
- Save Your Sanity and Your Social, Kristen Combs, Saw This Did That and Visit Knoxville

2:00 BREAKOUT SESSIONS:
- Visual Story Telling Through Product Photography, Taryn Ferro, Aw, Snap Photography
- Grant Opportunities for Individual Artists, Liza Zenni, Arts & Culture Alliance
- How to Make A Living as a Performing Artist, Hannah Houser, HH Creative and Casey Fox, Big Ears Festival

3:00 SPEAKER: The Baby Needs New Shoes (Scaling and Seeing The Potential of Your Business) Jes & Wes Breitenbach, Crown Upholstery

4:00 SOCIAL: Location TBD

SUNDAY, SEPTEMBER 10

8:15 SIGN IN

9:00 BREAKOUT SESSIONS:
- Lights, Camera, Action: How to Use Video Marketing to Boost Your Business, Jessica Carr, Girls Gotta Eat Good
- Preparing for Markets, Jose "Jackie" Calabres, Calabres Gallery of Arts
- Selling Wholesale, Frog Greishaw, Frog Juice Kombucha

10:00 PANEL: Maker Marketing
Jade Adams, Oglewood Ave
Frances King, Owner & Editor The Scout Guide Knoxville
Ryan Lee, Sr. Manager, Strategy & Account Planning, DesignSensory
Moderator: Judith Rosenberg, Director of Client Engagement, The Thought Bureau

11:05 SPEAKER : How to "Make" Time
Samantha Lane, Origami Day

12:00 LUNCH

1:00 BREAKOUT SESSIONS
- The Brand Experience: Telling your Story, Brent Thompson, Sugarlands Distilling
- Financing for Small Business, Shanna Browning, First Century Bank
- It's Not About You, It Never Was (Community Building), Tanika Harper, Harper's Naturals and Shora Foundation

2:00 KEYNOTE: Natalie Franke, Rising Tide and HoneyBook

3:00 CLOSING STATEMENTS: Jasmine Newton & Jonathan Clark, 2023 Summit Committee Chair and Vice-Chair