

SCALE

student creatives & artists learning entrepreneurship

FEB 28 - MAR 1, 2025 // KANSAS CITY, MO

SCALECONFERENCE.ART



Friday

12:00 PM	Check-In		
1:00 PM	Keynote	Artists, Society, Community & Trust	218
2:00 PM	Plenary	Who's in the Room	218
3:00 PM	Breakouts		
		Story Telling & Pitching	218
		Intellectual Property Issues for Creatives	211
		811 Retail: Bridging the Gap Between Pop-Up's to Brick-and-Mortars	213
4:00 PM	Breakouts		
		Arts Related Careers Panel	218
		Choice of Entity for Artists	211
		The Art of Pricing: Strategies for Wholesale and Retail Success	213
5:00 PM	Dinner		2nd Floor
6:00 PM	Buses to Nelson-Atkins Museum of Art		
9:00 PM	Nelson-Atkins Closes; Buses to Hotel		

Saturday

8:00 AM	Breakfast		331
9:00 AM	Plenary	Artist INC: What Works	218
10:00 AM	Breakouts		
		Healing from Imposter Syndrome	218
		COMMUNITY BUILDING as RESISTANCE	330
		Sales Taxes and the Creative Entrepreneur	213
11:00	Breakouts		
		Creative Cashflow 101: Mastering Money for Makers	218
		A journey of creative entrepreneurship	330
		Integrating Personal and Brand Narratives for Impact	213
12:00 PM	Lunch		331
1:00 PM	Networking		
2:00 PM	Breakouts		
		Contracts for Creatives	211
		Build a Business Without Losing Yourself	213
		Wellness - Getting the most out of life	324
3:00 PM	Breakouts		
		Your Poker Face Is Your Brand	211
		From Canvas to Career: Strategic Job Searching for Artists and Creatives	213
		An Artist's Guide to Grant Writing	324
4:00 PM	Pitch Competition & Closing		218
5:00 PM	End of Day		

WIFI Information

Network: UMKC WPA

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Conference Partners



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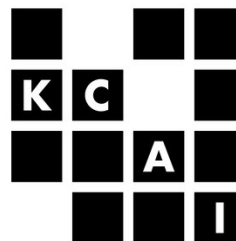
MID-AMERICA
ARTS ALLIANCE



A PROGRAM OF MID-AMERICA ARTS ALLIANCE



Center for Law, Entrepreneurship & Innovation



**Kansas City
Art Institute**

T/m THE NATIONAL MUSEUM OF TOYS / MINIATURES™

You are invited to visit the [National Museum of Toys & Miniatures](#). It is a short walk from the building and free for conference attendees. Just show you badge at the front desk.



Address: [5235 Oak St. Kansas City MO](#)

Hours: 10:00-4:00 pm on both Friday and Saturday. Participants are encouraged to visit during the networking hour on Saturday at 1:00 PM.



Plenaries and Keynotes

Friday 1:00 PM – Artists, Society, Community & Trust



Diane Scott
Director of Artist Services, Mid-America Arts Alliance

The world is facing a multitude of challenges including rapid climate change, the rise of artificial intelligence, and increasing polarization. If we look back at the history of humanity, it's always been artists who have brought us to an understanding of ourselves. The stereotype of artists (even among artist communities) would paint them as unreliable, while evidence from the pandemic shows that artists are more than worth

Saturday 9:00 AM – Artist INC: What Works



Summer Brooks
Multimedia Artist



Frances Story
**Teaching Writer, Salt
 Tooth Writers**

What Works is a workshop designed to share the common behaviors of successful artist entrepreneurs, drawing from the experiences of thousands of artists and the foundation of the Artist INC program, a program of Mid-America Arts Alliance. Led by Frances Story and Summer Brooks, Artist INC Peer Facilitators, this workshop explores the key tenets that contribute to sustainable artistic careers. Through a combination of shared insights, personal and professional examples, and interactive discussions, participants will gain practical strategies they can apply to their own art practices.



MID-AMERICA
 ARTS ALLIANCE



A PROGRAM OF MID-AMERICA ARTS ALLIANCE

Friday 3:00 PM Breakouts

Story Telling & Pitching - Room 218



Lewis Sheats

**Executive Director, Chaifetz Center for Entrepreneurship
Saint Louis University**

Successful entrepreneurs are good storytellers. A key entrepreneurial skill is the ability to articulate your message to stakeholders, for example customers, investors, and team members. Let's learn how to deliver a successful pitch with storytelling.



Intellectual Property Issues for Creatives – Room 211

Justin Poplin

Partner, Avek IP

This session will provide an interactive introduction to copyright, trademark, and patent law for artists and creatives. Attendees will learn about the different types of protection available, including how to obtain protection, how to enforce their rights, and how to avoid infringing the rights of others.

811 Retail: Bridging the Gap Between Pop-Up's to Brick-and-Mortars – Room 213

**Dan Smith, Co-Founder
Miranda Schultz, Director of
Operations
The Porter House KC**



Navigating the leap from pop-up vending to a brick-and-mortar storefront can be challenging for small business owners. This panel explores how The Porter House KC's (PHKC) 811 Retail Incubator Program provides a critical bridge for retail-based entrepreneurs, offering space, resources, and community to help them grow. Join Dan Smith and Miranda Schultz for a conversation with four of the dynamic business owners "Thrift The Runway, Tresses Au Naturelle, WeirdoNailz, and CRWND Illustrations" as they share their journeys, the impact of having an accessible retail space, and what it truly takes to build and sustain a business in this evolving landscape.

Friday 4:00 PM Breakouts

Arts Related Careers Panel - Room 218

This panel will share about arts related careers. Panelists include:



Melissa Ford

**Chief Advancement
Officer, Park University**



Catherine Hooper

**Director of Strategy &
Engagement, Encore
Institute for Social
Impact**



Travis Porter

**Designer/Printmaker,
The Porterhaus**



Kaitlyn York

**Scholarship
Coordinator, UMKC
Conservatory**



**Daniel Folk,
moderator**

**Director of Career
Service, UMKC Bloch
Career Services**

More breakout sessions at 4:00 pm on next page

Friday 4:00 Breakouts Continued

Choice of Entity for Artists – Room 211



Evan Absher

Assistant Clinical Professor, UMKC School of Law

Presentation for artists on which business entity is best suited for their entrepreneurial journey. Will include cursory overview of IP and Tax considerations.

The Art of Pricing: Strategies for Wholesale and Retail Success – Room 213



Julie Dusold Culberson

Adjunct Professor, Entrepreneurship

In the ever-evolving landscape of art and commerce, understanding how to effectively price your work for both wholesale and retail markets is crucial for sustainable business growth. This presentation offers attendees a comprehensive guide to developing a pricing strategy that not only covers costs but also maximizes profit without sacrificing market appeal.

Saturday 10:00 AM Breakouts

Healing from Imposter Syndrome – Room 218



Summer Brooks
Multimedia Artist

During this presentation, we'll discuss how to overcome feelings of burnout and imposter syndrome in a fast-paced capitalistic world. Rest as resistant is key when we're faced with the feeling of the weight of the world on our shoulders.

COMMUNITY BUILDING as RESISTANCE – Room 330



Frances Story
Teaching Writer, Salt Tooth Writers

How to build an authentic brand and iron-clad business model by operating from a place of integrity.

Sales Taxes and the Creative Entrepreneur – Room 213



Marcus C McCarty
Adjunct Professor UMKC Law School; Mentor CLEI: Senior Consultant UM System

Navigating sales tax can be a confusing and often-overlooked challenge for creative artists who sell their work or charge for performances. This informative session will break down the key aspects of sales tax law that artists need to understand to stay compliant and avoid costly mistakes.

Saturday 11:00 AM Breakouts

Creative Cashflow 101: Mastering Money for Makers – Room 218



Sheila Watzlawick

Founder, SW Accounting & Small Biz Solutions

In this session, we'll demystify bookkeeping for artists and creatives, showing you how to turn your passion into a sustainable business. Learn simple and effective strategies for managing your finances, tracking expenses, and staying organized without losing your creative spark. Whether you're just starting out or looking to level up your business skills, this session will empower you to take control of your cash flow and keep your art thriving.

A journey of creative entrepreneurship – Room 330



Paulina Otero

Owner, artist & designer, Paulina Otero

I will be sharing my background story of how I started my art education and began my entrepreneurial journey early on. Explain my processes, how those have evolved, e-commerce, managing a small business, outsourcing, manufacturing, sources of income, marketing, social media etc.

Integrating Personal and Brand Narratives for Impact – Room 213



Julie Dusold Culberson

Adjunct Professor, Entrepreneurship

As artists and creative professionals, the power of your personal story can significantly amplify your brand's impact. This dynamic presentation is designed to guide creatives in merging their personal experiences with their brand's message to form a cohesive and compelling narrative.

Saturday 2:00 PM Breakouts

Contracts for Creatives – Room 211



Eric Anderson

Director, UMKC Office of Technology Commercialization

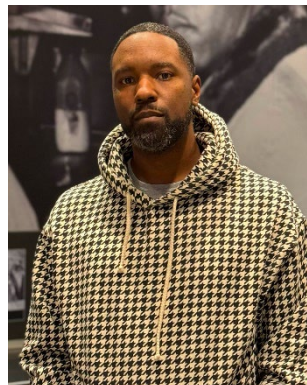
This session provides a broad introduction to contracts, offering key insights into their purpose and importance. The discussion will cover fundamental concepts and considerations to help creatives navigate legal agreements with confidence.

Build a Business Without Losing Yourself – Room 213



JQ Sirs

Founder & CEO,
Storytailor



Herston Fails

Co-Founder &
Chief Product
Office, Storytailor

Most artists struggle with the idea of business. It feels like a trade-off. Profit vs. passion. Creativity vs. strategy. But what if you didn't have to choose?

JQ Sirs, designer, animator, illustrator, author, and founder/CEO of Storytailor, relentlessly chased and turned his childhood artistic vision into a business without compromising his creativity. What started as a solo pursuit at age 7, turned into a business at 2022 and evolved into a company redefining storytelling at the intersection of art, business, and AI. Along the way, he brought on his longtime friend, Herston Fails, a designer turned product leader, to help scale that vision in ways most artists never imagine.

This talk is for creatives who want more than a side hustle. It's for designers, writers, and artists who want to build something real, sustainable, and still deeply creative. JQ and Herston will share the raw lessons, wins, and massive failures that helped them make the leap from artists to business leaders, offering a roadmap for anyone looking to turn their craft into something bigger WITHOUT losing who they are and their creativity.

If you've ever felt like choosing between creativity and success, this talk will show you how to have both.

More breakout sessions at 2:00 pm on next page

Saturday 2:00 PM Breakouts

Wellness - Getting the most out of life – Room 324



Tony Mendes

Wellness Coach, Mendes and Associates

Presentation will be an overview of Health and Wellness and the Building Blocks for quality living.

Saturday 3:00 PM Breakouts

Your Poker Face Is Your Brand – Room 211



Andrés Nelso

Lead Creative Director, SBR MAG

My presentation will focus on health and wellness. As creatives we can become overwhelmed but by zooming out and keeping a poker face - we might be making more progress than we give ourselves credit for.

From Canvas to Career: Strategic Job Searching for Artists and Creatives – Room 213



Daniel Folk

Director of Career Service, UMKC Bloch Career Services

Navigating the job market as an artist or creative professional requires more than talent—it demands strategy. In this session we will discuss the tools to conduct a targeted job search, craft a compelling resume, and position yourself effectively in your chosen industries. Learn how to highlight your skills, translate your experiences into marketable experiences, and develop a strategic approach to securing opportunities.

An Artist's Guide to Grant Writing – Room 324



Kyle Blake Jones

Director of Music Business, Western Illinois University

As artists operating in the 21st Century, the repertoire of essential skills necessary to forge a fulfilling, lucrative, and sustainable career is constantly growing. As government and institutional support for artists continues to dwindle, the ability to secure funding for creative projects, as well as to offset creative and administrative labor associated with these endeavors is more necessary than ever. Arguably, one of the most important skills in the modern musician's toolbox is grant writing. As we continue to seek ways of creating more equitable systems and perpetuating diversity, equity, inclusion, belonging, and acceptance anywhere that musicians work and live, grant writing continues to be a valuable tool for helping fund these initiatives at local, regional, and national levels.