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<th>Time</th>
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| 9:00am–10:00am | **Keynote Address:** Boris Bally  
Boris’ work is a disciplined body of objects which vary from eccentric through formal to humorous; provoking thought and reflecting some of the distortions of our ordered world. His practice is a near transparent amalgam of the skills of an able industrial designer, a gifted craftsman, a savvy business man, a discriminating sculptor, and a clever cultural critic. Bally is a working artist - someone who has integrated their studio practice, their means of monetary support, and his family into a seamless (sleepless?) lifestyle that is punctuated by the dissected remains of street signs. |
| 10:15am–12:00pm | **Legal Information for Creative Professionals:**  
Copyright Laws, Intellectual Property, Forming a Business, and Contracts  
Sheila Eddy and Kirk Morgan, Attorneys at Smith, Haughey, Rice & Roegge |
| 12:00pm–1:00pm | **Lunch**  
Provided for all conference attendees. Ala carte style. Pick up at your designated location:  
*Last Name A-L*: Atrium (17 Fountain building)  
*Last Name M-Z*: Decorative Arts Corridor (Woodbridge N. Ferris building) |
| 1:00pm–2:00pm | **Fellowships, Internships, and Residencies – Panel Discussion**  
Panel Participants: Karen Carter, Associate Professor of Art History  
Cheri Endean, Adjunct Professor of General Education and Writing Center Interim Director  
MaryEllen Fritz, Interior Design Instructor  
Danielle Wyckoff, Assistant Professor of Drawing |
| 2:15pm–4:00pm | **Entrepreneurships and Start Ups – Panel Discussion**  
Why should students be entrepreneurs? How can it impact your education and future, what can you do with your aspirations?  
Moderators: Jon Moroney, Co-founder of Tiger Drive, Assistant Professor and Program Chair of Industrial Design (KCAD), KCAD Entrepreneurship Initiative  
Amanda Carmer, Co-founder of Craft House, Admissions Officer – Talent Acquisition (KCAD)  
Panel Participants: Wes Keely, K-Brakes  
Jordan Vanderhem, Solar-powered educational lesson plan kit  
Erica Lang, Woosah Outfitters  
Alaina Clarke, Artist Co-Op Project  
Sarah Gemmen, Beene Garter (financial management)  
Macall Smith, Tizzy App  
Jessica Granger, Tizzy App  
Stanley Samuel, Director of GRCurrent |
| 4:15pm–6:15pm | **Personal Branding: Craig Welsh**  
Welsh is principal/creative director of Go Welsh, an internationally exhibited and published design studio. Welsh is also co-founder of Society of Design (SOD) and an assistant professor at Penn State Harrisburg. |
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| 9:00am–10:30am | *******8:30–10:30am ******* Panel Discussion: Selecting and Applying to Graduate School  
Portfolio Reviews optional at this session.  
Alison Williams, Associate Dean of Graduate Students, New Hampshire Institute of Art  
Gayle DeBruyn, Assistant Professor, Chair of Collaborative Design and Furniture Design  
Mariel Versluis, Professor and Program Chair of Printmaking (KCAD)  
Leah Gose, Assistant Professor, Photography (KCAD)  
Natalie Wetzel, Assistant Professor of Sculpture and Functional Art (KCAD)  
Moderator: Tom Post, KCAD Graduate Recruitment Specialist | Alternative Paths: Museums as Supportive Workspaces for Creatives  
Hosted by MFA Drawing, Painting and Printmaking  
Rebecca Hart, Associate Curator of Contemporary Art at the Detroit Institute of Art | Product Development: Outsourcing, Market Research, and Merchandising  
Hosted by Furniture Design  
Shaun Sweeney, Vice President of Design for Pacific Casual LLC |
| 10:45am–12:15pm | Grant Writing Workshop  
Hosted by Art History  
This session will offer individualized help to students who want to try their hand at writing a grant proposal. It will give practical, hands-on experience, following up on the topics from the Fellowships, Internships, Residencies presentation on Day 1. | New National Core Standards for the Visual Arts  
Hosted by Art Education  
Dennis Inhulsen, National Art Education Association, President; Patterson Elementary, Principal | Proactive Marketing Strategies  
Hosted by Medical Illustration  
Paul Krieger, Grand Rapids Community College Professor |
| 12:30pm–2:00pm | Indy Game Business: How to be involved in the Game Industry in Michigan  
Hosted by Digital Media  
Cory Heald, Principal at Underbite Games and adjunct professor in KCAD Digital Media program | Starting, Branding, and Promoting a Photography Business in the Portrait/Wedding Industry  
Hosted by Photography  
Justine Montigny, Portrait/Wedding Photographer and owner of Justine Montigny Photography  
Phrene Hoeksm, Portrait/Wedding Photographer and owner of Phrene Exquisite Photography  
Moderator: Rob Wilkinson, Portrait/Wedding Photographer and owner of Rob Wilkinson Photography | Panel Discussion: Building a Brand  
Hosted by Metals/Jewelry Design  
Presenter: Boris Bally  
Moderator: Phil Renato |
| 2:15pm–3:45pm | How to Get Value from a Design Career  
Hosted by Graphic Design  
Craig Welsh, Principal/creative director of Go Welsh, an internationally exhibited and published design studio. Welsh is also co-founder of Society of Design (SOD) and an assistant professor at Penn State Harrisburg. | Industrial Design  
Hosted by Industrial Design  
Nic Milani, Director of Technology Solutions, Herman Miller | Creating a Designer Business  
Hosted by Fashion Studies  
Elyse Welcher, Owner/Designer, Parliament Boutique, Little Wings Designs.com |
| 4:00pm–5:30pm | Trend Forecasting  
Hosted by Interior Design and Collaborative Design  
Jennifer Wammack, Senior Design Associate at IDa Design | Panel Discussion  
Hosted by BFA Drawing, Painting and Printmaking  
Heather Duffy, Artist and Venue Relations/Exhibitions Manager at ArtPrize  
Mark Rumsey, Project Manager at DMC Design LLC  
Patricia Villalobos Echeverria, Professor of Art (WMU) | Panel Discussion: “I Am an Architect”  
Hosted by Master of Architecture  
Bryan Koehn, AIA, Director of Design, Progressive AE  
Juli Brode, Associate Professor of Architecture (KCAD)  
Brian Craig, AIA, Director of the Graduate Architecture Program (KCAD) |
| 5:45pm–7:15pm | Portfolio Reviews  
Hosted by Illustration | Panel Discussion  
Hosted by Sculpture and Functional Art  
Krystle Formsmna  
Cory Vanderzwagg  
Cory Poland  
Moderator: Bob Marsh, Assistant Professor and Chair of Sculpture and Functional Art (KCAD) | Panel Discussion: “I Am an Architect”  
Hosted by Master of Architecture  
Bryan Koehn, AIA, Director of Design, Progressive AE  
Juli Brode, Associate Professor of Architecture (KCAD)  
Brian Craig, AIA, Director of the Graduate Architecture Program (KCAD) |

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