



Agenda

Thursday, April 23

4:00 - 5:00 pm (CDT)

Mixer

Welcome + Introductions

- Anna Crider, Principal, Entro, SEGD President
- Kelly Kolar, Principal, Founder + CCO, Kolar Design

Speaker Shorts

Live from Cincinnati *Considering Crisis*

Tamara Harkavy, Founder, ArtWorks

Friday, April 24

8:45am

Zoom In!

9:00am

Welcome + Introductions: Pivot + Punt!

- Anna Crider, Principal, Entro, SEGD President
- Kelly Kolar, Principal, Founder + CCO, Kolar Design

9:15am

Session 1 **From Cradle to Legacy: Models for Business Success**

Sponsored by DCL

1.1 Breaking through Social Separation *Designing new opportunities for memorable social experiences.*

Andrew Salzbrun, Managing Partner, AGAR

1.2 Commitment, Compassion and Continuity: Leading in Trying Times

Abigail Honor, Partner, Lorem Ipsum

1.3 Can Duct Tape Save Higher Ed? *DIY catalysts for true transformational and experiential learning.*

Joseph Girandola, President, Art Academy of Cincinnati

10:15am

Break

10:30am

Session 2 **Modeling Design Impact** Sponsored by IMG

2.1 Creating a Mission-Driven Enterprise *Learnings from starting, scaling, and sustaining a non-profit social innovation form*

Kate Hanisian, Co-Founder and Executive Director, Design Impact

2.2 Small + Nimble *Notes on relationships, resources, and pragmatic postulations*

Philip Otto, Founder, Seeds and Growth

2.3 Cracking Language *The Story of the development of the See Words Design Reading tools*

Reneé Seward, Founder, See Word Design; Associate Professor + Coordinator of Communication Design, University of Cincinnati College of Design, Architecture, Art + Planning

11:30am

Session 3 **Collaborative Capitalism: Practical Processes**

to Success in a Post-Pandemic World Sponsored by SignAgent

How business strategies based on values and vision are empowering companies to rebound quickly in today's environment

JB Herrera, Chief Entrepreneur, Perceptive Insights

12:00pm

Lunch + Learn Sponsored by IMG + DCL

Ask Me Anything

1:00pm

Session 4 **Growth** Sponsored by BrianBKelly LLC

4.1 From Problem to Possibility: Ladders of Leadership modeled

A moderated talk with JB Herrera + Team Kolar on levels of leadership

- JB Herrera, Chief Entrepreneur, Perceptive Insights
- Hannah Anderson, Construction Administrative Lead, SEGD Board Member, Kolar Design
- Blake Kishler, Designer, SEGD Cincinnati Chapter Co-Chair, Kolar Design
- Joell Angel-Chumbley, Creative Director, Kolar Design

4.2 The Essential Entrepreneur

- Brittney Butler, Co-Founder and Creative Director, Iconograph
- Tristan Valencia, Founder and Principal, studio black

2:15pm

Session 5 **Strategy** Sponsored by Senovva

5.1 Reviving the Future: Shifting Your Mindset to Make the Most of Change *Looking to the future, and designing for it, has never mattered more*

Valerie Jacobs, Chief Growth Officer, LPK

5.2 Creating Competitive Advantage *Matching your team to the market to help capitalize on strengths, identify areas of growth, and pursue the right new opportunities*

Alex Burkholder, Studio Director + Northwest Regional Brand Lead, Gensler

3:30pm

Break

3:45pm

Session 6 **Change Agency** Sponsored by ADEX International

6.1 Take Them With You: Leading a Culture of Innovation

Joel Kashuba, Senior VP of Design + Innovation, Fifth Third Bancorp

6.2 Designing Your Destination: Perspectives on the Intersection of Passion and Profession

Tysonn Betts, Design Director, Family Care at P&G Ventures

4:45pm

Session 7 **Future Forward** Sponsored by Kolar Design

Kelly Kolar, Principal, Founder + CCO, Kolar Design

Serge Bruylants, Partner, Managing Director + Workplace Strategist, BrandSpace

5:00pm

Closing Remarks

- Hilary Jay, Director of Education, SEGD
- Anna Crider, Principal, Entro, SEGD President

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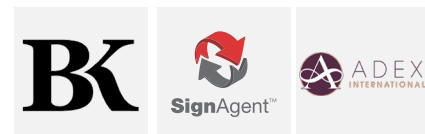
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