

THE ARTIST SUMMIT: SUMMIT PROGRAM

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- **Getting Uncomfortable – [William Edge](#)**
Living your dreams can sometimes mean looking inside yourself, truly examining your skill set, addressing your passions, reassessing your strengths and redefining your own perception of success, while pushing yourself to a place where you realize that growth comes from moving outside your comfortable place and deciding how uncomfortable you are willing to become. Setting your goals, growing the scope of your business beyond the expected set of parameters within our industry, and allowing yourself to incorporate the layers of your passions into your business, allows you to not only be more successful but truly happier with both your personal and professional journeys. In this wonderful session, hairstylist, creative visionary and Director of Creative Development for his eponymous chain of the William Edge Salons, shares his thoughts on how creative exploration, community, philanthropy and adjusting your outlook can help you create a multi-layered business and attain the apex of success while working within your community you love in and shattering the limitations to being professionally, personally and financially successful.
- **Arriving at Inspiration , Uncovering Creativity – [Albert Sanchez and Pedro Zalba](#)**
Tapping into your own creativity and conceptualizing new creations and bringing them to fruition can sometimes seem impossible in our busy artistic lives. Celebrity Photographer Albert Sanchez and his frequent collaborator Set Designer and Creative Director Pedro Zalba are continually designing, and developing projects for their clients in the beauty, fashion and celebrity industries and understand how important it is to keep your imagination and ideas original and expressive. Whether you are a reference oriented artist who loves research or an find inspiration in your own imagination Albert and Pedro will bring share the stories of their careers and offer insight into this world of beauty and the possibilities that exist there. Albert and Pedro will inspire all artists to develop their own signature style, recognize their own voice and talk about tools to stay creative in the beauty industry asking each of us to imagine what it is to be a virtuoso and a visionary.
- **Reaching Your Everest – [Charlie Wan](#)**
Finding your real passions, overcoming the impossible obstacles, and reaching for your surprising dreams is something we all want to attain in our makeup industry. We all face obstacles in defining and navigating the path to success in our careers and personal lives. Sometimes these barriers seem insurmountable and that can make the goals you have set for yourself feel like pipe dreams. But once you have given yourself permission to approach your career with an *“I will”* over an *“I might”* attitude, you can accomplish anything you set your mind to. Successfully negotiating the challenges that are placed before you throughout your career is an essential skill if you want to move past them to achieve your goals. In this powerful session, beauty film director and composer Charlie Wan (formerly photographer and art director) offers an unique and personal insight through his multiple fascinating careers into discovering your unknown potentials.
- **The Journey to My Path – [Stephani Flor](#)**
Along our lives as artists we seek to find truth within our work and inner selves. Sometimes the beauty of who we are needs to be reawakened, re-imagined, and recreated. Working in such a high service industry can derail us from our destination and

keep us from finding our bigger purpose, not just as makeup artist but as artists with an eye to give and create and keep us from our destination. This destination is not always just a place, but a new way of seeing and experiencing everything. With her Around the World Beauty blog Makeup Artist and trail blazer Stephanie Flor travels and looks to the past to identify and explore beauty rituals and traditions still practiced in different cultures by women all over the world. Her mission is to keep beauty heritage alive and treasure the secrets passed from past generations to celebrate beauty today. As an artist Stephanie has seen the impact of her travels on her makeup artistry and more importantly the impact on the way she moves forward in her career. In this seminar Stephanie shares her story and encourages every artist to take the road less traveled towards their own dreams and tap into their own creativity. As Ralph Waldo Emerson wrote, "Do not follow where the path may lead. Go instead where there is no path and leave a trail. Join Stephanie on a path to get lost, wander through your mind and find the map to make your own mark.

- **Getting Down To Business: Art and Commerce - [Eve Pearl](#)**

Making money as a makeup artist requires tenacity, technique and the ability to adapt for each job in an industry that is constantly evolving and changing. Understanding the role of the artist, as well as the business of makeup artistry, in all aspects of our work, is essential to success. In this career strengthening session, Emmy winning makeup artist, beauty brand owner and internationally renowned educator Eve Pearl delivers the tough-talk and sets us off on a path of pure no-nonsense business management and discuss the balance between art and commerce. Eve will discuss and dissect the most important skills needed to ensure that our business always comes across as professional. Eve has managed to develop a sought after makeup brand, establish herself as a master educator and maintain a stellar career by focusing on what is next for the industry as well as her own personal goals. She'll share with us the tough-truth about becoming a superstar makeup artist by emphasizing the business aspects of makeup artistry and show us her famous Eve Pearl Method for application and reverse contouring.

- **Incorporating Wellness: Beautifying the World – [Rogue Cozette](#)**

The stresses of creating a successful career can become all encompassing and even toxic to our well-being. Making and taking the time to better understand your physical and emotional effect, both positive and negative, on the world around you is an everyday challenge in the makeup industry. By focusing on artistic integrity and bringing to fruition a brand based in professional experience and modern technique Rogue Cozette has created a company with gratitude and honesty. In this seminar Rogue speaks to the importance of making spirituality and wellness an active and daily process to become aware of how our choices allow us a more successful existence. Rogue will lead you through effective ways to evolve and incorporate mental and physical soundness into your work – for both yourself and your clients – and help you clear a path to becoming a more impressive artist and a more powerful person by devoting your energy towards benefiting our makeup community and the world.

- **Achieving Intention – [Alee Cao](#)**

In this industry where people compete for every interview, every client and every job, it can be hard to envision how we can possibly maintain a long and successful career with so many on the same path. But when you open the possibilities to unlimited possibilities and think bigger than today's job and what might be expected from your career, you can create a business that takes you on your own, unique path to success. Master Paul Mitchell hairstylist and Paul Mitchell Pasadena Academy Owner, international platform educator and creator of Cao Cosmetics, Alee Cao, redefined his own path in the industry by stepping out from behind the chair and helping to build one of the most groundbreaking businesses in the industry. From Asia to America and all over the world Alee is renowned for his cutting and styling technique and tenacity for building

community and mentoring the future professional all as a single parent. Realizing success can sometimes seem impossible until you simply re-imagine what defines possible in the first place, and in this mind-opening session, Alee will show us how to discover our most successful self, make industry impact by tapping into our talents and passions, and expand our career beyond the expected while always remembering our community.

- **Me, My Brand and I – [Eugenia Weston](#), [Leslie Christin](#), and [Chad Hayduk](#)**
At a time when there seem to be more makeup brands than ever and the number of artists seems to have increased overnight creating a strong presence for yourself as an artist and business has the power to be the difference between a good career and a great one. The process of discovering your own voice – and the personality, emotions, artistry and convictions that go with it – provides you the potential stand apart from and make yourself heard by not only your peers, and potential clients, but the industry at large. The act of bringing a cosmetic brand to market and making a place for it in today's industry incorporates many of the same skill sets each artist needs to add into their own career plans. In this unique question and answer style session we ask artist and entrepreneurs **Eugenia Weston**, **Leslie Christin** and **Chad Hayduk** to tell us their story, talk us through creating your own path – and help you identify what defines you as both an artist, and an individual, as well as cultivate your own signature style and your place in your industry.
- **I Am Influence: Leadership in Our Industry – [Dani Fonseca](#)**
Mastering the art of influence as well as positioning yourself as an expert and a leader in the makeup industry is key to finding success as an artist in today's market. To be an effective leader or lead as a boss, business owner, beauty expert or an artist with building relationships and trust with your clients it is necessary to influence others to support and implement the direction and decisions you are making. In this The Artist Summit presentation Artist and educator Dani Fonseca offers her insight on how one person can become a force in our industry that induces a change in opinions, attitudes, needs, beauty norms, trends, behavior and our beauty business over all. If you are working to advance your personal brand, establish yourself as a go-to artist in your market and area of the industry and let others learn to see you as a person making impact while you are working to achieve individual success Dani can help you define, find and put a plan in place to implement the tools to take you where you want to be.
- **The Power of Community – [Chris McCarthy](#)**
One of the most powerful needs we have in our lives is the desire to feel like we belong to something bigger than ourselves – that we are not alone. Sometimes this need can be satisfied by family, a house of worship or even a sports team we are a part of. But in the world of the freelance artist we have to parallel our personal need to belong, with our professional one. In this inspirational session, Chris McCarthy, Executive Director Provincetown Art Association Museum, shares her story of reimagining an legendary institution so that it could meet the needs of and give back to the community it has been part of for so long. In this seminar Chris will speak to the integrity of standing up for your own belief even when popular opinion is against you, the importance of putting a plan in place and provide us with both the mindset and the tools for giving back to or creating our own communities within our industry, our circle of career influence and with our potential clients. Learn how to become the catalyst for continuous community growth and understand how important an opportunity community can be for both our psychological needs and our career goals and development.
- **Making Your Mark – [Michael DeVellis](#)**
We are living in an industry flooded with competition and at the same time overflowing with new ways of doing business and new means of creating visibility for you and your

brand. Finding your niche and sticking to a focused perspective on your business is more important than ever in such a crowded marketplace. In this unique new presentation, The Powder Group founder Michael DeVellis, will take you through a process of finding your focus, creating tools to help you stand out and putting a spotlight on you and your business like never before. Michael will help you better understand how to ensure you are seen by your potential clients – and your industry as a whole – as the unique and outstanding artist that you are while creating the most direct link between you to your most successful career imaginable. We are living in an industry flooded with competition and at the same time overflowing with new ways of doing business and new means of creating visibility for you and your brand. Finding your niche and sticking to a focused perspective on your business is more important than ever in such a crowded marketplace. In this unique new presentation, The Powder Group founder Michael DeVellis, will take you through a process of finding your focus, creating tools to help you stand out and putting a spotlight on you and your business like never before. Michael will help you better understand how to ensure you are seen by your potential clients – and your industry as a whole – as the unique and outstanding artist that you are while creating the most direct link between you to your most successful career imaginable.

- **The Struggle is Real – [James Vincent](#)**

In today's world of technology and constant communication it can be very easy to start comparing yourself to other artists around you or get caught up in the mass media hype of the hair and makeup industry idea of success as portrayed on Instagram and other outlets. In an industry that has become so seemingly inundated with other artists and where comparison can be natural setting yourself apart from other artists, making money in your artistry and defining and determining success can sometimes seem virtually impossible. In this intimate presentation, makeup artist and The Powder Group Director of Artistry **James Vincent** offers his insight on facing your fears, finding community, discovering your own strength, putting together a plan to make a living with makeup, and moving forward with determination, integrity and the artistry and business skills that will help you beyond the struggle and into your own personal and professional success.

Please note that our presenters, session topics and schedule are subject to change.