

Small is the new big.



2011 **BROOKLYN**
CONFERENCE

June 26

Etsy

ReadyMade



Connect with creative entrepreneurs.

Contact Amy Schroeder
Founder, DIYBA
amy@diybusinessassociation.com
646.460.6310

www.diyba.org

The Entrepreneurial Age is just getting warmed up.

14 million Americans are self-employed.

Start-ups play a critical role in technology transfer and radical **innovation**.

Small businesses represent **99.7%** of all employer firms.

Small, young firms create most **new jobs** in the United States.

Small businesses hire **40%** of high-tech workers.

52% of small businesses are home-based.

Entrepreneurialism will emerge as the defining trend in the business world

in the **21st century**.

We're defining a new generation of workers—the DIYT (do-it-yourself-together) community.

The DIY Business Association is a new organization that empowers, educates, and connects creative thinkers and entrepreneurs to help them grow—because it takes a community to do it yourself.

“ The last few decades have belonged to a certain kind of person with a certain kind of mind—computer programmers who could crank code, lawyers who could craft contracts, MBAs who could crunch numbers. But the keys to the kingdom are changing hands. The future belongs to a very different kind of person—creators and empathizers, pattern recognizers, and meaning makers. Artists, inventors, designers, storytellers, caregivers, consolers, big-picture thinkers will now reap society's richest rewards and share its greatest joys.”

—Daniel Pink, author of *A Whole New Mind: Why Right-Brainers Will Rule the Future*



Design by Rebekah Miel

The Brooklyn DIY Business Association Conference is our kickoff event. The future of the creative, self-employed community starts here.

Like the Entrepreneurial Age, the DIY Business Association is just getting warmed up. In 2012, we will embark on a national tour of conferences. This first conference in Brooklyn will allow us to lay the groundwork of what lies ahead. The Brooklyn DIYBA Conference is a talent show for productivity, a swap meet for arty types, a crucial meeting of the minds, a think tank for the Creative New Economy.

June 26, 2011 • 10:45 a.m.–6:30 p.m.

- The DUMBO Loft, 155 Water Street, Brooklyn
- Etsy Labs, 55 Washington Street, Brooklyn

\$125 includes light breakfast, lunch, and beer-and-wine evening reception

Designed for these communities:

- Creative small businesses
- The independent music industry
- Artisans and crafters and Etsies
- Creative freelancers
- Web/tech developers
- Business investors and service providers

Programming components

1. Expert panels

2. Networking groups

- Affinity Groups
- Incubator Groups

3. Collection of Advice and Tips

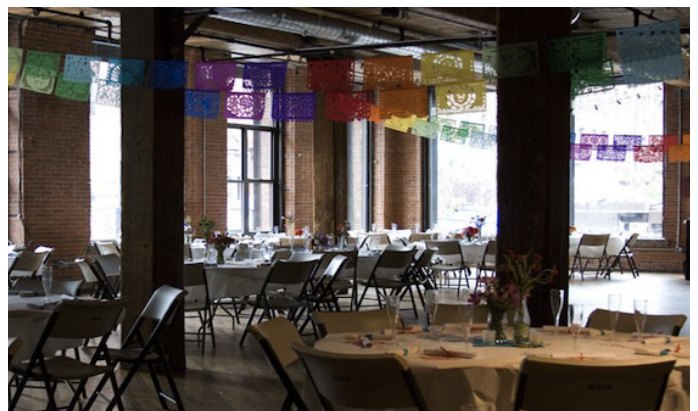
Produced by the panelists



Pictured above and below: DUMBO Loft



Pictured above: Etsy Labs



Conference schedule

10:45–11:15 a.m.

Registration

(DUMBO Loft, 155 Water Street, Brooklyn)

11:15–11:30 a.m.

Creating a New Way of Work: How to Embrace, Empower, and Maximize Your Creativity (DUMBO Loft)

- **MARCOS SALAZAR**, Co-Founder of Be Social Change, Owner of BoroThreads.com, author of the *Turbulent Twenties Survival Guide*, Leadership Researcher at Girl Scouts of the USA
- **JESSICA H. LAWRENCE**, Managing Director at New York Tech Meetup

11:45 a.m.–12:35 p.m.

Increase Your Income: How to Get Paid What You're Worth, How to Tap into Funds that You Don't Even Know Exist, and Practical Ways to Earn Extra Income (DUMBO Loft)

- **DEAN HASPIEL**, Illustrator for HBO's *Bored To Death*, creator of *Billy Dogma*, *Street Code*, and ACT-I-VATE for web comics
- **AMBER RAE**, Chief Evangelist of Seth Godin's Domino Project, creator of revolution.is and The Passion Experiment
- **JOSH FISCHER**, Editorial Director for Yoxi.tv, a creative competition to discover big ideas and bright stars in social innovation
- Moderator: **MAURICIO GARCIA**, Fellowship Program Manager at The Financial Clinic and DIY Business Association Advisory Board Member

12:45–1:45 p.m.

Lunch with Affinity Groups

Meet and network with people whose experiences, careers, and goals are similar to yours.

2–2:50 p.m.

Attendees will attend one of the following two panels:

Gurus of Communication and Content

(DUMBO Loft)

- **GRACE BONNEY**, Founder and Editor of Design*Sponge
- **JUSTIN BILICKI**, Locher Award–winning cartoonist and Associate Creative Director for BBDO
- **JESSICA DELFINO**, Controversial performer, writer, and comedian with a book coming down the pipeline
- **SETH KUSHNER**, Photographer; author of *The Brooklynites*
- **JENN PELLY**, Music journalist, blogger, DJ, and the conference's youngest panelist
- **CAROLINE SUH**, Director of *Frontrunners* and frontrunner of *Iconoclasts*
- Moderator: **SHAINA FEINBERG**, *This American Life* contributor, audio producer, and comedian Dave Hill's editorial director

Or

The Art and Craft of Commerce (Etsy Labs)

- **SUSAN GREGG KOGER**, Modcloth Chief Creative Officer
- **LAURYN BALLESTEROS**, Vice President of Strategic Partnerships for The Domino Project (powered by Amazon; founded by Seth Godin)
- **DANIELLE MAVEAL**, Etsy Education Coordinator
- **KIMM ALFONSO**, Etsy Event Coordinator

3:05–4 p.m.

The New Music Industry

(DUMBO Loft)

- **MOLLY NEUMAN**, Senior Director of Label Relations for eMusic; Owner, Simple Social Graces Discos and Kitchen, and former drummer of Bratmobile
- **CHRIS KASKIE**, President of Pitchfork
- **GREGORY JACKSON**, touring and session bassist for various artists, including Amy Winehouse, Jay-Z, Burning Spear, and Erykah Badu
- **TODD P.**, “godfather of Brooklyn’s DIY music scene,” organizer and promoter of underground DIY and indie rock shows
- Moderator: **EVIE NAGY**, Editor of Billboard Pro

Or

DIY Content Strategy

(Etsy Labs)

- **MARY S. BUTLER**, Senior Content Strategist for Razorfish
- **RYAN J. DAVIS**, Huffington Post blogger, political pundit on The Hill, Social Media Director for Blue State Digital
- **SCOTT LINDENBAUM**, Co-Publisher and Editor of Electric Literature
- Moderator: **DIXIE LAITE**, Senior Editorial Director for MTV Networks’ TeenNick

4:15–5:05 p.m.

Incubator Groups

(DUMBO Loft and Etsy Labs)

Based on attendees’ registration surveys, the DIY Business Association will create special-interest groups to help freelancers and small-business owners grow their businesses and create new opportunities.

5:15–6:30 p.m.

Beer and Wine Evening Event

“The DIY Business Association is like TED for DIY.”

—**Kris Kaczor**, video producer, owner of 750 Productions, conference attendee

30 expert panelists will show how to get ahead in technology, marketing, and innovation. On a budget.

Read about the other Brooklyn DIY Business Association Conference panelists on diyba.org.



DEAN HASPIEL, an Emmy award-winning artist, created the Eisner Award-nominated *Billy Dogma*, the semi-autobiographical *Street Code*, and helped pioneer personal webcomics with the invention of ACT-I-VATE. Haspiel has drawn many great superhero and semi-autobiographical comic books published by Marvel, DC/Vertigo, Dark Horse, Image, Scholastic, Toon Books, Top Shelf, and the *New York Times*, including collaborations with Harvey Pekar, Jonathan Ames, and Inverna Lockpez, and illustrates for HBO's *Bored To Death*.

SUSAN GREGG KOGER

is the Chief Creative Officer and Co-Founder of ModCloth.com, the online retailer selling independent designer fashion and decor with a highly engaged following of millions of female shoppers. Gregg Koger started ModCloth when she was 17. ModCloth was operated out of dorm rooms and basements for four years, and after graduating from Carnegie Mellon University in 2006, Gregg Koger and husband/co-founder Eric Koger decided to expand by selling vintage-inspired clothing from talented indie designers around the world. Today ModCloth has grown into a thriving business of more than 230 employees, and the company has since gained attention for



its dedication to customer engagement on the site, as well as for being a vanguard in the social-media sphere. Their goal is to democratize fashion and build a social-shopping community that empowers both indie designers and customers. Koger was recognized by *Inc.* magazine as the “#2 Top Entrepreneur under 30” and named to *BusinessWeek*’s 2010 list of the “Best Young Tech Entrepreneurs.”



GRACE BONNEY founded Design*Sponge, the daily blog dedicated to design, in 2004. In 2007, Bonney started the Design*Sponge Scholarship and the Biz Ladies series to support design students and women running their own design-based businesses. In fall 2011, Bonney will publish her first book, *Design*Sponge at Home* (Artisan Books), a 400-page guide to homes, do-it-yourself projects, furniture makeovers, and floral design. Follow Grace Bonney on Twitter: @designsponge.

We're about quality over quantity.

Brooklyn DIY Business Association Conference Attendance

150 conference attendees, including:

- Creative small businesses
- Artisans and crafters and Etsies
- The independent music industry: Musicians, recording engineers, licensing reps, promoters, roadies, music publicists, managers
- Creative freelancers: Writers, bloggers, photographers, videographers, film producers, editors, illustrators, graphic designers
- Web/tech developers
- Business investors and service providers: Consultants, coaches, accountants, attorneys

10 volunteers (all of whom are the target audience of creative small-business owners and freelancers)

10 media

30 panelists

Total: 200

► Check this out:

All of the DIY Business Association Conference's target communities are in the top 40 of America's fastest-growing industries: Specialized design services; computer-related services; info services; independent artists, writers, and performers; jewelry manufacturing; and legal services.

“Most conferences are organized around mass, not around individual interactions that last. It takes an effort to seek out conversations that matter.” —Seth Godin