

Elaine Grogan Luttrull

4593 Dunleary Drive * Dublin, Ohio 43017 * 212.729.6422 * egluttrull@minervafinancialarts.com



Elaine Grogan Luttrull, CPA is the founding owner of Minerva Financial Arts, a company devoted to improving financial literacy among artists and arts organizations through tax services, budgeting support, business planning, and education. She is also the author of *Arts & Numbers* (Agate, B2 2013) and a contributor to Guide Star. She teaches at the Columbus College of Art and Design and the Ohio State

University, and she previously served as the Director of Financial Analysis for The Juilliard School and in the Transaction Advisory Services practice of Ernst & Young in New York. Her presentations have been featured nationally by the DeVos Institute of Arts Management at the Kennedy Center, Americans for the Arts, the Arts & Business Council of New York, the Ohio Art League, and the Foundation Center. She lives in Dublin, Ohio.

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Elaine Grogan Luttrull founded Minerva Financial Arts in 2009 to bridge the gap between business and the arts. She is a CPA who provides financial services to artists and arts organizations through direct client services and education.



Her direct client service work primarily includes tax compliance, budgetary support, and general coaching and

consulting. Elaine educates the non-profit community through financial seminars and master classes. Hosts have included the Kennedy Center's DeVos Institute of Arts Management, the Foundation Center, the Arts & Business Council of New York, Americans for the Arts, the Ohio Art League, and the Juilliard School. Elaine also has contributed articles of interest to the non-profit sector to Guide Star, eHow Money, and Chron.com, and she plays a key role as an editor and accounting subject matter expert for Agate Publishing. She has developed business and entrepreneurial curriculum for institutions as varied as St. Lawrence University, the Miami Light Project, and the Playwrights of New York (PONY) fellowship program. She currently teaches finance as the Columbus College of Art and Design and in the Department of Art at the Ohio State University.

Her first published business book for the creative class, *Arts & Numbers*, was released by Agate Publishing's B2 imprint in 2013, and her contribution to the AICPA's publication, *Save Happily, Spend Wisely: Real Stories About Money and How to Thrive from Trusted Financial Experts*, was released in October 2012. Elaine's ability to explain complex finance and accounting topics to both experts and non-experts has created an incredible demand for both her writing and presentations.

Until June 2011, Elaine served as the Director of Financial Analysis for The Juilliard School where her work included accounting for the investment of the endowment, managing the tax-exempt bond issuance, budgeting at both the organizational level and for specific grant proposals or special initiatives, completing entity-level tax returns, and modeling complex financial hypotheses. Previously, she worked for Ernst

& Young in its Transaction Advisory Services practice in New York from 2003 through 2007.

Elaine is an active member of the Arts & Business Council of New York and the Ohio Art League. She has led the annual FETCH program with the Ohio Society of CPAs, which brings practical financial education to children in Central Ohio's underserved public schools. She has chaired three fundraising events in support of professional volunteerism, and she serves on the BVA Steering Committee of the Arts & Business Council. In 2009, the Arts & Business Council recognized Elaine's work with its Creative Business Volunteer of the Year award, and her work with The Puppetry Arts Theatre was featured as part of President Obama's 2009 United We Serve campaign on volunteerism.

Beyond her professional endeavors, Elaine is a mother to a charming three-year old and her adventures in motherhood are chronicled in her blog (www.ironicmother.com).

Elaine graduated magna cum laude from the University of Missouri. She holds a master of accountancy, a bachelor of science in accountancy and a bachelor of science in business administration with an emphasis in economics. She is a Certified Professional Accountant in Missouri and Ohio.

Professional Experience

Minerva Financial Arts, Founder

August 2009 Present

- Tax compliance for non-profit clients
- Budget and business plan consultation services
- National presenter and educator on financial matters relevant to the non-profit and artistic sector
- Writer, editor, and subject matter expert for finance, accounting, and non-profit topics of interest

Adjunct Instructor, Columbus College of Art & Design

Spring 2013 Present

- Design and teach Foundations of Finance and Accounting, WK 208 / CE 208

Adjunct Instructor, The Ohio State University

Spring 2013 Present

- Design and teach Business of Art, ART 5108

The Juilliard School, Director of Financial Analysis

August 2007 June 2011

- Managed \$200m construction project budget, including developing procedures to address complex tax-exempt bond financing regulations
- Developed new financial aid awarding model to maximize scholarship dollars awarded to students despite recession conditions
- Led tax filing process for the School's annual entity-level return, including managing team of external advisors and internal data providers
- Integrated budget process with endowment modeling and investment procedures

Ernst & Young, Senior Tax Consultant

January 2003 August 2007

- Led team of junior employees for \$2m annual tax consulting project
- Managed series of international mergers with large industrial client under the supervisory partner's direction
- Developed and performed due diligence and reporting procedures for major media and entertainment industry mergers and acquisitions
- Modeled tax consolidation scenarios and described analytic results to senior partners and client personnel

Education and Certifications

University of Missouri

Columbia, Missouri

- Master of Accountancy (May 2004)
- Bachelor of Accountancy (December 2003)
- Bachelor of Science in Business Administration – Economics (December 2003)

Certified Professional Accountant

Missouri & Ohio

Original Presentations, Seminars, and Master Classes

Paging Columbus: A Financial Guide for Writers

Paging Columbus at the OSU Urban Art Space
Columbus, Ohio
June 2013

Count it Out: Arts & Numbers for Musicians

The Collective
New York, New York
June 2013

Finance for the Creative Class

The Hired Guns
New York, New York
June 2013

The Business of Art

Lark Play Development Center and Playwrights of New York
New York, New York
June 2013

More than Math

Inspirational speaker for IGNITE (Igniting Girls' Natural Inquisitiveness in
Technology and Engineering) event
Math Plus Academy
Columbus, Ohio
January 2013

Artistic Budgeting

College Art Association
Podcast (<http://www.collegeart.org/podcasts/>)
December 2013

Management & Leadership: Take Charge Collaboration

National Professional Development Workshop for Artists
College Artists Association and Columbus College of Art & Design
Columbus, Ohio
November 2012

Creative Empowerment Through Financial Literacy

Columbus College of Art & Design
Columbus, Ohio
November 2012

PoNY Palloza Finance Boot Camp

Playwrights of New York
New York, New York
October 2012

Financial Analysis for Board Members

The Kennedy Center's DeVos Institute of Arts Management
Washington, D.C.
October 2012

Financial Management for Dance Organizations

The Kennedy Center's DeVos Institute of Arts Management
Brooklyn Academy of Music
Brooklyn, New York
October 2012

Fiscal Responsibilities of Board Members

The Kennedy Center's DeVos Institute of Arts Management
Orlando, Florida
Miami, Florida
June 2012

Finances for Entrepreneurial Artists

The Ohio State University Department of Art
Columbus, Ohio
May 2012

Sound Financial Management for Arts Organizations

The Kennedy Center's DeVos Institute of Arts Management
Pine Ridge, South Dakota
May 2012

Drafting a Non-Profit Business Plan

The Foundation Center
New York, New York
February 2012

Finance for Poets and Other Entrepreneurial Artists

Nuyorican Poets Café
New York, New York
February 2012

Finance for Entrepreneurial Playwrights

Lark Play Development Center
New York, New York
February 2012

Tips and Tricks for the Creative Class

Panel discussion participant
Columbus Museum of Art / Greater Columbus Arts Council
Columbus, Ohio
January 2012

Non-Profit Financial Statement Analysis

The Oak Foundation
Washington, D.C.
December 2011

The Art of Money: A Guide for Entrepreneurial Artists

Ohio Art League
Columbus, Ohio
November 2011

Financial Analysis for Board Members

The Kennedy Center's DeVos Institute of Arts Management
Washington, D.C. and New Orleans, Louisiana
October 2011

Tell Me a (Budget) Story

The Foundation Center
New York, New York
December 2010, September 2011

Finances for Entrepreneurial Artists

The Juilliard School
New York, New York
April 2011, September 2011

Budgeting for Those Who Would Rather Not

The Foundation Center
New York, New York
February 2010, June 2010, February 2011

Understanding Financial Statements & More

The Kennedy Center's DeVos Institute of Arts Management
Washington, D.C.
October 2010

Cultivating & Managing Volunteers

Panel discussion participant
Americans for the Arts Half-Century Summit
Baltimore, Maryland
June 2010

Recruiting & Engaging Volunteers

2009 New York State Arts Summit
Schenectady, New York
October 2009

The Rewards of Volunteering: A Volunteer's Perspective

The Foundation Center
New York, New York
April 2009

Understanding a Board Member's Financial Responsibilities

Arts & Business Council of New York, Capacity Building Workshop
New York, New York
September 2008

Upcoming Original Presentations, Seminars, and Master Classes

Arts & Numbers: Budgeting for the Creative Class

Arts & Business Council of Greater Boston
Webinar
July 2013

Arts & Numbers: A Meet-the-Author Special Event

The Foundation Center
New York, New York
September 2013

Budgeting for Entrepreneurial Musicians

The Juilliard School
New York, New York
September 2013

Financial Analysis for Board Members: Avoiding Fraud

The Kennedy Center's DeVos Institute of Arts Management
Washington, D.C.
October 2013

The Business of Art

Lark Play Development Center and Playwrights of New York
New York, New York
October 2013, January 2014, March 2014

When I Grow Up I Want to Budget: The Connection Between Non-Art Tasks and a Successful Art Career

Southeast Conference of Art Colleges
Charleston, South Carolina
November 2013

Financial Basics for Entrepreneurial Artists

College Art Association National Conference
Chicago, Illinois
February 15, 2014

Book Publications and Contributions

Arts & Numbers: A Financial Guide for Artists, Writers, Performers, and Other Members of the Creative Class

Author, Non-fiction financial book
Agate Publishing: B2, Chicago, Illinois
May 2013

Save Happily, Spend Wisely: Real Stories About Money and How to Thrive from Trusted Advisors

Contributor, "The Moccasins"
Non-fiction financial book
AICPA Publishing, New York
October 2012

It All Changed in an Instant

Contributor, "Confidence feigned, successes gained, enthusiasm waned."
Non-fiction six-word memoir book
Harper Perennial, New York
January 2010

Editing, Design, and Authorship Projects

College-Level Courses

- Introduction to Finance
 - Agate Publishing
 - Instructional Designer/Subject Matter Expert
 - December 2011
- Financial Basics for Arts Administrators
 - Three-part finance series to support broader curriculum*
 - St. Lawrence University
 - Curriculum author and designer, guest lecturer
 - February 2012, September/October 2012, February/March 2013
- Advanced Auditing Topics
 - Agate Publishing
 - Instructional Designer
 - May/June 2012
- Cost & Management Accounting
 - Agate Publishing
 - Instructional Designer
 - May/June 2012
- Foundations of Finance
 - Columbus College of Art & Design
 - Instructor, course designer
 - Spring 2013
- Foundations of Accounting
 - Columbus College of Art & Design
 - Instructor, course designer
 - Spring 2013
- The Business of Art
 - The Ohio State University
 - Instructor, course designer
 - Spring 2013
- Advanced Accounting: Consolidation Topics
 - Agate Publishing
 - Instructional Designer
 - September/October 2012
- Cost and Managerial Accounting
 - Agate Publishing
 - Instructional Designer
 - September/October 2012

Auditing 1

Agate Publishing
Instructional Designer
September/October 2012

Accounting for Nonfinancial Managers

Agate Publishing
Instructional Designer/Subject Matter Expert
September/October 2012

The Art of Finance

Venture Highway
Instructional Designer/Subject Matter Expert
December 2012

Governmental Fund Accounting

Agate Publishing
Instructional Designer/Subject Matter Expert
February 2013

International Tax Consolidations

Agate Publishing
Instructional Designer/Subject Matter Expert
March 2013

Navigating Business Law

Venture Highway
Instructional Designer
June 2013

Continuing Professional Education Courses

Improper Payments

Agate Publishing
Subject Matter Expert/Editor
December 2011

Asset Impairment

Agate Publishing
Lead Author/Subject Matter Expert
January 2012

SEC Governance

Agate Publishing
Subject Matter Expert/Editor
January 2012

Individual Tax Update

Agate Publishing
Subject Matter Expert/Editor
January 2012

- Audit Risk Assessment (two-part course)
Agate Publishing
Subject Matter Expert/Editor
February 2012
- GAAP 2011 Update
Agate Publishing
Subject Matter Expert/Editor
February 2012
- Software Revenue Recognition (two-part course)
Agate Publishing
Subject Matter Expert/Editor
February 2012
- IFRS 2011 Update
Agate Publishing
Subject Matter Expert/Editor
March 2012
- COSO 2011 Update
Agate Publishing
Subject Matter Expert/Editor
March 2012
- Business Email Etiquette
Agate Publishing
Lead Author/Subject Matter Expert
April 2012
- GAAS 2011 Update
Agate Publishing
Subject Matter Expert/Editor
May 2012
- Delaware Ethics Update
Agate Publishing
Subject Matter Expert/Editor
May 2012
- Independence Update
Agate Publishing
Subject Matter Expert/Editor
June 2012
- FASB Exposure Draft on Liquidation Accounting
Agate Publishing
Author/Subject Matter Expert
July 2012
- Accountant's Legal Liability
Agate Publishing
Subject Matter Expert/Editor

August 2012
Managerial Accounting
Agate Publishing
Subject Matter Expert/Editor
August 2012
Merger & Acquisition Due Diligence
Agate Publishing
Subject Matter Expert/Editor
September 2012
Business Structures
Agate Publishing
Subject Matter Expert/Editor
September 2012
Inventory Issues
Agate Publishing
Subject Matter Expert/Editor
September 2012
Account Reconciliation
Agate Publishing
Subject Matter Expert/Editor
October 2012
Controllership
Agate Publishing
Subject Matter Expert/Editor
October 2012
Florida Ethics Update
Agate Publishing
Subject Matter Expert/Editor
October 2012
Careers in Accounting
Agate Publishing
Subject Matter Expert/Editor
October 2012
Leadership Skills
Agate Publishing
Author/Subject Matter Expert
October 2012
Job Interviewing Skills
Agate Publishing
Subject Matter Expert/Editor
November 2012

Shared Services

Agate Publishing
Subject Matter Expert/Editor
December 2012

PCAOB Update

Agate Publishing
Author/Subject Matter Expert
February 2013

Financial Statement Disclosures

Agate Publishing
Author/Subject Matter Expert
March 2013

COSO Final Release

Agate Publishing
Editor/Subject Matter Expert
June 2013

Leases Exposure Draft

Agate Publishing
Writer/Editor/Subject Matter Expert
June 2013

Small Business Tax Topics

Agate Publishing
Editor/Subject Matter Expert
June 2013

GAAP 2012 Update

Agate Publishing
Writer/Editor/Subject Matter Expert
July 2013

GAAS 2012 Update

Agate Publishing
Editor/Subject Matter Expert
July 2013

Articles and Essays

Guide Star Newsletter

['Tis the Budget Season](#); February 2011

[Avoiding Financial Fraud](#); May 2013

AICPA 360 Degrees of Financial Literacy

Skin in the Game; January 2012

Project Life 365

[Show Me a Story](#); July 2013

[Book Giveaway](#), July 2013

We Blog Design

Business Tips: #1 [Remember It's a Business](#), June 2013

Business Tips: #2 [Run the Business Well](#), June 2013

Business Tips: #3 [Build a Cash Reserve](#), July 2013

Business Tips: #4 Budget for Work, Life, and Cash, July 2013

Business Tips: #5 Stop Masochistic Volunteering, July 2013

The Hired Guns

[The Secret to Happiness](#), May 2013

[Budgeting for Those Who Would Rather Not](#), June 2013

[Budgeting for Cash: A Survival Guide for Creative Entrepreneurs](#), June 2013

Demand Media Studios (eHow, eHow Money and Chron.com)

Budget Basics for NGO's; July 2011

Salary of a Fund Accounting Specialist; July 2011

S Corporation Versus C Corporation; July 2011

What Percent Should Administrative Expenses Be of Gross Income? July 2011

Can You Be Sued for a Charitable Donation Pledge? July 2011

How to Calculate Accounts Receivable on a Budgeted Balance Sheet; July 2011

How to Calculate Gross Margin from a P&L; August 2011

How to Structure Donations for High Net Worth Clients; August 2011

Is It Tax Deductible if I Donate Hours to an Employee? August 2011

Taxable Amount to Donate; August 2011

Self-Employed Maternity Leave Benefits; August 2011

Tax Paperwork for Hiring in an LLC; August 2011

Rules for a CPA on Accepting Gifts from Clients; August 2011

How to Improve Employee Referral Programs; August 2011

1099 Rules for Reimbursed Expenses of a Subcontractor; August 2011

Volunteer Work Miles; September 2011



Tax Differences Between a Sole Proprietorship and Corporation; September
2011

Press

Even Artists Need to Know Math – Budget Math, That Is

Paula Wethington

Monroe Evening News

June 25, 2013

<http://www.monroenews.com/news/2013/jun/25/even-artists-need-know-math-budget-math/>

Arts & Numbers – A Financial Guide for Creative People: An Interview with Elaine Grogan Luttrull

Matthew Amster Burton

Mint

June 11, 2013

<http://www.mint.com/blog/goals/arts-and-numbers-a-financial-guide-for-creative-people-an-interview-with-author-elaine-grogan-luttrull-0613/>

Arts Preview: Paging Columbus: Arts & Numbers by Elaine Grogan Luttrull

Matthew Lovett

Columbus Alive

June 6, 2013

<http://www.columbusalive.com/content/stories/2013/06/06/arts-preview-paging-columbus-arts--numbers-by-elaine-grogan-luttrull.html>

Money Management for Artists: How to Do Well Without Selling Out

Michele Lerner

Daily Finance

May 30, 2013

<http://www.dailyfinance.com/2013/05/30/money-management-artists-musicians/>

Money Management for the Creative Class: Q&A with Elaine Grogan Luttrull

Sandra Fernandez

Daily Worth

May 16, 2013

<http://www.dailyworth.com/posts/1867-money-management-for-the-creative-class/>