



"Trust Your Creative Ideas"
Sherri Lander Smith

SNAPSHOT

- Lander Creative, LLC
Owner, CEO
- Artisans Center of Virginia,
Executive Director
- Open Door Stage
Co-Founder, CEO
- Dream In You, LLC
Co-Founder
- The Genius Center, LLC
Founder, Owner
- Azurat, Co-Creator
- SHEA Collaborative
Board Chair
- SteelHeart Records
Executive Advisor
- Live Arts Playwrights Lab
Casting Director
- Keystone National High
School, Advisory Board
- Box City © 1994-2010
Creator & Facilitator
- Virginia Health &
Environment Project,
Co-Founder
- Darkstone Entertainment
Advisor, Producer

**LANDER CREATIVE
ARTISTS INCLUDE:**

- Holly Allen
- Laurence Elder Band
- Adam Smith &
The Invisible Hand
- Megan Hillary
Molimo
- Ralph "Honey Boy" Rush
Wolcott & Lander
- Jim Wray & Hod O'Brian
("2 X 88")
- Smith & Wray



Sherri Lander Smith

Sherri Lander Smith is a synergistic motivator for positive change utilizing her extensive background in education, practical business experience and abundant energy with every project she encounters. Viewing personal growth as a life-long process of questioning and discovery, Sherri is dedicated to helping others realize their unique gifts and talents and to assisting them in finding creative solutions as they pursue and sustain the work they love.

Entrepreneur - Sherri owns and operates *Lander Creative, LLC* which is dedicated to encouraging and promoting projects and programs related to business transformation, community health, artistic pursuits, and re-thinking education. With an emphasis on innovation and establishing ethical and trust-based business cultures, Sherri's clients range from education, corporate, and art and social reform organizations to groups and individuals pursuing entrepreneurial endeavors and creative careers in the arts & entertainment industries.

Philanthropist - Sherri donates considerable services such as business, branding, marketing support and door opening relationships to burgeoning entrepreneurs and philanthropists. As co-founder of *Dream In You*®, partnering with *Kiplinger's Personal Finance Magazine*, Sherri launched the *National Dream Job Contest* (www.kiplingers.com/dreamjob).

Artist - With a background as an artist, professional singer and a passion for all things creative, Sherri, along with her husband Richard, operate a philanthropic endeavor called "Azurat" (www.azurat.com) which is dedicated to meeting a wide and ever broadening spectrum of artist's needs. From producing and hosting events, raising funds and promoting awareness to helping artists develop their crafts or business structures, Sherri works with people of all ages to encourage creativity and build community around cultural ideals and artistic endeavors.

Ecoist - Sherri is an advocate of green principles both personally and in business. She was co-founder of the *Virginia Health and Environment Project* (www.cleanva.org) which encourages reduced pesticide use, especially in schools and areas where children may be affected. Having owned a certified organic farm, Sherri is committed to "clean" growing principles void of bureaucratic regulations that impair market success for small farms.

Educator - Sherri is the author and inspiration behind *The Genius Center/GenieU*® (www.genieu.com) which exists to assist adults, parents and teachers as they strive to understand a child's unique gifts and talents while customizing an education respectful of the dynamics of family, school and community. Sherri believes that with freedom, respect and nurturing support, children have a powerful drive to self-direct their learning; the result being children who direct their own education and futures. Advisor to prominent education writers, Sherri is a contributing writer in *"Helping Parents Understand"* (NAEYC, 1996), *"Homeschooling for Success: How Parents Can Create A Superior Education For His Child"* (Time Warner, 2002) and *What the Rest of Us Can Learn from Homeschooling* (Three Rivers Press, 2003). For her extensive contribution to the homeschooling movement, Sherri was deemed one of "Homeschooling's Top 10 Movers and Shakers" by nationally renowned *Pearson Education, Inc.*

Speaker - Sherri is a featured speaker and seminar presenter at business conferences, self-empowerment workshops and arts & educational events as well as a strategic planning facilitator and developer of non-profits & entrepreneurial enterprises.

Working with a select portfolio of individuals and businesses, Sherri has created national promotions with entities such as *The Grammy Foundation, Yahoo!, JetBlue Airways, Hilton, and Sharp*. She has been featured on the television show *In the Mind*, in print and online magazines including *New Dominion Magazine, Open Roads Magazine, Family Education Network, the Childcare Information Exchange, Homeschool.com, Forbes, and Kiplinger's Personal Finance Magazine*.

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