

SCHEDULE OF CLASSES/DESCRIPTION/TEACHERS

Afternoon classes are the first day from 2 to 5pm; Morning classes are the second day from 9:30am to 12:30pm. Most are Wednesday/Thursday except for the first one. All classes are at the Ice House in downtown Berkeley Springs.

CLASS 1 - Thu, 2-5pm & Fri, 9:30am-12:30pm • September 20 & 21, 2007

A Practical Guide to Entrepreneurship and Profitable Pricing for Artists and Artisans

It is often difficult for an artist to think about an hourly wage, overhead and how the price of art can meet both the cost needs and still be competitive in the marketplace. Rebecca also dicusses if and how to work with an artist representative.

Rebecca Stelling • Mountain Artisans Inc. A savvy art entrepreneur, marketing expert, and artist/designer, Rebecca owns and operates both Mountain Artisans (a stellar art'venture that markets artists and artisans and their creations) and Cabin Creek Quilts (a specialty creative quilting and fabric arts enterprise).

CLASS 2 - Wed. 2-5pm • October 24, 2007

Media Savvy Marketing

In a celebrity world, free press and a marketable image are cost effective ways to sell more art -- and in the right places. Learn about how to tell your story and make it available to the world.

Becky Kimmons • Katalyst. An award-winning marketing and communications wizard with more than 35 years' experience, Becky can claim successes including WV's premier whitewater rafting company and Travel Berkeley Springs. She sings with her own group, *Soup Kitchen* and is the guiding light of Footmad, an arts organization in Charleston.

Thu, 9:30am - 12:30pm • October 25, 2007

Marketing is a Look and More

Everything from your printed materials and photographs of your art to the role you play in your community are part of marketing. Learn the tricks of the trade from a pair of young professionals.

Jen Rolston • Eden Design. Jen's company is a full-service graphic design firm specializing in print and web media for small businesses, non-profits and artists. Located in the Eastern Panhandle, Eden Design has helped numerous clients (locally and nationally) launch and grow their dream businesses.

Sandy Sponaugle • Platinum PR. Sandy's company is a marketing and public relations firm in Shepherdstown. She has worked with numerous small-medium sized businesses and helped them launch successful publicity campaigns.

CLASS 3 - Wed. 2-5pm & Thu. 9:30am - 12:30pm • November 14 & 15, 2007

What a Hard Working Website Should Be

A working artist does not need to be a Web designer to know exactly what their site should be doing for them. Sandy and Jen will guide artists through the process of assessing their Web needs and coming up with a plan to have the ideal site whether it serves simply as a public face and cost-effective publicity tool or a way to sell product online. This is NOT technical training in the use of Web design tools.

Jen Rolston • Eden Design and Sandy Sponaugle • Platinum PR

CLASS 4 - Wed, 2-5pm • March 19, 2008

What Does the Taxman Want from Me?

Beside income tax, working artists need to know about various tax liabilities including personal property tax on equipment and unsold art as well as when and how to charge sales tax.

Katie Ihndris • Monarch CPAs. Katie is a Certified Public Accountant who works with individual and business clients ranging from sole proprietors to large companies. She has extensive experience in accounting, tax planning, and preparation of individual and business tax returns.

Thu, 9:30am-12:30pm March 20, 2008

You Too Can Keep Your Books Straight

A working artist who has also been bookkeeper for her arts business for years talks about comparative shopping, equipment, receipts, tracking and how to record what you spend so you do not overpay on taxes or costs.

Jill Klein Rone • New World Theater Co. A well-known Berkeley Springs resident and musician, actress and theater professional for more than 30 years, Jill has always been the one to manage the financial aspects of her several arts-related businesses.

CLASS 5 - Wed. 2-5pm & Thu. 9:30am - 12:30pm • April 16 & 17, 2008

Time for School

Visiting artists face various issues when working in schools. Using examples from exemplary work, tips and skills are offered in areas including residency timelines, planning, engaging presentation forms, classroom management and how to involve the classroom teacher as a collaborator.

Cheryl Capazzuti is a Pittsburgh area puppetmaker and sculptor, a Pennsylvania Council on the Arts roster artist and consultant with an MEd in Art Education and 15 years experience working in schools and community settings. Her community-interactive sculpture project, The National Lint Project, has been featured on *The Ellen Degeneres Show*.

CLASS 6 - Wed. 2-5pm & Thu. 9:30am - 12:30pm • May 21 & 22, 2008

Creative Curating for Galleries and Shows

Exhibiting an artist's work is a crucial aspect of marketing and sales. Methods for effective presentation especially in non-traditional spaces or in print are detailed as well as techniques for heightening impact.

Kelli Burns • Lincoln County. Kelli is a passionate promoter of working artists and widely recognized as the most creative curator in West Virginia. Kelli has been chief curator for Huntington Museum of Art, Sunrise Museum and Museum in the Community. Under her direction, the latter won the Governor's Award for Arts Innovator.

DINNER/PANEL DISCUSSION -- Wed, June 11, 2008 -- 6:30-9pm.

my life as an artist. Seven West Virginia artists who have enjoyed full and successful working careers present the high points and lessons of their lives.

Mark Blumenstein • sculptor

Glenn Singer • performance artist

Pam and Ren Parziale • potters

Jean Pierre and Carol Hsu • jewelers, metal artists

Jill Klein Rone • performance artist