

ARTS SYMPOSIUM NOVEMBER 13&14

JOIN US FOR THE FIFTH ANNUAL ARTS SYMPOSIUM, AN EVENT dedicated to providing local artists and arts organizations with nuts and bolts information in order to become and remain successful in the arts. Choose between a range of free informational sessions presented by professionals and educators who are concerned with your success.

We are running two low-cost, one-on-one, confidential consultation clinics this year: Shunpike is offering an Arts Business Clinic on Saturday and Washington Lawyers for the Arts is offering an Arts Legal Clinic on Sunday.

All sessions are held on the University of Puget Sound campus. Room numbers will be announced to registered attendees prior to the Symposium.

General sessions at the Arts Symposium are free to attend but pre-registration is required as space is limited. Register online at ARTSSYMPOSIUM.EVENTBRITE.COM. If you do not have internet access please call Naomi at 253.591.5191.

NOV 13

8:30 - 9 AM
REGISTRATION & COFFEE

9:15 AM - 5 PM ARTS BUSINESS CLINIC CONSULTATIONS

Do you have specific questions about how to pursue your new or ongoing art endeavors? Do you need advice on how best to manage your arts organization, or how to start a new organization? Schedule an Arts Business Clinic consultation with Shunpike to get your questions answered and come away prepared for the next step.

Cost: \$20 for a 30-minute one-on-one appointment to be paid during the clinic. Appointments are required; Please contact Naomi at 253.591.5191.
ANDY FIFE, SHUNPIKE

9 AM - 5 PM YOUR WORK, PROJECTED

Your digital images or DVD work samples may look fine on your computer screen but what does a review panel see when they look at your work projected? Here's your chance to see for yourself. Bring a CD, DVD, or flash drive with a sampling of your work, and plug into our computer and projector to view your work large scale. Images should be in a JPG or PDF file format. This is a non-class, drop-in opportunity. First come, first served. 15 minute time slots. Arts professionals will be available for part of the day to provide constructive feedback about your work samples and help answer questions about submitting work.

9 - 11:30 AM WHAT ARTISTS AND AUTHORS NEED TO KNOW ABOUT COPYRIGHT

Back by popular demand! Seattle attorney Bob Cumbow provides rules of the copyright road for authors and artists, answering such common questions as: How do I get a copyright?, Who owns the copyright for work I was paid to do for someone else?, When can I use the '©' symbol?, When can I use someone else's work and how much can I use?, How can I tell if something is copyrighted?, and How do I license my work to someone else, or get someone else's permission to use theirs?
BOB CUMBOW, WASHINGTON LAWYERS FOR THE ARTS

—OR—

9 - 11:30 AM THE BUSINESS OF ART - HOW TO KEEP THE STARVING AWAY FROM THE ARTIST

There is a myth that those who are artists and passionate about their craft should do so under the mantra of "starving artist". However, every artist should have a business side that is as firm in foundation as the artist is visionary and vibrant in passion. This session will assist you in understanding the basics of business management practices, from managing the paperwork to managing the money.
AUDREY L. GODWIN, THE GODWIN GROUP PLLC

11:30 AM - 12:15 PM LUNCH

Bring a sack lunch or visit the cafeteria on campus and enjoy a little down time to connect with other attendees.

12:20 - 2:20 PM THE DEVIL'S IN THE DATA: THE BASICS OF EVALUATION IN PLANNING AND REPORTING YOUR ORGANIZATION'S IMPACT

Join Shunpike for a workshop on the basics of program evaluation for arts groups, from the mechanics of gathering data to the integration of measurement into program planning, reporting and fundraising. You'll walk away from this session with templates, tips and resources to help make evaluation part of your daily work. This workshop is designed primarily for staff and board members of arts organizations and projects.
ANDY FIFE, SHUNPIKE; ELLEN WHITLOCK BAKER, SHUNPIKE

—OR—

12:20 - 2:20 PM BEHIND CLOSED DOORS: THE FUNDING PANEL

You crafted and submitted your funding application and now you are waiting for a reply. What happens to your submission in the mean time? This mock panel will give you an inside view into how funding applications and work samples are typically reviewed, scored, and selected by a panel. Gain insight on how to fine tune your application to be more competitive in the future. Applicable for individuals and organizations.
MAYUMI TSUTAKAWA, WASHINGTON STATE ARTS COMMISSION; ERIK HANBERG; JAN BRAZZELL, TACOMA ARTS COMMISSION; SARAH IDSTROM, TACOMA ARTS COMMISSION

2:40 - 4:10 PM FUNDRAISING 101: WHO YOU ARE, WHY YOU'RE HERE, AND WHY YOU MATTER

This introductory session to fundraising will assist those new to the field as well as those who are looking for a fresh take on some tried-and-true methods. Presenters will focus on relationship-building and activating your circle of influence; tracking and sharing the right information with the right constituents; effectively crafting and delivering mission-driven messaging; connecting with your community to enhance your mission, influence and presence; and the all-important art of the ask. This workshop is designed primarily for staff and board members of arts organizations and projects, but appropriate for anyone who wants to learn this valuable skill.
SARAH IDSTROM, KATY EVANS

—OR—

2:40 - 4:40 PM GET EKPHRASTIC! A PHOTOGRAPHY & POETRY PROJECT AT KITTREDGE GALLERY

Join published writer and 2010 Poet Laureate of Tacoma, Tammy Robacker, to explore a unique style of poetry written in response to art - 'Ekphrastic Poetry'. Students will take a guided tour of the current gallery exhibit of photographs by local Native American artist Matika Wilbur. Attendees will then meet in a classroom to discuss work, free write, and create response poetry to the art they viewed. Students will share their work out loud, in a supportive round robin fashion, and can leave their final Ekphrastic poem for the artist and gallery.
TAMMY ROBACKER

—OR—

2:40 - 4:40 PM ONLINE APPLICATIONS - HERE TO STAY

Miguel Guillen, Grants Program Manager for Artist Trust will discuss best practices for applying online for opportunities. He will use the Cuerate system, which Artist Trust uses for its online applications, as an example.
MIGUEL GUILLEN, ARTIST TRUST

5 PM AT SAX, 2309 6TH AVE ALL OUT HAPPY HOUR

Wrap up a day of informative sessions with a little fun. Join Arts Leadership Lab, Tacoma for happy hour and connect with local creatives.

NOV 14

8:30 - 9 AM
REGISTRATION & COFFEE

10:15 AM - 12:45 PM ARTS LEGAL CLINIC

This Arts Legal Clinic offers low-cost, private legal consultations to artists and arts organizations. Clinic appointments may be made for 30 minute, confidential consultations with an attorney who specializes in arts and entertainment law. Topics of concern include copyright, trademark, licensing, fair use and contract issues. Cost: a \$20 dollar donation to WLA to be paid during the clinic. The donation is not tax deductible. Appointments are required. Please contact the WLA at 206.328.7053 or visit www.thewla.org.
WASHINGTON LAWYERS FOR THE ARTS

9 AM - 5 PM YOUR WORK, PROJECTED

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9 AM - 12 PM THINGS YOU WISH YOU LEARNED IN ART SCHOOL: THE ART OF MARKETING

Fast paced and down to earth, this presentation includes crucial tips on marketing your work effectively. We'll cover a variety of topics including creating a marketing plan and how to present yourself and your work professionally. Information will prove helpful for beginning artists as well as those with years of experience. Your marketing challenges will be discussed as time allows.
MIRIAM WORKS, WORKS CONSULTING

—OR—

10 AM - 12 PM PUBLIC ART OVERVIEW FOR ARTISTS

A comprehensive overview of public art: the first part of the session will focus on the different kinds of public art, the public realm, and various funding mechanisms used to support public art. The second part will cover some of the tools and skills necessary for artists to transition from the isolation of studio to the highly collaborative public art realm. How can you be competitive when applying for public art jobs? What can you expect when you get your first commission? Tips, tools, and resources will be shared.
AMY McBRIDE,
CITY OF TACOMA ARTS PROGRAM

12 - 12:45 PM LUNCH

Bring a sack lunch or visit the cafeteria on campus and enjoy a little down time to connect with other attendees.

12:45 - 3:15 PM THE CREATIVE MAKER: TIME MANAGEMENT FOR ARTISTS

A perpetual challenge to creative people, time management is an art form in itself. If you find yourself with "option paralysis" wasting time on email, or endless "networking" with no goal in sight, this workshop is for you. We'll cover a number of ways to use your time more effectively while enhancing your creative process and problem solve your specific issues as time allows.
MIRIAM WORKS, WORKS CONSULTING

—OR—

12:45 - 2:45 PM BEHIND CLOSED DOORS: THE PUBLIC ART PANEL

This mock public art review panel will give you an inside view into how public art applications and work samples are typically reviewed, scored, and selected by a panel, while giving you insight on how to strengthen your own application and make you more competitive for upcoming projects. Learn how assessing calls to artists to find your best fit, preparing a competitive application, and selecting appropriate work samples can make or break your application.
MIKE SWENEY, WASHINGTON STATE ARTS COMMISSION; TINA HOGGATT, CULTURE; MARGARET BULLOCK, TACOMA ART MUSEUM; NICHOLAS NYLAND, PIERCE COUNTY ARTS COMMISSION; MODERATED BY AMY McBRIDE

3:15 - 5:15 PM CREATING DURABLE WORK FOR THE PUBLIC REALM: METHODS, MATERIALS, AND FABRICATORS

Public art often requires work that is scaled much larger than personal work, is durable, and capable of withstanding the elements. This workshop will illustrate different methods used by public artists to create permanent works and make a transition from their studio practices. Learn how you can work with fabricators to assist you in translating your work for the public arena. Representatives from local fabrication companies working in a variety of materials will be present to share the techniques and services available including porcelain enamel, ceramic tile, casting, and supergraphics.
AMY McBRIDE,
CITY OF TACOMA ARTS PROGRAM