



## **2008 SPRING SCHEDULE**



### **The Traveling Arts Information Workshops - For Artists & Small Budget Organizations**

The free Arts Tune-Up event is designed to put you in contact with arts consultants, working artists, and administrators who can provide information and answer questions on a variety of topics including fundraising, how to market and publicize your art, information on new loan funds for artists and organizations, benefit opportunities for artists, training programs for artists and organizations, board development for arts organizations, arts education resources, and much more.

Here is how this **free** workshop works!

- There will be 5 round-robin sessions (25 minutes each).
- Locate and join the table that has the topic you want to learn more about.
- After 25 minutes an announcement will be made, indicating that the session is over.
- Then rotate to other tables as the sessions repeat.

You are welcome to come by for one session or stay for all five. Please dress warmly - to maximize space, some sessions may take place outdoors.

### **Schedule**

**Registration and Check-in:** 9:45 - 10:00 a.m.

**Welcome:** 10:00 - 10:10 a.m.

**Round 1:** 10:10 - 10:35 a.m.

**Round 2:** 10:40 - 11:05 a.m.

**Networking:** 11:05 - 11:20 a.m.

**Round 3:** 11:20 - 11:45 a.m.

**Round 4:** 11:50 a.m. - 12:15 p.m.

**Round 5:** 12:20 - 12:45 p.m.

**Wrap Up:** 12:45 - 1:00 p.m.

There will be lots of basic information for individual artists and small arts organizations. While seasoned artists, arts administrators and board members are welcome to attend, the information is geared toward those people who are earlier in their careers and are looking for some basic ideas to help them with the business side of their work.

The Arts Tune-Up is free, but you do need to **REGISTER** through SurveyMonkey by visiting this website:

[http://www.surveymonkey.com/lacac\\_atueastla08](http://www.surveymonkey.com/lacac_atueastla08)

The Arts Tune-Up is sponsored by the Los Angeles County Arts Commission, La Plaza de Cultura y Artes, and the First District - Supervisor Gloria Molina, in collaboration with LA Stage Alliance and Arts for LA.

**Date:** Saturday, January 12, 2008

**Time:** 10:00 a.m. - 1:00 p.m.

**Location:** East Los Angeles Library, 4837 East 3rd Street, Los Angeles, CA 90022

**Cost:** FREE, but you do need to register

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### **Selling Your Art, Selling Yourself and How to Feel Comfortable Doing Both**

Is your portfolio ready to show to galleries? Are you ready to talk to galleries? Do you know which galleries to approach? Learn how to best represent yourself, your work and determine whom you should contact in this hands-on, practical workshop.

As an artist, curator, and gallery director, **Ashley McLean Emenegger**, has an in-depth knowledge and insider perspective of the Los Angeles art world. In her workshop, Ashley will share her Top 10 Habits of Successful Artists and help guide visual artists through the process of preparing themselves to sell their art through galleries.

Ashley has been an active leader in the arts community since 1997 and in 2004, founded McLean Fine Art. She is also the Director of the Bandini Art Gallery in Culver City. As the former executive director of Gallery 825, she presented hundreds of critically recognized exhibitions and educational programs. Ashley is an exhibiting visual artist, a free-lance curator, and a lecturer at UCLA, MOCA, the Santa Monica Museum of Art, The Japanese American National Museum, Fullerton College, Pasadena City college, and at the Orange County Center for the Arts among many others.

**Date:** Wednesday, January 30, 2008

**Time:** 6:00 p.m. - 9:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$30 (Non Member) / \$25 (BOA/CCI Members)

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### **Health Insurance for Individual Artists**

What kind of health plan should I buy? Is there one I can afford? What's a PPO? What if I have a pre-existing illness? If you have these or other questions about health insurance, attend Health Insurance for Individual Artists.

This workshop will discuss options for getting health insurance in Southern California and the details of how to apply for insurance. Topics include: finding and comparing the benefits of private insurance, availability of association plans from arts and professional organizations, and places and programs in the LA area offering affordable care when you are uninsured. A health care guide to Los Angeles will also be provided, along with an orientation to The Actors Fund HIRC web site which provides free, comprehensive information about health care resources. Also discussed will be what's happening in California regarding health care reform and information about the Artists United for Health Care web site.

**Daniel Kitowski, M.S.W.** is the Manager of the Health Insurance Resource Center, a program of The Actors Fund, which assists both visual and performing artists in understanding their options for finding affordable health insurance. He has worked at Cedars-Sinai Medical Center as a Coordinator of their in-patient AIDS program and as a Manager of the Department of Social Work at University of Michigan Medical Center. With over 20 years of experience in health care, much of Dan's career has been assisting people secure the resources they need to lead a healthy life.

**Date:** Wednesday, February 13, 2008

**Time:** 7:00 p.m. - 9:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** **FREE**, but you do need to register. Registration is limited, so register early.

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### **Grantwriting 101: An Introduction to Resources, Tools and Programs**

Grants are one avenue for individual artists to explore potential funding for their arts projects. This class was created for individual artists who are interested in seeking support from foundation and government funding sources.

Class topics will include how to create complete proposal packages, how to find information on relevant grants and residencies, and how individual artists can fund and implement projects by affiliating with non-profit fiscal agents.

**Linda Vallejo**, a highly regarded and accomplished artist and grant writer, will teach this class. During the Brown Bag lunch, Linda will share some of her personal experiences and insights regarding the challenges that individual artists face in writing and receiving grants.

Linda has written and received over \$25 million in grants from foundation, corporate, government and individual donors for her many clients. She has owned her own grant writing consultation business and has presented grant writing seminars throughout the country for the past twenty years.

As an artists, Linda has received numerous fellowships, awards and commissions including the Brody Arts Fund Fellowship, Outstanding Young Woman of America, the UCLA Chicano Studies Research Center Artist Award, and the Comision Femenil de Los Angeles Latinas Making History Award. Her solo exhibitions include the Carnegie Art Museum, the Patricia Correia Gallery, the Social and Public Art Resource Center (SPARC), and the Natural History Museum, Los Angeles County. Her work is in the permanent collections of the Los Angeles County Museum of Art, the Carnegie Art Museum, and the UC Santa Barbara and Stanford Archive Collections.

This class is limited to 20 people, so sign-up now!

**Date:** Saturday, February 23, 2008

**Time:** 9:00 p.m. - 2:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$75 (Non Member) / \$60 (BOA/CCI Members) The fee includes a brown bag lunch, a complete workshop manual with guidelines, samples, resources and tool, a list, which will include links to local, regional, and national fellowships, grants and residency programs available to individual artists.

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### **Putting Your Best Foot Forward (For Fun and Profit)**

A workshop on how best to present yourself, your work, and your projects to producers, museums, presenters, agents, galleries, investors, grant funders and the media. Learn how to improve your communication skills, as well as enhance your listening skills and gain a new perspective on how you see yourself and how others perceive you.

**Judith Teitelman** teaches "Best Foot Forward" for CCI. A trainer and facilitator, she brings more than twenty years experience in planning, resource generation and management strategies for grassroots, mid-size and large arts organizations to her national consulting practice. She has been a Planning Consultant to the National Endowment for the Arts, and a Technical Assistance Specialist to the Los Angeles County Arts Commission. Selected clients include: Redlands Community Music Association, Dulth Art Institute, PEN

USA West, SCI-Arc, Japanese American National Museum, LA Freewaves, New Media Festival, Cornerstone Theater Company and Side Street Projects. She is a dedicated world traveler and is currently working on a novel interweaving eastern and western cultures.

**Date:** Thursday, February 28, 2008

**Time:** 6:30 p.m. - 9:30 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$30 (Non Member) / \$25 (BOA/CCI Members)

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## **Creating a Marketing Plan that Works for You**

### **CCI's Marketing Plan Seminar Designed Specifically for Artists**

Marketing is key to the development of any business. You know you need to do it but where do you start? Understanding basic fundamentals and creating a marketing plan is the first step. In this workshop, you will begin to explore strategies that will help you identify your audience, develop a media mix and communicate what your work is about. We will cover the planning process and provide you with definitions, concepts, tools and resources that you need to create a marketing plan that meets your needs as an artist.

Nancy Hytone Leb, is an arts marketing consultant and is CCI's Director of Training. Nancy develops and presents workshops on marketing concerns for artists and arts organizations. From 2000-2004 she was the Director of Marketing and Development for Playhouse West in Walnut Creek, CA. Her for-profit years were spent in senior account management positions in three of California's largest advertising agencies.

D. Jean Hester is the owner of Dive Studios, a recent graduate of California Institute of the Arts, and a multi-media installation artist who has shown her work throughout the United States, Mexico, and Canada. Formerly employed as a programmer for Jet Propulsion Lab, Toyota, and other large corporations located in California, Jean has acquired an extensive body of knowledge about marketing on the web. She is an early graduate of "Business of Art" and has been teaching "Marketing on the Web for Artists and Arts Organizations" for over three years. Recent exhibitions and installations have been included in the inaugural show at LAAA's satellite gallery in Hermosa Beach (juried by Jeremy Strickland); the Aiden Riley Taylor Gallery; the Armory; and the 13th Annual International Symposium of Electronic Art, in San Jose.

**Date:** Saturday, March 8, 2008

**Time:** 10:00 a.m. - 5:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$75 (Non Member) / \$60 (BOA/CCI Members) The fee includes a brown bag lunch.

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## **Investing in Artists Grant Information Conference Call**

CCI's *Investing in Artists* grants program is designed to enhance the working lives and creative environment for individual artists in California by funding tools and market strategies that will allow artists to create their best work more consistently, and distribute that work more broadly to new audiences. **Applications for Round III of the program are due on June 6, 2008.** In this third round of funding, applications will only be accepted in the Artistic Equipment & Tools category and in the Presenting & Marketing Work Implementation category.

CCI is hosting a series of conference calls to provide a general orientation to the *Investing in Artists* grants program application and funding guidelines. Each conference call will include:

- An overview of the application guidelines and criteria.
- A review of the application process and timing.
- Q & A

Conference Calls will be offered at the following dates and times:

- Wednesday, April 30 from 5:30 – 6:30 pm
- Thursday, May 1 from 12 noon - 1pm
- Monday, May 5 from 12 noon - 1pm
- Wednesday, May 7 from 5:30 - 6:30 pm

The conference call will include a simultaneous web presentation. You do not need to have web access to participate in the call, but you do need it to view the presentation.

The conference calls are toll-free and you must pre-register in order to receive the access code and dial-in instructions. Space is limited, so we request that you register no later than noon on the day preceding the scheduled call.

For more information and to download guidelines for the CCI *Investing in Artists* grants program go to: <http://www.cciarts.org/funding.htm>.



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**Date:** Saturday, May 3, 2008

**Time:** 10:00 a.m. - 1:00 p.m.

**Location:** Veterans Memorial Park Teen Center, 4135 Overland Avenue, Culver City, CA 90230. *Parking is available and free of charge.*

**Cost:** FREE, but you do need to register



**Business of Art™**

**Entrepreneurial Training for Artists**

Artists and creative entrepreneurs who take CCI's signature program, Business of Art™ learn key business skills that provide them with the knowledge and resources to help advance their art, develop their ideas and increase their financial independence. Business of Art™ classes are taught by a variety of business leaders with experience in both corporate and non-profit entities. Students learn key concepts involved in goal setting, strategic planning, marketing and self-promotion, money management, legal issues and project financing.

In addition to classroom training, all Business of Art™ students participate in counseling sessions with leading arts and business professionals.

The next Business of Art™ course will begin in May 2008. Enrollment is limited to 25 students.

Session 1: Wednesday, May 7, 6:30 – 9:30pm

Work Like an Artist, Think Like an Entrepreneur – Setting Your Personal Goals

Session 2: Wednesday, May 14, 6:30-9:30pm

Planning, Plain and Simple

Session 3: Wednesday, May 21, 6:30-9:30pm

Marketing and Self-Promotion

Session 4: Wednesday, May 28, 6:30-9:30pm

Legal Issues for Artists

Session 5: Wednesday, June 4, 6:30-9:30pm

Budgeting and Money Management

Session 6: Wednesday, June 11, 6:30 – 9:30pm

Financing Your Project – Getting Grants, Loans and Other Funding

Session 7: Wednesday, June 18, 6:30 – 10:00pm

Cluster Counseling and Final Wrap-Up

**Date:** Wednesday's, starting May 7, 2008 through June 18, 2007

**Time:** 6:30 p.m. - 9:30 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$210 (Non Member) / \$185 (BOA/CCI Members) The fee includes the Business of Art™ Workbook., The Business of Art: An Artist's Guide to Profitable Self-Employment.

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- An overview of the application guidelines and criteria
- A review of the application process and timing
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**Date:** Thursday, May 8, 2008

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- An overview of the application guidelines and criteria
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**Date:** Thursday, May 15, 2008

**Time:** 6:30 p.m. - 8:00 p.m.

**Location:** East Bay Community Foundation Conference Center, 353 Frank H. Ogawa Plaza in the Dalziel Building, at the roundabout at the end of San Pablo Avenue. [Click here for directions.](#)

**Cost:** There is no cost to attend this workshop, but registration is limited so please register early!

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*Some of CCI's programs are brought to you in part by funding from the City of Los Angeles, Cultural Affairs Department, Los Angeles County Arts Commission and Leveraging Investments in Creativity.*

