



CENTER FOR
CULTURAL
INNOVATION

2010 SPRING SCHEDULE

Tax Tips Specifically for Artists

This timely three-hour workshop provides important information for anyone who is self-employed, but is especially geared towards artists, writers, performers, and dancers. Topics to be covered include, but are not limited to: being an employee vs. being self-employed, having a Hobby vs. having a Business, how to keep records to protect yourself in case of an audit, the difference between expenses for employees and those for self-employed people, understanding self-employment taxes and taking advantage of various deductions including entertainment, research, automobile and other expenses unique to artists.

Everyone attending will be provided with a wealth of information to take with them, including some guidelines on how to keep good records and a listing of current websites that are resources for those in business for themselves. **PLEASE NOTE: This class does not cover tax issues for non-profit organizations.**

Stephen Benjamin, a CPA whose clients include actors, writers, artists and other people in the entertainment industry, will teach this class. Mr. Benjamin is also an entertainer in his own right and makes the workshop fun as well as informative. He even has prizes to give out to some lucky attendees!

Date: Wednesday, January 27, 2010

Time: 6:30 – 9:30pm

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

Cost: \$35 (BOA / CCI members), \$40 (Non-Member)

Parking: Street parking is available and free.



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

Individual artists and small budget organizations can benefit from free expert advice and information on various aspects of arts management on Saturday, March 7 from 10 a.m. to 1 p.m. at an "Arts Tune-Up" at Fiesta Hall in Plummer Park in West Hollywood. Even though the event is free, it is recommended that participants register via SurveyMonkey:

<http://www.surveymonkey.com/atupierce>

The fast-paced "arts tune-up" format works like this: There will be several tables set up with an arts expert/consultant addressing a specific subject located at each table. Participants choose a topic they want to learn more about. After 25 minutes, participants rotate to another table with a topic of interest

as the sessions repeat. There will be a total of 5 round-robin sessions of 25 minutes each. Participants are welcome to come by for an hour or stay for the entire morning.

Topics for individual artists include Advocacy, Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Fundraising for Individual Artists, Getting Your Sh*t Together, Health Insurance for Individual Artists, Indie production and marketing for musicians and media artists, Intro to Public Art, Legal Issues for Artists & Writers, Marketing for Visual Artists, PR (for Performing Artists) and Resources in Russian.

Topics for small budget arts organizations include Advocacy, Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Board Leadership for Challenging Times, LA Stage Alliance Collaborative Marketing Programs, Fundraising for Organizations, Legal Issues for Artists & Writers, Marketing for Arts Organizations and Resources in Russian.

Date: Saturday, February 6, 2010

Time: 10:00 a.m. – 1:00 p.m.

Location: The Great Hall at Pierce College in Woodland Hills

Cost: FREE, but registration is recommended

Tax Tips Specifically for Artists - RIVERSIDE

This timely three-hour workshop provides important information for anyone who is self-employed, but is especially geared towards artists, writers, performers, and dancers. Topics to be covered include, but are not limited to: being an employee vs. being self-employed, having a Hobby vs. having a Business, how to keep records to protect yourself in case of an audit, the difference between expenses for employees and those for self-employed people, understanding self-employment taxes and taking advantage of various deductions including entertainment, research, automobile and other expenses unique to artists.

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Date: Saturday, February 20, 2010

Time: 1:00 – 4:00pm

Location: Riverside Art Museum, 3425 Mission Inn Avenue, Riverside, CA 92501

Cost: \$35 (BOA / CCI members), \$40 (Non-Member)

Parking: Street parking is available and free.

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

Is your portfolio ready to show to galleries? Do you know which galleries to approach? Do you know how to approach them? Learn how to best represent yourself, your work, and determine the right course for your art career in this intensive practical workshop. As an artist, curator, art writer, and former gallery director, Ashley McLean Emenegger has an in-depth knowledge and insider perspective of the Los Angeles art world. In her workshop, Ashley will help guide visual artists through the process

of preparing themselves to promote their work and develop the relationships necessary to advance their careers.

Ashley has been an active leader in the arts community since 1997. In 2004 she founded McLean Fine Art. Currently Ashley works in the exhibitions department at the Armory Center for the Arts, Pasadena. She recently served as Managing Editor for THE Magazine, and was the Director of the Bandini Art gallery in Culver City. As the former Executive Director of Gallery 825/Los Angeles Art Association, she presented hundreds of critically recognized exhibitions and educational programs. She also worked at the Santa Monica Museum of Art. Ashley is an exhibiting visual artist, art writer, independent curator, and a frequent lecturer, including with UCLA, MOCA, the Santa Monica Museum of Art, The Japanese American National Museum, Santa Monica City College, Fullerton College, Pasadena City College, among many others.

Date: Wednesday, February 24, 2010

Time: 6:30 – 9:30pm

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

Cost: \$35 (BOA / CCI members), \$40 (Non-Member)

WHERE DID THE TIME GO? TIME MANAGEMENT FOR ARTISTS

They say that time changes things, but you actually have to change them yourself.
(Andy Warhol)

Time Management for Artists is designed to help you recognize and perhaps reconsider your personal concept of time. During this workshop you will gain a clear understanding of how you currently use your time in order to best determine how you really want to spend those hours available within any given day. You will receive practical management methods, skills and techniques for identifying key time wasters, setting boundaries, managing frequent distractions and interruptions, and prioritizing yourself and your artwork. Goal setting and action planning are key to time management success. In-class activities will highlight how to budget your time wisely and most effectively for you. More effective planning will enable you to spend more time doing what will ultimately lead you towards achieving your personal and professional goals and objectives.

Judith Teitelman brings 25 years of experience in helping grassroots and mid-sized organizations and large institutions strengthen their management and fundraising capacities and plan for a sustainable future. She is a strong proponent of management initiatives designed to examine and challenge long-standing assumptions about arts administration, and is committed to helping organizations rethink “business as usual.” Her national consulting practice, established in 1990, provides a full range of services, tailored to meet the unique vision and particular needs of each organization. Ms. Teitelman has served as a Planning Consultant to the National Endowment for the Arts Advancement Program and a Technical Assistance Specialist to the Los Angeles County Arts Commission. A sampling of clients includes East West Players, CalArts Community Arts Partnership, PEN Center USA, LA Freewaves New Media Festival, the Redlands Bowl and SideStreet Projects, among many others. She is a dedicated world traveler and is currently working on a magic realistic novel narrated by the Hindu God Ganesha.

Date: Wednesday, March 24, 2010

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Business of Art™

Entrepreneurial Training for Artist

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 April, 2010. Enrollment is limited to 25 students.

Session 1: Tuesday, April 6, 6:30-9:30pm

The Business of Art: Presenting Yourself as an Artist

Session 2: Tuesday, April 13, 6:30-9:30pm

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

Session 3: Tuesday April 20, 6:30-9:30pm

Planning, Plain and Simple

Session 4: Tuesday, April 27, 6:30-9:30pm

Marketing and Self-Promotion

Session 5: Tuesday, May 4, 6:30-9:30pm

Legal Issues for Artists

Session 6: Tuesday, May 11, 6:30-9:30pm

Budgeting and Money Management

Session 7: Tuesday, May 18, 6:30 - 9:30pm

Financing Your Project - Getting Grants, Loans and Other Funding

Session 8: Tuesday May 25, 6:00 - 9:30pm

Cluster Counseling and Final Wrap-Up

Date: Tuesday's, starting April 6, 2010 through Tuesday, May 25, 2010

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

Location: Japanese American Community and Cultural Center, 244 S. San Pedro, Los Angeles, CA 90012

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.*

Early Bird Special!!! Register by March 1st and Save \$20.00!!!

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.

