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The College Art Association Announces Professional-Development Workshop for Artists

“Your Art Practice Made Perfect: Business Tips and Tools” Workshop to Take Place at the Santa Fe Art Institute and Santa Fe University of Art and Design

Santa Fe, NM, November 7, 2012—The College Art Association (CAA), in partnership with lead organization Georgia O'Keeffe Museum, along with several New Mexican artist-supporting organizations, will present its National Professional-Development Workshop for Artists on Friday, November 30 and Saturday, December 1, 2012 at the Santa Fe Art Institute (SFAI) and Santa Fe University of Art and Design (SFUAD), 1600 St. Michael's Drive, Santa Fe, NM 87505. The two-day event, called “Your Art Practice Made Perfect: Business Tips and Tools,” will explore the business side of art for those artists who seek to professionalize their practice and strive to have their work seen and owned by a larger public.

“Your Art Practice Made Perfect: Business Tips and Tools” will take place on Friday, November 30, from 5:30 PM to 7:00 PM at SFAI on the SFAUD campus. Registration and networking will be followed by Susan Schear’s talk regarding CAA’s National Professional Development Program.

On Saturday, December 1, “Your Art Practice Made Perfect: Business Tips and Tools” will continue from 8:30 AM to 6:00 PM. The day begins at 8:30 AM with registration, coffee and networking at SFAI.

Seminars in the morning will include topics on financial management, legal estate planning, grantor and grantee relationships, and pricing for profit as well as lending and borrowing, intellectual property rights and artist residencies.

Seminars in the afternoon will touch on marketing in the digital age, social media, tax guidance and information on working with museums. There will also be legal clinics offered on topics of concern to artists. Finally, participants will hear from a panel of experts including moderator Rod Lambert, Community Gallery Manager for the Santa Fe Arts Commission, Cyndi Conn, independent curator and consultant, Clarke Baughan, Director of Exhibitions for Santa Fe

Community College's Visual Arts Gallery and Red Dot Gallery regarding realistic expectations from galleries, profit vs. not for profit, and portfolio reviews.

For a full schedule of events and list of speakers, please visit www.okeeffemuseum.org

The Georgia O'Keeffe Museum is temporarily handling reservations for the College Art Association due to Hurricane Sandy. Please call 505-946-1039 or email jackiem@okeeffemuseum.org for more information.

Register **on or before November 15** and pay \$30.00. Registration **after November 15** is \$35 for all participants. Lunch is included. Registration for the workshop is first-come, first-served. A limited number of stipends are available for those who register in advance. Please contact Jackie M at 505-946-1039 or email jackiem@okeeffemuseum.org with your name, phone number and address.

Because space is limited, CAA encourages you to register in advance. To pay by credit card please go to www.okeeffemuseum.org. If paying by check, make it payable to College Art Association and mail to: Jackie M, Director of Education and Public Programs, Georgia O'Keeffe Museum, 217 Johnson Street, Santa Fe, NM 87501. Please include your name, complete mailing address, email, and phone number and also write "Your Art Practice Made Perfect Workshop" on the outside of the envelope. If paying by cash at the door, you must still register in advance by contacting Jackie M.

CAA's National Professional Development Workshops for Artists, which focus on supporting visual artists in underserved areas, are sustained by a generous grant from the Emily Hall Tremain Foundation.

Workshop Partners

Creative Santa Fe has several established and ongoing initiatives that invigorate Santa Fe's artistic and cultural scene.

Creative Santa Fe is a nonprofit organization dedicated to the growth and vitality of the region's creative economy. Since 2005, the organization has advanced Santa Fe's unique position as a city whose urban life is built around the arts, sciences, and other cultural endeavors.

Georgia O'Keeffe Museum is dedicated to the artistic legacy of Georgia O'Keeffe, her life and American modernism. The Museum's education and public programs are targeted to the local and statewide population to instill a sense of community, and to recognize Santa Fe's unique characteristics and history. The Museum works collaboratively with community organizations, businesses and government agencies and in partnership with those at the national and international levels to create and sustain high caliber education and public programs that focus on key local and regional initiatives that may have a national or international impact, further serving all aspects of the Georgia O'Keeffe Museum.

Littlelobe is a New Mexico based artist collective consisting of seasoned professional artists, activists and facilitators devoted to collaborative art practices and social transformation.

New Mexico Arts, a division of the Department of Cultural Affairs, is the state arts agency. New Mexico Arts administers the state's One Percent for Public Art program, awards grants to

nonprofit organizations for arts and cultural programs in their communities across the state, and provides technical assistance and educational opportunities for organizations, artists, and arts educators throughout New Mexico.

New Mexico Lawyers for the Arts (NMLA) is a nonprofit dedicated to providing artists and art organizations with pro bono legal assistance and educational programming within the state of New Mexico. NMLA was created to establish a bridge between the arts and the legal communities so that: artists and art organizations may gain greater competence in handling legal and business aspects of their creative activities; the legal profession may become more aware of and involved in issues affecting artists and the arts community and, the law may become more responsive to the needs and interests of the arts community.

The City of Santa Fe Arts Commission provides leadership by and for city government in supporting arts and cultural affairs and recommends city programs and policies that develop and promote artistic excellence in the community. To accomplish this purpose, the Arts Commission recommends awards to arts organizations, initiates innovative programming in the community, and provides technical assistance to individuals and organizations.

The Santa Fe Art Institute explores the interconnections of contemporary art and society and promotes art as a positive social force through artist and writer residencies, public lectures and workshops, exhibitions, community art actions and educational outreach for adults and young people. SFAI is an environment where creativity, innovation, and challenging ideas thrive.

Santa Fe University of Art and Design is an accredited institution located in Santa Fe, New Mexico, one of the world's leading centers for art and design. The university offers degrees in arts management, contemporary music, creative writing, digital arts, graphic design, moving image arts (filmmaking and video production), performing arts, photography and studio art. Faculty members are practicing artists who teach students in small groups, following a unique interdisciplinary curriculum that combines hands-on experience with core theory and prepares graduates to become well-rounded, creative, problem-solving professionals. As a Laureate International Universities Center of Excellence in Art, Architecture and Design, the university boasts an international student body and opportunities to study abroad, encouraging students to develop a global perspective on the arts. Santa Fe University of Art and Design is accredited by The Higher Learning Commission and a member of the North Central Association.

WESST is a statewide nonprofit small business development and training organization committed to growing New Mexico's economy by cultivating entrepreneurship. In Northern New Mexico over half of WESST's client base is composed of artists or arts organizations located throughout the region.

As a leading professional organization in the visual arts, the **College Art Association** serves the needs and interests of 12,000 individual and 2,000 institutional members. Founded in 1911, CAA publishes two scholarly journals in art history, an online reviews journal for books and exhibitions, a weekly email newsletter, and a website with news about the organization, its members, and the larger art and academic worlds. CAA also hosts an Annual Conference for 4,000 to 6,000 artists, scholars, and students, provides career services, and advocates the visual arts on a national level.

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