



**November 11-12, 2011**  
**Kanab Middle School, Kanab, Utah**

**Friday Evening Keynote Speaker**  
**Rich Enriquez, Filmmaker**

***Art of the Blockbuster—finding the balance between artistic integrity and the age of the film franchise in the digital age.***

**Saturday Luncheon Keynote Speaker**  
**Scott Anderson, President and Chief Executive Officer, Zions First National Bank**  
***The Business of Art***

**Founding Honorary Co-Chairs**  
**Paul and Susan Bingham, Owners, Bingham Gallery**  
**Visual Arts in Kane County**  
**and**  
***How to Find Your Own Voice***

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**1. *How to Find Your Own Voice*—Founding Honorary Co-Chairs, Paul and Susan Bingham**

It's academically and historically accepted to learn from the masters; however, there comes a time when an artist must forge their own way to develop a style of their own. Learn from the Bingham's long experience as art dealers and gallery owners.

**2. *Gallery Representation: Answers to Two Big Questions*—Jeff Ham and Gwen Hurd**

How do you create a consistent body of gallery-ready artwork? How do you organize your work and track your inventory? These are questions all artists should ask as their career progresses. Jeff has been very successful in creating a consistent style and quality of work, becoming a national sensation. Gwen manages the business side, keeping life and business organized so Jeff can be productive and creative.

**3. *EXPERIMENTAL WORKSHOP/PRESENTATION: The Art and Brain Connection***

**Craig and Renon K. Hulet**

The process of creating a work of art can be an analogy to discovering and creating the real you. Creating and "seeing" art can actually heal and retrain thinking patterns and brain function. Participants will create their own watercolor. Seating is limited.

**4. *Blogs and Stuff*—J. Kirk Richards**

How and why blogs work, and why they are powerful tools for today's artists. Also, how to not get eaten alive by your blog.

**5. *Organizing a Life Drawing Group*—Royden Card**

Royden will share ideas and suggestions for organizing a figure-drawing group with like-minded artists.

- Contracts for participating artists
- Contracts for models, and suggestions for recruiting them
- Basic legal item to address
- Finding a suitable space and what needs it requires
- Necessary items
- Space organization & suggested props
- Posing the model
- Maintaining proper decorum

**6. *Presenting Yourself with Pizazz, Polish, and Professionalism*—Deborah K. Snider, M.A.**

Art Education, M.F.A. Interdisciplinary Arts, Assistant Professor of Art Education SUU

Through anecdotal stories, we will consider ways in which we can garner positive attention for our work through humor, resonance, relevance, and cutting-edge technologies so that our careers in art will take off!

**7. *Ask What Your Community Can Do for You AND What You Can Do For Your Community*—Margaret**

## **Hunt and Laura Durham, Utah Division of Arts & Museums**

Margaret Hunt and Laura Durham have experience, stories, and insight into ways artists can advance their skills, increase leadership, and promote their art, while at the same time promoting community service and community-based arts organizations and agencies. Seasoned art professionals and emerging artists need opportunities for mobilization and exposure to venues. Communities need people from all disciplines who can become engaged promoting arts and art education. There are many ways to serve and payback always exceeds expectations. Learn about the Utah Arts Council and the Office of Museum Services and registering on [NowPlayingUtah.com](http://NowPlayingUtah.com). Information will be provided on how to engage in The Change Leader program, public art commissions and other valuable opportunities for artists, arts organizations and community minded folks.

### **8. Art As Activism; Grabbing Attention and Shining Light into Dark!**—Cyrus Mejia, Co-Founder and

Resident Artist of Best Friends Animal Society  
Cyrus will guide you through the sometimes controversial territory of making a statement with your art. Explore making art about something other than "art for art sake"; while still maintaining the artistic integrity of your work.

### **9. How to Set Up a Professional Facebook—The Ultimate Tool**—Bobbi Wan-kier and Chanda Gunter

Bobbi Wan-kier, Owner of Art Escapes-3D and Founder of the "Arts to Zion" Artists Studio Tour/ Washington County, Utah Chanda Gunter—Social Media Marketing Consultant are Facebook professional page expert  
Does Facebook frustrate you because you're not sure how to use it very well? Bring your laptop and willingness to learn the ins and outs of Facebook...posting, messaging, finding friends, uploading pictures, tagging, profiles and pages for business, creating events, sharing, security precautions, and lots more! We will be learning how to share and promote ourselves and our local art organizations pages to the community and our Facebook networks. (FREE MARKETING)

### **10. Event Publicity on a Shoestring**— Alisha Tolman-Burton

Founder and Manager of the St. George Gallery, St. George Arts Commission member, and Organizer of Art On Main Alisha Tolman-Burton will provide basic tips

and training on publicizing an art-related event such as a gallery stroll, an art show, a workshop, etc. Learn about online calendars, local organizations, and social media networks that can help you get your event some attention!

### **11. The 3 T's: Talent, Teaching, and Tenacity: Becoming an Art Educator in Your Community**—Carol Merrill,

Director of the Women's Center at Weber State University, and owner of Merrill Academy of Fine Arts  
This is an opportunity for you to learn how to begin teaching others what you know. Whether it is teaching workshops, individual classes or opening your own art academy. Learn how to create a business plan, setting up a studio location, business considerations, advertising and marketing, supplies, finding and keeping students, and how to have a great time, sharing your knowledge and skills.

### **12. Creativity and Genius**—Corey Strange, Cathie McCormick, Gary Sanders, Tom Forsythe, Brian Passey & Glen Blakley

The panel discussions have been so popular we decided to bring together some creative minds to address relevant issues in a more formal class setting. These professionals all have highly successful art careers and/or profound influence on artists of different ages and stages of their careers. All artists want some inside information from successful people. Questions may include: When did you decide to pursue your profession—teacher, professor, administrator, businessman? What is it about your profession that you find most challenging? What was the most difficult project you have ever undertaken, and what was it that made it so difficult? How did you resolve the problems you encountered? What is your criteria for excellence?

### **13. How to Critique & How to Be Critiqued** — Kathy Cieslewicz

Learning to critique is a learned skill. It is important to learn to critique your own work and the work of other artists. Allow yourself to step away and carefully analyze and interpret the process and product. It does not always include a judgment of worth or value, nor should it be an attempt to justify ineptness. Learn how to create your own group.

