

ARTS SERVICES INITIATIVE PRESENTS:
**CREATIVE
PROFESSIONALS
EXCHANGE 2019**

Friday + Saturday
October 25-26, 2019
Tri-Main Center

\$30 for one day; \$50 for two days
www.asiwny.org

Arts Services Initiative of Western New York (ASI) is excited to present its inaugural Creative Professionals Exchange, a two-day mini conference administered by the region's leading changemakers in the arts. With topics spanning from exhibition etiquette and ways to connect to funding, these professional development seminars are designed for arts administrators, cultural leaders, community activists, and artists of all disciplines interested in making art their full-time focus.

Friday, October 25

1:00pm-1:30pm

Registration, Networking, and Refreshments

1:30pm-2:45pm

In Public: The Rise of Western New York's Murals and More

3:00pm-4:00pm (*Choose 1 Workshop*)

Exhibition Etiquette for Visual Artists

Publishing Etiquette for Poets and Writers

To Be or Not to Be a Nonprofit

4:15pm-5:15pm (*Choose 1 Workshop*)

10 Reasons to Call Your Nonprofit Attorney

Working Artist's Guide to Marketing

5:15pm

Closing & Invite to Buffalo Arts Studio's 4th Friday

Saturday, October 26

9:00am-9:30am

Registration, Networking, and Refreshments

9:45am-10:45am (*Choose 1 Workshop*)

Branding Checklist for Creative Organizations

Art Means Business: ASI Resources for Artists

11:00am-12:00pm (*Choose 1 Workshop*)

Art Work: Becoming a Full-Time Artist

The Arts Mean Business: ASI Resources for Arts Organizations

12:15pm-1:15pm (*Lunch included*)

Building Community Power through the Arts

Day 1: Friday, October 25, 2019

In Public: The Rise of Western New York's Murals and More

Moderator: Shirley Verrico (Buffalo Arts Studio)

Presenters: Ally Spogr and Tyshaun Tyson (Niagara Falls Underground Railroad Heritage Center Mural Project), Aaron Ott and Edreys Wajed (Albright Knox Public Art Program), John Baker (WNY Urban Arts Collective), and Claudia Carballada (Artist)

Public art enriches communities and ignites conversations. In this opening panel, we hear from artists and arts administrators at the forefront of Western New York's public art movement on how murals, sculpture, memorials, and other types of public art engage our community and support the role of artist as civic leader.

Exhibition Etiquette for Visual Artists

Presenters: Cindi O'Mara (Buffalo Society of Artists), Emily Reynolds (Buffalo Institute for Contemporary Art), and Nando Alvarez-Perez (Buffalo Institute for Contemporary Art)

From getting work framed to scheduling studio visits, preparing for an exhibition requires a host of odds and ends. In this presentation, Cindi Cherko O'Mara from the Buffalo Society of Artists and Emily Ebba Reynolds and Nando Alvarez from Buffalo Institute for Contemporary Art will offer a comprehensive behind-the-scenes look into the traditional basics and contemporary trends of how visual art shows are curated. The presenters will cover reading a prospectus, scheduling important dates, preparing work for a juried exhibition, and more.

Publishing Etiquette for Poets and Writers

Presenters: Rachelle Toarmino (*Peach Mag*) and Aidan Ryan (Foundlings Press)

Join *Peach Mag* Editor in Chief Rachelle Toarmino and Foundlings Press Publisher Aidan Ryan for a crash course in etiquette related to queries, submissions, follow-ups, social media, and building lasting relationships in literary publishing. In this presentation, Rachelle and Aidan will target publishing professionals' pain points, common faux pas, and pitfalls with a special emphasis on navigating the sometimes nebulous personal/professional relationships that arise in this world.

To Be or Not to Be a Nonprofit

Presenters: Seth Wochensky (Springville Center for the Arts) and Stephanie Riso Goodwald (MTAG – Musical Theatre Artists Group)

When does it make sense to take the leap into 501c3 status or when is it just a headache? Join Seth Wochensky and Stephanie Riso Goodwald for this presentation on the pros and cons of establishing as a formal nonprofit organization and some alternatives when the cons outweigh the pros.

10 Reasons to Call Your Nonprofit Attorney

Presenter: Alyssa Gross, Esq. (William C. Moran & Associates, P.C.)

Whether it's hiring and firing, expanding and downsizing, or just dealing with a letter from the Department of Labor, nonprofit administrators need sound legal counsel. In this presentation, Alyssa Gross will guide us through the 10 scenarios in which you'll want to have your nonprofit attorney on speed-dial.

Working Artist's Guide to Marketing

Presenters: Zack Schneider (Fifteen)

Good marketing can make or break a successful career as an artist. But where do you start? In this presentation, we will cover the basics so that you can begin effectively communicating what kind of artist you are and which message you want to send to your audience.

Day 2: Saturday, October 26, 2019

Branding Checklist for Creative Organizations

Presenter: Kenya David (FoundHER, 81Eighteen)

In the small-staff world of the arts and cultural sector, not every organization has the bandwidth to devote to branding. In this presentation, Kenya will offer a crash course in digital marketing, with an emphasis on Email Marketing and how that relates to social media and your website, to help you engage and build relationships with your target audience.

Art Means Business: ASI Resources for Artists

Presenters: Jen Swan (Arts Services Initiative) and Janna Willoughby-Lohr

A critical part of ASI's mission is to serve as a resource center for artists of all disciplines. Join ASI Executive Director Jen Swan for this comprehensive presentation on the various funding, learning, and networking opportunities our organization provides so that the region's artmakers may advance and thrive. Also hear from artists in the field on their experiences and projects.

Art Work: Becoming a Full-Time Artist

Presenters: Julia Bottoms, Julian Montague, and Kevin Heffernan (Rise Collaborative)

Taking the professional leap to transition into a career as a full-time artist takes a lot more than creating art. Join full-time artists Julia Bottoms, Julian Montague, and Kevin Heffernan for this presentation on the many ways to make art *and* a living.

The Arts Means Business: ASI Resources for Arts Organizations

Presenters: Jen Swan (Arts Services Initiative), Crystal Selk (Buffalo Center for Arts and Technology), and MarCe Zerrate-Sandel (Amor and Heritage Dance)

At ASI, we understand that the region prospers when its nonprofit network works together as a cultural ecosystem. In this presentation, ASI Executive Director Jen Swan will offer a practical guide to our many programs and services that will help you take your organization to the next level. Also hear from organizations like the Buffalo Center for Arts and Technology on their experiences with ASI and beyond.

Building Community Power Through the Arts

Moderator: Andrea Ó Súilleabháin (Partnership for the Public Good)

Presenters: Michelle Holler (Journey's End Refugee Services), Brendan Bannon (Artist), Gabriela Cordoba Vivas (Caldo de Cultivo), and Unai Reglero (Caldo de Cultivo)

This panel explores the ways that the arts might bridge divides, bring people together, and create spaces for both reflection and action. The panelists will discuss their work and methodologies, and offer insights into how the arts can move communities beyond the limits of public discourse to more deeply essential conversations and connections.