

## About the Arts Symposium

Have you ever wondered how to tap into the media to promote your work? How to create work samples that will stand out in a crowd? How to successfully raise money for your organization? How to handle budgeting and financial planning? How to write and talk about your work? What it takes to be a public artist?

Then join us for the fourth annual Arts Symposium, an event dedicated to providing local artists and arts organizations with nuts and bolts information in order to become and remain successful in the arts. Choose between a range of informational sessions presented by professionals and educators who are concerned with your success.

New this year – check out our Artist Spotlight featuring Robert Horner who is creating environmentally sensitive and responsive public art for the Center for Urban Waters in Tacoma. Also, we are running two arts clinics this year: Washington Lawyers for the Arts is offering low-cost one-on-one confidential consultations on Saturday and Sunday and Artist Trust and Shunpike are pairing up on Saturday afternoon for a free drop-in clinic; stop by and see how these organizations can assist local artists and arts organizations.

All sessions are held at the University of Puget Sound campus in Wyatt hall. Room numbers will be announced to registered attendees prior to the Symposium.

The Arts Symposium is a free event but pre-registration is required as space is limited. To register, please call Naomi at 253-591-5191 or email [nstrom-avila@cityoftacoma.org](mailto:nstrom-avila@cityoftacoma.org) with the specific sessions you would like to attend.

The Tacoma Arts Commission would like to thank the following for their generous contribution of time and expertise in making this event possible:

**artist|TRUST**  
SUPPORTING ART AT ITS SOURCE

**Shunpike**  
THE BUSINESS OF ART

**WASHINGTON STATE**  
ARTS COMMISSION

**WLA**  
Washington  
Lawyers for the Arts

**4**  
CULTURE

Sound Transit  
Robert Horner  
Traci Kelly  
Whitney Keyes  
Michael Sweney  
Miriam Works

**14-Nov**

**8:30 - 9:30 am.**

### Registration & Coffee

**9 - 11:30 am.**

#### What Artists and Authors Need to Know About Copyright

Back by popular demand! Seattle attorney Bob Cumbow provides rules of the copyright road for authors and artists, answering such common questions as: How do I get a copyright?, Who owns the copyright in work I was paid to do for someone else?, When can I use the '©' symbol?, When can I use someone else's work and how much can I use?, How can I tell if something is copyrighted?, and How do I license my work to someone else, or get someone else's permission to use theirs?

*Bob Cumbow, Washington Lawyers for the Arts*

OR

**9:30 - 11:30 am.**

#### Get Your Name in the News

Learn how to get your 15 minutes of fame - and more! In this session, you'll learn how to create news ideas, write a press release and contact the media with your story. Get results by using new social media tools and traditional techniques to stand out from the crowd and reach the media

*Whitney Keyes, Whitney Keyes Productions*

**10 am - 12:30 pm.**

#### Arts Legal Clinic

This Arts Legal Clinic presented by Washington Lawyers for the Arts offers low-cost, private legal consultations to artists and arts organizations in the state of Washington. Clinic appointments may be made for 30 minute, confidential consultations with an attorney who specializes in arts and entertainment law. Topics of concern include copyright, trademark, licensing, fair use and contract issues. For confidential consultation, while you are welcome to provide materials in advance (such as contracts), please do not expect that the attorney has reviewed these materials.

**Cost:** a \$20 dollar donation to Washington Lawyers for the Arts for your 30 minute appointment to be paid during the clinic. The donation is not tax deductible. Appointments are required. To schedule your appointment or for more information please contact the WLA at 206.328.7053 or visit [www.theWLA.org](http://www.theWLA.org).

*Washington Lawyers for the Arts*

**11:45 am - 1:15 pm.**

#### Artists on the Internet 101

Designed for beginners, this workshop will address the essentials of creating an effective online presence including an overview of current trends and tools that are available.

*Miguel Guillen, Artist Trust*

OR

**11:45 am - 1:15 pm.**

#### Fundraising: Know your Supporters & Build your Voice

In this session, we'll enhance the way your arts group is asking for support by providing strategies for researching current and potential donors, honing a fundraising voice that matches your group's mission and programming, and making your asks more effective.

*Michelle Chiachiere, Shunpike*

**1:15 - 2 pm.**

### Lunch Break

Bring a sack lunch or visit the cafeteria on campus and enjoy a little down time to connect with other attendees.

**2 - 3:30 pm.**

#### How to Initiate and Maintain a Gallery Relationship

Designed to give artists a quick, practical introduction to what retail galleries are really looking for and what artists should expect from their gallery, this session will provide answers to such questions as, "How should I initiate contact?", "How often should I check in?", "How do I tell if they are really interested?", and "What is an appropriate commission?" Suggestions on handling invoicing, returns, consignment and a Q & A period will be included.

*Michael Sweney, former gallery director & current Public Art Project Manager, Washington State Arts Commission*

*Traci Kelly, independent artist & Assistant Manager of Retail Operations, Museum of Glass*

OR

**2 - 3:30 pm.**

#### Drop-in Business Clinic

Do you have specific questions about how to pursue your new or ongoing art endeavors? Do you need some advice on how best to manage your arts organization, or how to start a new arts organization? Are you an individual artist looking for some help in elevating your career to the next level? Come meet with staff from Shunpike and Artist Trust during this drop-in session to learn about available resources and to get your questions answered.

*Michelle Chiachiere & Andy Fife, Shunpike*

*Miguel Guillen, Artist Trust*

**3:45 - 5:15 pm.**

#### Financial Management & Budgeting Basics

The fundamentals of basic accounting, financial planning and tax reporting for arts groups and sole proprietors. This session will allow you to start strategically planning for long-term financial health, provide you with basic skills and point you toward needed resources.

*Andy Fife, Shunpike*

OR

**3:45 - 5:15 pm.**

#### Getting a STart in Public Art

An overview of the public art process (everything from the Request for Qualifications to the review and interview process, contracts, design review, and installation) through the context of Sound Transit's public art program (STart).

*Barbara Luecke, Sound Transit*

**15-Nov**

**10 - 11 am.**

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**10 am - 12:30 pm.**

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*Washington Lawyers for the Arts*

**11 am - 1 pm.**

#### Surviving and Thriving in Turbulent Times

Back by popular demand! Today's artists and craftspeople—both novices and old timers—face challenges to survival that were unheard of just a few years ago: an economy that has tanked, competition from overseas, the need for a compelling web identity, and clients' increasing desire for individual attention. How does a hard-working artist not only survive, but thrive in today's competitive world? This fast paced seminar is filled with down-to-earth tips and tactics about how to stand out in the crowd, how to make your art business work better and how to grow your career as an artist.

*Miriam Works, Works Consulting*

OR

**11:30 am - 1 pm.**

#### Artist Spotlight: Robert Horner

#### Instrumentality and Place: Tidal Resonance Chamber

The role of art and architecture in promoting environmental consciousness and the perceptual engagement of place. The Tidal Resonance Chamber, currently being created by Robert Horner for Tacoma's new LEED Platinum Center for Urban Waters, is primarily focused on synchronizing human perception to the tidal conditions of Commencement Bay. As the new research and analysis facility is dedicated to protecting the delicate ecosystem of the Puget Sound from industrialization, the Chamber serves as an instrument to attune users to the inherent harmonies of the large estuary. This session will look at Robert Horner's related works and the design process associated with the development of the Chamber.

*Robert Horner*

**1:15 - 3:15 pm.**

#### Beyond the Elevator Speech: Writing and Talking About Your Work

As artists and entrepreneurs, we are told to develop our "elevator speech". What if you prefer to take the stairs? We become artists to speak our truth. Talking and writing about ourselves must be authentic to support the truth of our art. How can we present who we are and what we do without being forced and pompous or mealy mouthed and subservient? This session will help you find words that are true about your self and your art, and put you on a path toward becoming more comfortable using these words, whether in a conversation, in your artist statement or in talking with gallery professionals and clients.

*Miriam Works, Works Consulting*

OR

**1:15 - 3:15 pm.**

#### Creating Effective Work Samples

Artists and arts groups are required to provide work samples for many opportunities, including funding proposals and presentation submissions. Somehow, a quick clip or slide needs to stand out from the crowd and convey all of the power and value of their work - but creating good samples can be expensive and time consuming. In this workshop, artists and groups will learn how best to communicate through work samples to the people who are considering their work.

*Heather Dwyer, 4Culture*

*Monica Miller, Artist Trust*