



# ENTREPRENEURSHIP FOR CREATIVES



## FREE!

FREE! Join us during CLAY’s first-ever workshop designed to help artists from all disciplines make money from doing what they love. Learn how to build and market your business and products from experts in the field, meet other entrepreneurs, and find mentors. Take one class, or take all of them. All are welcome, not just artists! Register no later than **July 14** at [clayfestival.com](http://clayfestival.com) or call **(575) 534-0283**.

Presenters & Workshop Titles	Time	Description	Location
<b>Miguel Vicéns &amp; Jane Janson</b>  <i>Managing to Sell Your Work</i>	July 16 10:00 - noon	New Mexico is one of the largest art markets in the United States, and to be able to gain a spot in the industry you need to know how to market your art, your products and yourself. This workshop will introduce you the most important areas to develop in your studio to take it from a hobby to a sustainable business venture. Jane Janson currently is director of the Silver City Small Business Development Center, an affiliate with Western New Mexico University. Since moving to Silver City in 2001, Ms. Janson has worked with small businesses and non-profits on management-related issues and also taught at Western. Dr. Miguel Vicéns is Associate Dean of the School of Business and Assistant Professor of Management/Entrepreneurship at Western New Mexico University. He has served as the director of the MBA program and the university representative for the Hispanic Association of Colleges and Universities (HACU).	Seedboat Gallery
<b>Robert Briscoe</b>  <i>Terroir: Publicizing the Regional Aspects of your Art</i>	July 17 10:00-11:00 a.m.	Learn how the St. Croix Valley Potters Tour was originally conceived, organized and how it has survived for 26 years. Explore the successes and failures during its evolution, and what its co-founder would do if starting it today.	The Warehouse

<p><b>Marko Fields</b></p> <p><i>Partner Up: An Entrepreneurial Approach to Artistic Connections</i></p>	<p>July 17 11:00 a.m. - noon</p>	<p>Mr. Fields will discuss how to get noticed and connected as an artist. Mr. Fields, last year's Tad Van De Meere Memorial award winner, currently is resident artist at Concordia University in St. Paul, Minn. His work is featured in numerous private, public and corporate collections, including the Ceramic Research Center Museum at Arizona State University, the DeYoung Museum in San Francisco and the University of Kansas.</p>	<p>The Warehouse</p>
<p><b>Jamie Rushad Gros, Calindo Creative</b></p> <p><i>Paths to Marketing and Selling your Artwork in a Digital World</i></p>	<p>July 18 10 a.m. - noon &amp; July 19 10 a.m. - noon</p>	<p>Day One of this boot-camp-style workshop consists of a digital marketing overview, branding, and e-commerce. Day Two covers social media and search-engine marketing, digital advertising and data analytics. Adjunct UNM Professor Jamie Rushad Gros, co-founder of Calindo Creative, a digital marketing, creative and e-commerce agency out of Albuquerque, N.M., has worked with small and large businesses as well as communities, helping artists grow their e-commerce sales and in establishing long-term, evergreen brands.</p>	<p>Seedboat Gallery</p>
<p><b>Carly Quinn</b></p> <p><i>Transforming Your Passion into a Business</i></p>	<p>July 20 11:00 - noon</p>	<p>The owner of Carly Quinn Designs discusses her path from art student to artist/businessperson and how to infuse artistic passion into a profession. In 2011 Ms. Quinn opened her first studio and gallery in downtown Tucson; since then she has opened a second location in the Tucson foothills. In addition to creating one-of-a-kind, hand-glazed tile murals, she has created and installed an array of functional tile projects. Carly is represented by a number of galleries throughout Arizona and the Southwest region.</p>	<p>The Warehouse</p>
<p><b>Romaine Begay and Diana Ingalls Leyba</b></p> <p><i>Entrepreneurship for Young Artists</i></p>	<p>July 21 11:00 - noon</p>	<p>In this workshop specifically targeted for teens, two Silver City artists and gallery owners with extensive mentoring experience collaborate to show young people a path for laying down their art career vision -- and making it happen. Fee includes a copy of Austin Kleon's "Show Your Work." <b>For high school and early college only.</b></p>	<p>Leyba &amp; Ingalls</p>