

# business EDGE

WORKSHOPS FOR INDIVIDUAL ARTISTS

**VOLUNTEER  
LAWYERS AND  
ACCOUNTANTS  
FOR THE  
ARTS  
ST. LOUIS**

## CAREER PLANNING FOR ARTISTS

Monday, Sept. 20, 2010

7:00 p.m. to 9:30 p.m.

This hands-on workshop, presented with thanks to our colleagues at Springboard for the Arts in St. Paul, will help you examine your career, both professionally and artistically. You'll learn how to chart a "career path" that incorporates specific strategies and how to put your plan into action. Instructors: Susan Bostwick, artist; and Sue Greenberg, VLAA executive director

## THE ART OF DEVELOPING A BUSINESS PLAN

Monday, Oct. 4, 2010

7:00 p.m. to 9:30 p.m.

Most start-up entrepreneurs are reluctant to write down their business plan. But writing a "traditional" business plan is a good way to help create a focus for your arts-related business and educate others about it. William T. Deemer, senior business counselor at St. Louis University's Center for Entrepreneurship, will walk you through the process.

## MARKETING & PROFESSIONAL PRESENTATION

Monday, Oct. 25, 2010

7:00 to 9:30 p.m.

Learn how to market your art with the same intensity you use to create it. We'll discuss promotional materials and help you identify the right audience, position yourself (including pricing), set priorities and stop procrastinating. Instructors: Kate Poss, Circus Flora, and Sue Greenberg, VLAA

## WEBSITE CLINIC

Monday, Nov. 1, 2010

7:00 to 9:30 p.m.

What makes a successful site? Jeff Hirsch and Travis Estes (Graphic Panacea) will present a checklist. Then Attorneys JulieAnn Broyles (Ascension Health) and Dennis Kennedy (MasterCard Worldwide) will offer practical tips for artists of all disciplines. After the presentations, you'll have an opportunity to spend 15 minutes getting one-on-one feedback on your site. Consultations will be scheduled in person that evening and may not be available if you do not register in advance. Co-sponsored by AIGA and Art St. Louis

### \$10 in advance; \$15 at the door

Business Edge workshops will be held in the Regional Arts Commission's building, 6128 Delmar, across from the Pageant.

For more information, call 314/863-6930 or contact us by e-mail, [vlaa@stlrac.org](mailto:vlaa@stlrac.org).

*St. Louis Volunteer Lawyers and Accountants for the Arts (VLAA) serves the arts community by making referrals to lawyers and accountants; mediating arts-related disputes; publishing concise how-to guides; sponsoring seminars and public forums; arranging for guest speakers; maintaining a library and Web site ([www.vlaa.org](http://www.vlaa.org)); collaborating on arts advocacy initiatives; and providing access to the national volunteer lawyers for the arts network.*



Business Edge is made possible, in part, by grants from the Regional Arts Commission; the Missouri Arts Council, a state agency; and Illinois Arts Council, a state agency.

## REGISTRATION

Name

Address

City

State

Zip

Phone

E-Mail

- Career Planning for Artists  
 The Art of Developing a Business Plan  
 Marketing & Professional Presentation  
 Website Clinic

Workshops are \$10 each. I am enclosing a total of \$\_\_\_\_\_.

Sorry, no refunds. Please make check payable to VLAA and send this form to VLAA, 6128 Delmar, St. Louis, MO 63112.