

# Spring Arts 2012

## Marketing Conference

Presented by the Vermont Crafts Council  
Wednesday, April 13, 8:00 – 4 PM  
Goddard College, Rte 214, Plainfield, VT 05667

## Conference Schedule

### 8:00 – 9:00 Registration – Community Center - Haybarn Theater Gallery

Hear about our 20th Year Celebration (Don't forget to RSVP for the event May 5)

*Also: Specials for Conference Attendees: Get 25% off of any of Khristian A. Howell's ebooks when ordered April 25-27th. Coupons available at the conference. [khristianahowell.com/shop/ebooks](http://khristianahowell.com/shop/ebooks)*

### 9:00 – 10:15 Vermont Crafts Council Annual Meeting – Open to All

Board members will review the projects of 2011 including Foliage Open Studio Weekend. We'll present our upcoming celebration of Open Studio 20th Year!!



*Join us in a grateful goodbye to President Sandy Lance, Vice Presidents Ellen Spring and Marion Stegner and board member Jim Fecteau.*

### 10:30 – 12:00 How Else Can I Earn Money From My Craft?

Members of our keynote panel will tell their personal stories of transformation from traveler-on-the-craft-show circuit (though some do still participate in shows) to teacher, designer, shopkeeper, internet maven. This will serve as a sampler of expanded offerings for the afternoon workshops. **Keynote Panel: Warren Kimble, Elissa Campbell, Meta Strick, Orah Moore, Martha Coons.**

**12:00 – 1:00** Delicious lunch with vegetarian and vegan options

### 1:00 – 2:30. Afternoon Session Part One

#### A. "Getting A Gig" - Panel. Kiersten Williams, Stacy Raphael, Ruby Leslie

Creating a compelling and complete teaching proposal requires many more details than just knowing your subject matter and hourly rate. We will cover what you need to consider when you apply to teach at a conference, guild or craft organization. What do education directors look for when hiring instructors? How do you get on the Arts Council teacher's roster? How do you find opportunities and land a job? You will come away with useful information to start or expand your teaching career.

#### B. "Why would I license my artwork?" - Warren Kimble

Warren will lead a discussion of the how-to, rewards, and dangers of licensing one's art.

### 2:45 – 4:00 Afternoon Session Part Two

#### A. "Help! I Got A Gig!" - Meta Strick

Whether you've never taught before or have plenty of experience, this workshop will provide techniques and tips to demystify the process of teaching, expand your horizons, and identify a structure for success. Preparing for differing audiences, and venues will be covered in this workshop.

#### B. The Art of Blogging - Elissa Campbell

Blogs are a natural fit for artists - there's a lot of value in the stories behind what we make. Blogging can improve your website's search engine rankings, help establish you as an expert in your medium, and strengthen relationships with your customers. In this workshop, you'll learn the basics of blogging - how to set one up, brainstorming blog post topics, integration with other social media, and more.

## MORE ABOUT OUR PRESENTERS

**Elissa Campbell** has been working as an arts and technology consultant for the past 3 years under the business name of Blue Roof Consulting and as a professional bookbinder for the last 12 years under the business name of Blue Roof Designs. Elissa is currently serving on the board of the Book Arts Guild of Vermont and has recently been named to the Vermont Arts Council's teaching artist roster. Elissa has taught a variety of groups and ages and has herself been a frequent student of book arts workshops. As a self-professed computer geek, she has a strong interest in helping artists to embrace technology to further their businesses.

**Orah Moore** began taking photographs at the age of 12 with her grandfather's old Kodak Retina II SLR. She has both a BA and an MA in fine art photography, and has studied with Eileen Cowin, Ansel Adams, and other luminaries in her field. For the past 22 years, Moore has made her home in Hyde Park, Vermont, where she runs Haymaker Press, publishing her images as greeting cards, posters, matted and framed images, and now books. (Her first, released Sept 2012, is STOWE: a Vermont Town for all Seasons) She also operates Haymaker Card and Gift Gallery, featuring her own work as well as the work of many local craftspeople. [Haymakerpress.com](http://Haymakerpress.com), [orahmoore.net](http://orahmoore.net)

**Ruby Leslie** maintains a full-time weaving and teaching studio in Hardwick, VT where she designs her own line of handwovens as Ruby Charuby Weavings. She has shared her fiber skills as an artist and educator for over 25 years and has taught above the arctic circle in northern Norway and throughout the US at regional conferences and weaving guilds. Founder of HardwickKIDS, a community based after school weaving program, she has been using fiber arts as a vehicle for teaching math curriculum to 2nd graders. Weaver and teacher with national and international experience. [vermontcrafts.com/members/CharubyStudios](http://vermontcrafts.com/members/CharubyStudios)

**Martha Coons** has lived in Vermont since 1962. An avid knitter for many years, Green Mountain Knitting Bags was created out of a love of knitting and sewing in 2004. Solely an online business, her bags sell out weekly and are sent all over the world to countries such as Canada, England, Iraq, Norway, Hong Kong, Scotland and Australia. She'll discuss how a few bags on Ebay grew to her still small but steady business today. [greenmountainknittingbags.com](http://greenmountainknittingbags.com)

**Stacy Raphael** has been running education & community programs at the Vermont Arts Council since 2006. She oversees grants to schools and community organizations and manages a statewide roster of over 100 Vermont teaching artists. Her background is in the performing arts as a teaching artist, director, and producer in Chicago, Portland and Vermont. She is originally from Seattle and lives in Vergennes with her husband and two young children. She will talk about what the Vermont Arts Council does and how we work to promote artists and the arts around the state of Vermont, sharing participants' successes and struggles with marketing themselves and doing outreach in our small state. [vermontartscouncil.org](http://vermontartscouncil.org)

**Kiersten Williams** graduated from the University of Vermont's Art Education program, and taught art in elementary schools before spending 4 years as the Education Director at the Helen Day Art Center in Stowe. In 2010 she became the Studio Education Manager at Burlington City Arts, where she manages over 30 teaching artists and the print, clay and painting studios. The BCA programs include everything from master classes to preschool art camps to after school programs for local schools and organizations. [burlingtoncityarts.org](http://burlingtoncityarts.org)

**Warren Kimble**, "America's Best Known Living Artist," draws on more than 50 years of experience as a fine artist, educator, and antiques collector to create a casual but sophisticated style of American folk art. In response to his art work, more than 50 licensing partners joined with Warren from 1995 to the present to create a series of quality products in a range of categories, including artistic prints, calendars, furniture, home accessories, wallpaper, dishware, and publications. He has been ranked as one of License! Magazine's top 100 leading licensors. [warrenkimble.com](http://warrenkimble.com)

**Meta Strick** began teaching studio art and art history classes at Community College of Vermont twenty-six years ago. For more than thirty years Meta has been a presenter, trainer and facilitator, and has taught countless workshops. In addition to teaching, Meta sells her mixed media Art Dolls and paintings at several shows and galleries, and has been involved with the board of Vermont Hand Crafters for many years. [metastrick.com](http://metastrick.com)

## Directions to Goddard College—Meeting Site

<http://goo.gl/maps/3IA5>

### From I-89

Take 1-89 to exit 7. Go straight off the exit, through three sets of lights and bear right, toward Montpelier. Turn left at the bottom of the hill. At the traffic circle take the first right onto Rte 2 and follow signs toward Plainfield. In East Montpelier, at the traffic light, go straight and travel for about 3 miles. As you come into Plainfield, turn left onto Rte 214. Take the next left into the upper parking lot at Goddard. The Haybarn theater is located a short walk up the campus roadway and to the left of the parking lot and is where registration will be held.

### From Rte 14

Traveling south from Hardwick on Rte 14, turn onto Rte 214 in North Montpelier. Follow Rte 214 past the first Goddard College entrance and turn right into the second Goddard College entrance, then follow the directions above. Traveling north from Barre, turn right onto Rte 2/Rte 14 in East Montpelier and continue on Rte 2, following directions above.

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**REGISTER BY APRIL 23**  
Mail to VCC: Box 938, Montpelier VT 05601  
Or Fax to VCC: (802) 223-7974

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

**Please pre-register by checking your conference preferences below:**

**Afternoon 1:00 - 2:30**

\_\_\_\_\_ A. "Getting A Gig" - Panel.

**Kiersten Williams, Stacy Raphael, Ruby Leslie**

\_\_\_\_\_ B. "Why would I license my artwork?" - **Warren Kimble**

**Afternoon 2:45 – 4:00**

\_\_\_\_\_ A. "Help! I Got A Gig!" - **Meta Strick**

\_\_\_\_\_ B. The Art of Blogging - **Elissa Campbell**

\_\_\_\_\_ VCC Members, \$56

\_\_\_\_\_ Non-Members, \$66

\_\_\_\_\_ Number Attending

\_\_\_\_\_ I plan to join the Vermont Crafts Council at the conference.

\$56 conference fee + \$60 member fee = \$116

Payment Method: \_\_\_Check: \_\_\_Credit Card: Visa/MasterCard

Card #: \_\_\_\_\_ Exp. Date: \_\_\_/\_\_\_

Sec code: \_\_\_\_\_

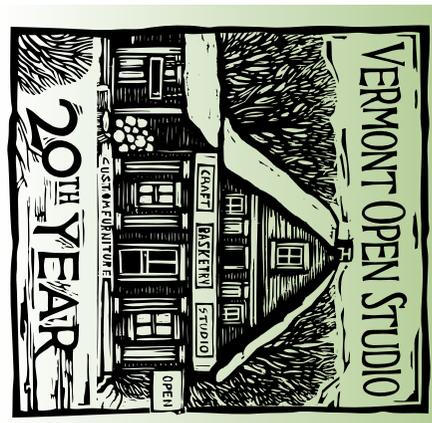
Address Associated with this card if NOT above:

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Signature: \_\_\_\_\_

**Please mail to:**  
Vermont Crafts Council, Box 938, Montpelier VT 05601  
Or Fax: (802) 223-7974  
Questions? Call (802) 223-3380 or E-Mail: [Vt1crafts@aol.com](mailto:Vt1crafts@aol.com)

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Spring 2012

Arts Marketing  
Conference

Wednesday April 25, 2012

Craft Show Alternatives or...  
How Else Can I Earn Money From My Craft?



Art Licensing, Teaching Art to a Variety of  
Groups, Blogging: Making Your Art Stories  
Benefit You, Internet and Shop Sales.

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