

NETWORKING SPECIAL EVENTS SEMINARS

Tuesday, 8:15-9:45am

BUYERS WELCOME BREAKFAST

Join Andrew Glasgow, Executive Director of the American Craft Council, for breakfast and learn what's new at the Council from the educational programs such as the upcoming Minneapolis conference "Creating a New Craft Culture" to the magazine and shows. *Room 337/338*

Wednesday 8:15-9:45am

TABLE TOPICS

Come participate in these lively discussions about the business of craft. Select from one of 9 topics, and join the dialog. Each conversation will be led and facilitated by an expert on that subject. Artists and buyers are welcome.

Room 337/338

Table Topics to include:

The Buyer/Seller Dance: Everyone talks about marketing but how do you make a sale once you have a captive audience? "Sales" doesn't have to be a dirty word! Learn to read the sales dance, and stay in control of the outcome.

Leader: Nicole Carroll, arts marketing consultant, jewelry designer, and former director of Guild Sourcebooks.
nicolecarrollconsulting.com

Pricing: Do you really consider all of what you've invested in a piece when pricing it? Learn to price your work fairly and accurately so that your business survives all economic climates.

Leaders: Deborah and Jerry Kermode. Jerry is an American Craft Council wood-turning artist, a respected teacher, and Professional Outreach Committee member of the American Association of Woodturners. Deborah supervises Jerry Kermode Custom Woodworking, which has been in business since 1972. jerrykermode.com

Marketing and Public Relations for Galleries: Times are tough, budgets are tight – you need to get the most mileage out of your limited advertising budget! Learn how to target your ad spending to maximize effectiveness, and how to build a do-it-yourself PR program to generate media coverage (yes, that's the FREE kind of advertising!). Specific examples will be shown and discussed.

Leader: Ann Ruhr Pifer, owner of The Grand Hand Gallery in St. Paul, MN, named "Top Retailer" of American craft by NICHE magazine in 2007 and 2008. Ann serves on various boards including C.R.A.F.T and is frequently invited to speak to student and professional groups on marketing and public relations for arts businesses. thegrandhand.com

Digital Photography: Gain tips on resizing and formatting your images to their optimal effectiveness. You'll learn the basics of using Photoshop or Elements to correct color, adjust contrast, and convert color space so your images appear the most accurate.

Leader: Larry Berman, photographer specializing in digital images and web design. His current digital photo art has been featured in "Mastering Digital Printing" and Art Business News. bermangraphics.com

TABLE TOPICS

How To Keep Your Work Fresh (for artists): It is easy to settle into a line of work that feels right and is selling well now but how do you keep buyers interested and excited about selling your work year after year? Develop a strategy to keep your work fresh and exciting.

Leader: **Alan Bennett**, American Craft Council ceramic artist, and owner and operator of Clay Studio in Bath, NY since 1990. bennettclayfish.com

Web Marketing and Blogging (for artists): Are you promoting your artwork online? Is your promotion everything it can be? Promoting yourself online is more than just putting a simple website up on the Internet. With powerful, yet easy to use tools like blogs, Facebook, and YouTube, it's never been easier to promote your artwork to thousands of people all over the world.

Leader: **Nicolette Tallmadge**, writer and creator of The Crafted Webmaster, a blog dedicated to teaching artists and crafters how to use the Internet to promote and sell their artwork, and provides regular information on web design, web marketing, and promotion. craftedweb.com

Electronic Newsletters: Create successful e-newsletters using Constant Contact.

Leader: **Donna Milstein**, owner of Hanson Galleries, with two locations in Houston, TX. Hanson Galleries has been in business since 1977 and is the recipient of top retailer awards from NICHE magazine. Donna is currently on the Board of Directors for C.R.A.F.T.

Financing During Tough Economic Times: Dave Brooks, owner of Appalachian Spring gallery, will share a wealth of knowledge and perspectives regarding financing for your business during economic downturns.

Leader: **David Brooks** and his wife, Paula, are owners of the craft stores, Appalachian Spring, which first opened in the Georgetown section of Washington, D.C., 36 years ago. They now employ 85 staff members in their five locations throughout the Washington, D.C. and Virginia areas.

Wednesday, 5:00-7:00pm

BUYERS ONLY COCKTAIL PARTY

A chance for buyers to mix and mingle.

Show floor restaurant

Thursday, 8:30 – 9:30am

Etsy: BUY, SELL, AND LIVE HANDMADE

Speaker: **Matt Stinchcomb**, Vice President of Community and Communications for Etsy.

Matt Stinchcomb, responsible for Etsy's marketing strategy, community building and strategic partnerships, will team up with members of the Baltimore Etsy Street Team to share insight into this rapidly growing community of makers. Learn more about this online marketplace for buying and selling all things handmade and their grassroots approach to creating a network of makers, buyers and sellers. Etsy was built to connect people, their stories and their experiences. etsy.com

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