



***The Creative Life:
Roadmapping Your Success as an Art Show Artist***

2005 Artist Conference Schedule

Note: We reserve the right to make last minute adjustments to the schedule.

Sunday, July 24

3:00 – 7:00 p.m.
Early registration

A Decade of Blazing Trails: The NAIA 10th Anniversary Celebration

7:00 – 9:00 p.m.

Celebration Dinner on the Patio of Maumee Bay Resort
Golden Trophy Sponsor: MAIN ST. Fort Worth Arts Festival



9:00 – 11:00 p.m.

An Evening of Fun!

Activities around the fire pit at the shore of Lake Erie
Organized by Sally J. Bright

Monday, July 25

7:45 – 9:00 a.m.
Registration

Ongoing throughout the day

SILENT AUCTION – A Fundraiser for NAIA

Organizer: Michael Kopald

8:30 - 8:40 a.m.

Welcome: AC Chair & Executive Director

Robert Briscoe / Ardath Prendergast

8:40 - 9:15 a.m.

The Joy of Creation

Bob Briscoe, with Edward Avila and others TBA

9:15 - 10:15 a.m.

Open for Business: Directors Share Insights into Running a Show

Ardath Prendergast, moderator

Panelists:

Katie Lucas; Columbus Arts Festival (Columbus, OH)

Connie Mettler; Chrysler Arts, Beats & Eats (Pontiac, MI); Artworks Toledo (Toledo, OH) and Artworks Indianapolis (Indianapolis, IN)

Lisa Konikow; Chrysler Arts, Beats & Eats (Pontiac, MI)

Sara Shamberger; Krasl Art Fair on the Bluff (St. Joseph, MI)

Lynette Wallace; Bayou City Art Festival Downtown and Bayou City Art Festival Memorial Park (Houston, TX)

10:15 - 10:30

BREAK

10:30 - 11:30

Intersecting Avenues: Exploring New Venues for Economic Success as an Artist

Michael Kopald, moderator

Panelists:

Michael Kopald (gallery); Bob Briscoe (studio shows); Ginny Herzog (niche marketing); Bonnie Blandford (innovative art show)

11:30 - 12:30

The Successful Artist in the Booth Next Door: Personal Choices that Have Helped to Achieve Individual Goals

Rick Bruno, moderator

Panelists: Georgette Baker, Bob Briscoe, and Paul Germain

12:30 - 1:30 p.m.

LUNCH

IceBreaker Lounge

1:30 - 5:30 p.m.

Breakout Sessions and Workshops

1:30 - 3:30 p.m.

Breakout: The Successful Artist (continued from morning)

Breakout: Roundtable Discussions with Show Directors

Opportunities for one-on-one discussions with show directors

Technology Workshop: An Artists Guide to the Future - Using Technology as a Creative Tool

Chris Maher

Registration Fee required; see separate page for workshop syllabus

1:30 - 5:30 p.m.

Individual Image Evaluations (slides only)
Evaluator: TBA

3:30 - 5:30 p.m.

Digital Workshop: Practical Applications of Image Editing Programs
Larry Berman and Randy Smith

Registration Fee required; see separate page for workshop syllabus

Breakout: Taking a Spin in a Driver's Seat: Serving on an NAIA Board or Committee

NAIA Board Members

Workshop: Fit for the Road: Portable Massage Techniques

Sara Corkery

A hands-on workshop of simple massage routines to help address some of the particular aches and pains we get from long stretches of driving, standing on the pavement for days, and setting up and tearing down our exhibits. These would focus on the neck and shoulders, the low back, and the hip area. Many of these methods are self-care measures that can be performed with handy tools (such as a tennis ball or rolling pin), while others can be taught as "partner massage."

5:30 p.m.

SILENT AUCTION - Conclusion

Dinner on your own

7:30 - 10:00 p.m. (optional)

Digital Workshop: Image Editing 101

Larry Berman and Randy Smith

Navigator Room

Registration Fee required; see separate page for workshop syllabus

Tuesday, July 25

8:30 - 9:30 a.m.

NAIA Annual Meeting

Michael Kopald, Bruce Meyer, Ardath Prendergast

9:30 - 10:00 a.m.

Scenic Overlook: An NAIA Strategic Planning Update

Martha Talbott, Georgia Center for Nonprofits, and members from the Strategic Planning Committee

Defining the Vision of the NAIA, what we have learned, where we are headed, input and guidance still being sought

10:00 - 10:30 a.m.

Keynote Speech

Thoughts from a Collector's Viewpoint

Mike Corbin

10:30 - 10:45 a.m.

BREAK

11:00 a.m. - 12:00 p.m.

Reaching the Art Buyer: Patrons Speak

Mike Corbin, moderator

Panelists: Jay Yellen, Don Kinder, Christa Mannarino (4 Bridges Arts Festival)

12:00 - 1:00 p.m.

LUNCH

IceBreaker Lounge

1:00 - 3:00 p.m.

Breakout Sessions and Workshops

Digital Workshop: Practical Applications of Image Editing Programs

Larry Berman and Randy Smith

Registration Fee required; see separate page for workshop syllabus

Let's Talk Specifics: Input into the NAIA Strategic Plan, Vision, Goals and Initiatives

Martha Talbott

Mapping your Way through an IRS Audit

Steve Kupper, Kupper Tax & Financial Services CPA CFP; Paul Germain

Individual Image Evaluations (slides only)

Evaluator: TBA

3:00 - 4:45 p.m.

You be the Judge: Evaluating Digital Images using a ZAPP Process

Mock Jury: Digital Jury Demonstration and Peer Evaluation of the Artist's Presentation

Ardath Prendergast, moderator

Matthew Saunders or other staff member (WESTAF); Jay Downie (MAIN ST. Fort Worth Arts Festival), Shary Brown (Ann Arbor Street Art Fair, the Original), Lynette Wallace (Bayou City Arts Festivals)

THANK YOU!!

For use of ROKUs and LCD projectors:

MAIN ST. Fort Worth Arts Festival, Michael Kopald, Larry Berman)

For arranging to use ZAPP Demo Show as a portal for downloading ZAPP images:
WESTAF

4:45 - 5:00 p.m.

Closing Remarks

Michael Kopald

Artist Conference Presenter Bios:

Art Patrons Panel:

Mike Corbin (Bio to follow)

Don Kinder

Don Kinder has been a collector primarily of contemporary American crafts since the early 1980's. Having no formal art training or background, he started with blown glass paperweights, duck decoys and wildlife art. As he attended art fairs over the years his taste evolved and grew. Thus he has collected over a thousand pieces in a variety of media. These include many forms of blown, fused and lamp-worked glass, turned wood and stone, wood jewelry boxes, basketry (a variety of forms made from a wide variety of materials), ceramics (a few pieces), polymer clay (teapots and purses), woven wheat, dolls, etc. Purchasing virtually every piece directly from the artist at art fairs has made and continues to make him a familiar sight at such fairs mainly throughout the Midwest. A graduate mechanical engineer who worked for manufacturers of printing presses, commercial printing and corrugated boxes has caused people to be surprised at his interest in art. He finds common ground between art and engineering in the areas of creativity, style and attention to detail. Having become something of an art patron, he is always happy to try to support and to aid artisans with their careers.

Jay Yellen

Jay Yellen earned his Ph.D. in mathematics from Colorado State University in 1975. He has co-written two books and numerous research papers in mathematics and has held faculty positions at seven colleges, including Columbia University, Emory University, and Georgia Tech. He is Professor of Mathematics at Rollins College in Winter Park, Florida.

The seeds of his passion for art were probably planted by his mother, who often described to him her love of art (Renoir was a favorite of hers), and who was herself an amateur painter.

Jay is the faculty representative on the Rollins College art museum's board. In his "Art With Jay" program, which he started four years ago, he takes math and computer science students on regular, informal visits to local museums, where they share their reactions to the art.

Jay and his wife, Elizabeth Maupin, started collecting art in the late 1990s and now have nearly 50 pieces, including paintings, photographs, drawings, prints, sculptures, and works of mixed media. Almost all of their acquisitions are from artists who live and work in Central Florida or who exhibit at one or more of the area's many outdoor art festivals.

Christa Mannarino:

Christa J. Mannarino, has worked in the fine arts and marketing fields for over 14 years. As a professional arts administrator, marketing consultant and visual artist, she has been instrumental in coordinating and promoting numerous art- and quality of life-related organizations and initiatives for the Chattanooga community. These include neighborhood revitalization, environmental sustainability, state education standards and a public art master plan for the City. She earned a Bachelors of Fine Art from the University of Tennessee at Knoxville. Since 2000, Ms. Mannarino has served as Executive Director for the Association for Visual Artists (AVA). Prior to AVA, Ms. Mannarino worked as a graphic designer for ten years and operated her own company, The Image Project, from 1992 – 2000 offering marketing and design management to a diverse range of industries including: commercial real estate, healthcare, private schools, museums, retail and manufacturing. As a fine artist, Ms. Mannarino has exhibited her artwork in local and regional juried exhibitions.

Strategic Planning:

Martha L. Talbott Senior Consulting Manager, Georgia Center for Nonprofits

Martha Talbott has been the Senior Consulting Manager at the Georgia Center for Nonprofits since 2000. Martha has 25 years of experience in organization development consulting and management with large and small nonprofit organizations, community groups and academic institutions.

Martha was the Organization Effectiveness Officer in the Information Technology Division of Emory University (1993-2000); an independent consultant in the nonprofit sector (1990-1993); the Executive Director, in addition to other management and community

development roles, for the Institute of Cultural Affairs, an international community development organization (1969-1990).

As an organization development consultant to nonprofit organizations, Martha's experience includes board development, strategic planning, organization assessment, team building, change management, conflict resolution, group facilitation and inter-organization collaboration. She has worked with organizations spanning a variety of types of service delivery and sizes of budget and staff.

Martha's experience as an internal consultant includes facilitating whole system change efforts. She trained and facilitated newly created work teams through the process of setting outcome measures, improving work processes and developing effective team meetings.

As part of the management team in an international community development organization, Martha provided leadership to indigenous staff in 35 countries in strategic and operational planning, financial management and program delivery. She also led interactive and participatory internal reorganization projects for the organization as a whole and individual country teams.

Martha earned her Bachelor of Arts degree in sociology from Emory University (1967) and a Masters in Social Administration from the School of Applied Social Sciences at Case Western University (1969). She has received additional professional development in Real-Time Strategic Change, Whole Systems Architecture, and Gestalt Consulting. She is a certified master trainer in the Technology of Participation group facilitation methods.

Show Directors Panel:

Connie Mettler (Arts, Beats and Eats; and ArtWorks Toledo)

Connie Mettler wears many hats: editing www.artfaircalendar.com; developing a new indoor art show in Indianapolis for fall 2005; retooling a third year event in Toledo (fall 2005); directing two craft shows for the Waterford, MI, Historical Society; continuously evolving Arts, Beats & Eats with my partner, Lisa Konikow, to become a top rated art event for the eighth year; and as partner to exhibiting artist, Norm Darwish, traveling to the art shows that make America great for 27 years.

Lisa Konikow (Arts, Beats and Eats) (bio to follow)

Katie Lucas (Columbus Arts Festival)

Promoted to Festival Director in September 2002, Katie is responsible for the overall management and production of the festival. Along with the Festival Coordinator and all-volunteer Coordinating Committee, she works to maintain the Columbus Arts Festival's position as one of the top arts festivals in the country. Katie fosters partnerships with local and national businesses to support the festival and is responsible for working with the City of Columbus in development plans for the Downtown Riverfront.

In support of the local festival community, Katie volunteers for the Upper Arlington Labor Day Arts Festival, Clintonville's "Cruise the 'Ville" and serves as co-chair of the Columbus Events Council. Prior to joining GCAC in February of 2000, she served as the Assistant

Director of Marketing for the Wright State University Athletic Department.

Katie graduated from WSU with a Bachelor of Science Degree in Marketing. She remains active with her alma mater, and serving on Alpha Xi Delta's local alumni chapter and the Columbus Alumnae Panhellenic Association.

Sara Shambarger (Krasl Art Fair on the Bluff)

Sara is in her 10th year with the Krasl Art Fair on the Bluff. She began as a volunteer in a three year commitment of co-chair, general chair, registration chair. After we had to "fire" a volunteer Sara stayed on a fourth year and was able to convince the Krasl that they needed to hire her and what started as a very part-time registration job evolved into the director of the art fair (a full time job at 3/4 time salary). Sara is one of those blessed with a job that is her passion. Prior to this Sara had a full time private practice as a clinical social worker. Sara has learned on the job of the shoulders of the hundreds of volunteers who came before her in the 44 year history of the art fair. In college she started out as an art major, but eventually transferred to social work. Attending the NAIA conferences has been extremely educational. Sara is very organized and able to develop systems for doing things. Sara is also an idea person and likes to encourage others to generate ideas as well. Sara has the support of the staff of the Krasl as well as the 21 member staff and volunteer committee who are the backbone of the success of running the art fair. Growing up in a gourmet restaurant helped to give Sara a sense of hospitality and style that serves her well in establishing and running an event of this size. The St. Joseph community is very supportive of the Krasl Art Fair which helps to make her job easier.

Lynette Wallace (Bayou City) (Bio to follow)

Workshop Presenters:

Sara Corkery: (Bio to follow)

Larry Berman

Larry Berman's career in photography spans over 30 years, beginning as a staff photographer for the New York Nets basketball team. His original photographs have been exhibited at art shows for almost 30 years. Shooting exclusively digital for the past five years, he's active on numerous forums where he answers questions about photography, web design and digital imaging, Larry is also involved in beta testing for major digital imaging software like Adobe Photoshop. His current digital photo art has been featured in the best selling book "Mastering Digital Printing" and in Art Business News. Links to all his photography and writing can be seen at www.LarryBerman.com. An early supporter of digital jurying Larry started an education program of image preparation seminars and does consulting for artists interested in getting accurate digital jury images. Working with Chris Maher, he has created over 100 fine art web sites, built an early working model of an experimental online digital jury system and wrote an article for the Smithsonian web site describing the digital jury system used for the Smithsonian Craft Show. Together they also wrote the book "50 Fast Digital Camera Techniques" and share a byline writing about photography and imaging technology for Shutterbug Magazine.

Randy Smith

Randall Smith Has worked as a commercial and industrial photographer since 1976. He also has participated in art shows and exhibitions since 1974, showing in several mediums and winning numerous awards. Randall has been a juror and judge for shows and exhibitions.

Currently Randall operates Randall Smith Photography, a full service commercial photographic studio, and specializes in photography of fine art and craft for artists throughout the country. Randall's work has been used in major publications, show catalogs, brochures and slide juries, and he teaches numerous workshops on the photography of fine art with an emphasis on lighting.

Randall has worked with digital images and imaging for many years and has a extensive knowledge of the digital process for publishing, the web and imaging to film. He currently conducts workshops and seminars for the NAIA on how to prepare images for electronic slide juries and the use of image editing programs.

Randall received his Bachelors of Fine Art, in drawing, from the University of Central Florida in 1976, and continues to attend workshops and seminars to keep up to date with new mediums and processes.

Chris Maher

Chris Maher has a BFA in Photographic Illustration from Rochester Institute of Technology and an MA in Visual Communications from Southern Illinois University. He has earned a living selling his original photographic prints at juried art shows for more than 20 years. (Current work can be viewed at www.InfraRedDreams.com). Recent writings include co-authorship of the book "50 Fast Digital Camera Techniques" (Wiley Publishing, Inc) and regular columns in Shutterbug Magazine and eDigital Photo Magazine. Partnering with Larry Berman, he has designed and built more than 100 web sites for artists and craftspeople, and written numerous articles on marketing art work on the web.