

ENHANCING YOUR ART BUSINESS

*The Heard Museum Guild Exhibits Committee in partnership with the Heard Museum and Greater Phoenix SCORE© will again be offering **FREE** pre-fair class sessions on March 2, 2012, Friday. These are to be held **On-Site** at the Heard Museum in the Monte Vista Room for your convenience and easy access.*

We have only ONE classroom this year, so space will be limited. It is important to have your name on the list as attending so that you will be able to be in the class or classes of your choice. PLEASE PRE-REGISTER with Dr. Mary Patino at 480-361-3064 or mkpatino@cox.net of the Heard Museum Guild Exhibits Committee.

Class Schedule:

8:30 – 9:30 a.m. PHOTOGRAPHING YOUR ART WORK taught by Christopher and Cathy Short...Citizens Potawatamie Nation and Fair artists. They received high acclaim from the class participants last year for their outstanding presentation and suggestions.

9:45 – 10:45 a.m. SUCCESSFULLY MARKETING YOUR ART taught by Loretta Love Huff. She is an award winning business coach, a Phoenix Business Journal Top Women in Business honoree and a certified partner of The Whale Hunters, a strategic sales coaching and training company and a certified facilitator of the Get Clients Now! Coaching program. A Greater Phoenix SCORE© instructor.

11-12 a.m. HOW TO START AND OPERATE A SUCCESSFUL BUSINESS taught by Jamie Low. She specializes in the small/mid market business community and has had her own business since 1999 helping businesses control their business risks utilizing insurance methods. A Greater Phoenix Score© instructor.

12-1 p.m. BASIC BUSINESS ACCOUNTING AND TAXES taught by Aaron Blau, a fellow of the National Tax Practice Institute. A native Arizonan, he assists small business owners better understand their financial and tax picture. A Greater Phoenix Score© instructor.

1:30-2:30 HOW TO USE SOCIAL MEDIA FOR YOUR ART BUSINESS taught by Debra Utacia Kroll, Salinan, of the Heard Museum staff. An excellent marketer and communications specialist for the Heard, she has a special understanding of the Native American art business.

March 2, 2012, Friday from 8:30 – 2:30 in the Monte Vista Room, Heard Museum