

# art of business

sponsored by risd career services

rhode island school of design

Open to all undergraduate and graduate students as well as alumni, the following programs are free of charge but require advance registration. Seating may be limited. To register or for more information go to:

<http://intranet.risd.edu/CareerRSVP> or call 401-454-6614.

## COPYRIGHTS: WHAT ARTISTS NEED TO KNOW

Protect your visual work! Learn the most useful basics: what a copyright means, how to obtain one, rules for "work for hire" and when you can use someone else's copyrighted material in your own artwork. A question and answer period offers the opportunity to ask about situations unique to your work.

### SPEAKER

#### Lucy Lovrien, Attorney at Law

Director: Volunteer Lawyers for the Arts of Massachusetts  
<http://www.vlma.org>

## CONTRACTS: PROTECTING YOUR VISUAL WORK

Discover what goes into a contract, when you need one, how to write one and how to get good legal help. We'll cover practical legal issues including rights of privacy and publicity and alert you to the pitfalls of contracts you shouldn't sign. Sample contract language will be provided and case studies will be cited as real-life examples of how to use a contract to meet your needs

### SPEAKER

#### Glen Pudelka, Associate

Edwards, Angell, Palmer & Dodge, LLP  
<http://www.eapdlaw.com>

## SURVIVING AS A CREATIVE ENTREPRENEUR

Are you going to be your own boss? Twenty percent of the Class of 2006 were self-employed after one year. Begin your entrepreneurial education by hearing from RISD alumni who have forged businesses built on their creative beliefs. Artists and designers will share their successes, survival techniques and methods for prospering in competitive and challenging markets.

### SPEAKERS

#### Ilene Perlman ('90/PH)

Ilene Perlman Photographer, Jamaica Plain, MA  
<http://www.ileneparlman.com>

#### Shawn Kenney ('93/IL)

Shawn Kenney, Pawtucket, RI  
<http://www.shawnkenney.com>  
 Will Paint For Food, Pawtucket, RI  
<http://www.willpaint.com>

#### Heather Wells ('02/TD)

Bright Lights Little City, North Attleboro, MA  
<http://www.brightlights-littlecity.com>

#### Matt Grigsby ('05/ID)

Ecolect, Providence, RI & San Francisco, CA  
<http://www.ecolect.net>

## BUSINESS ESSENTIALS: FOR ARTISTS & DESIGNERS

Starting your own business? Doing freelance work, but not "in business"? Learn how to start and operate a business, what it means to be a business owner, the risk and effort required and the potential benefits. Refine your ideas, begin research and formulate an action plan that works for you. This program is presented by the Rhode Island Small Business Development Center. **Attendance is limited to 40 people per session. Please register in advance for one session only.**

### SPEAKER

#### Sixcia Devine, Regional Director - Providence Metro Area

Rhode Island Small Business Development Center  
<http://www.risbdc.org>

## NEGOTIATING A LICENSING DEAL

Got an idea, image or character that can make you money but unsure how to protect and use it? Educate yourself about the world of licensing and how it can benefit your creative business. Discover the ins and outs of licensing your work and learn how to navigate this process. We'll share insights about meeting the right people, getting accurate advice and evaluating deals.

### SPEAKER

#### Ike Williams, Attorney, Senior Counsel

Fish & Richardson P.C.  
<http://www.fr.com>

**Deborah Barones (TD/79) Painter/Textile Designer/Creative Director** for the apparel and home textiles market - Warren, RI  
<http://baronasart.com/index.html>

## MARKETING & PROMOTION TO GROW YOUR BUSINESS

Looking for a competitive edge in the marketplace and an identity to promote your work? Whether you're an artist, designer or small business owner, promotion is critical to your growth and survival. Learn how to match your creativity to the people who need and want your skills and talents. We'll discuss promotional methods including logos, business cards, brochures, websites, email and more.

TUESDAY  
 JANUARY 8  
 THE MET - ROOM A  
 55 ANGELL STREET  
 7PM

THURSDAY  
 JANUARY 10  
 THE MET - ROOM A  
 55 ANGELL STREET  
 7PM

TUESDAY  
 JANUARY 15  
 THE MET - ROOM A  
 55 ANGELL STREET  
 7PM

WEDNESDAYS  
 JANUARY 16 & 23  
 THE MET - ROOM A  
 55 ANGELL STREET  
 7PM

THURSDAY  
 JANUARY 17  
 THE MET - ROOM A  
 55 ANGELL STREET  
 7PM

TUESDAY  
 JANUARY 22  
 THE MET - ROOM A  
 55 ANGELL STREET  
 7PM

## SPEAKER

### **Kevin Jankowski ('88/IL), Assistant Director for Career Programs**

RISD Career Services  
<http://intranet.risd.edu/career>

## NETWORKING FOR WALLFLOWERS

THURSDAY  
JANUARY 24  
THE MET - ROOM A  
55 ANGELL STREET  
7PM

Tongue-tied? Shy? Would you rather be in your studio than networking? Does the thought of schmoozing send a cold chill down your spine? We'll try to change all of that and help you connect with others who can positively impact your career. Discover techniques and tips to help you build relationships that allow you to benefit from networking in business and creative settings.

## SPEAKER

### **Kevin Jankowski ('88/IL), Assistant Director for Career Programs**

RISD Career Services  
<http://intranet.risd.edu/career>

## ACCOUNTING ESSENTIALS: FOR THE ARTIST & DESIGNER

TUESDAY  
JANUARY 29  
THE MET - ROOM A  
55 ANGELL STREET  
7PM

Do you love making money but are buried beneath receipts and paperwork? Are you keeping records, but aren't sure you're making money? Maybe you need to hire a bookkeeper or accountant. Learn when to make this choice and how you can organize your financial records to efficiently run your business and devote more time to your creative work.

## SPEAKER

### **Ellen P. Geoffrey, Certified Public Accountant**

## ADVANCED BUSINESS ESSENTIALS: FOR ARTISTS & DESIGNERS

WEDNESDAY  
JANUARY 30  
THE MET - ROOM A  
55 ANGELL STREET  
7PM

This advanced session is for individuals who are already engaged in running a business and are looking for some expert help and tips. In a workshop format that encourages dialogue and discussion we will review business basics progressing to additional topics that support your efforts to grow and expand your business. This program is presented by the Rhode Island Small Business Development Center. *To permit individual attention, attendance is limited to 15 people.*

## SPEAKER

### **Sixcia Devine, Regional Director - Providence Metro Area**

Rhode Island Small Business Development Center  
<http://www.risbdc.org>

## MAKING A LIVING WHILE MAKING A DIFFERENCE

THURSDAY  
JANUARY 31  
THE MET - ROOM A  
55 ANGELL STREET  
7PM

How can artists and designers sustain a career that engages their social conscience and work for the public interest? Hear from community development experts, funders and those who work in the arts, as we explore a variety of paths to apply creative practice to public issues. Developing not-for-profit arts centers, public-private partnerships, and situating your art practice in unexpected locations will be discussed. This program is presented by Peter Hocking, Director of RISD | Public Engagement.

## SPEAKER

### **Peter Hocking, Director**

RISD | Public Engagement  
<http://risdpublicengagement.net>

### **Tamara Kaplan, Interim Executive Director**

New Urban Arts  
<http://www.newurbanarts.org/index.html>

### **Daniel Kertzner, Philanthropy Officer for the Arts**

Rhode Island Foundation  
<http://www.rifoundation.org/matriarch/default.asp>

### **Robert Leaver, Principal Consultant**

New Commons  
<http://www.newcommons.com/page/85994>

### **Pam Hall, RISD Public Engagement Associate**

Independent Artist from Newfoundland, Canada  
[http://www.pamhall.ca/about\\_the\\_artist](http://www.pamhall.ca/about_the_artist)

## WEATHER

We will hold seminars as listed unless either of the following weather contingencies is announced: a parking ban in Providence or cancellation of RISD Continuing Education classes. Please listen to major Providence radio and television stations for announcements, or call 401-454-6614 with any questions.