

january 13 through february 5, 2009

# art of business

risd career services | rhode island school of design

Art of Business is open to all undergraduate and graduate students as well as RISD alumni. The following programs are free of charge but require advance registration. Seating is limited.

To register and see a complete list of speaker updates go to: <http://www.risd.edu/careerprograms> or call 401-454-6614

## COPYRIGHTS: PROTECT YOUR VISUAL WORK

TUESDAY  
JANUARY 13  
THE MET, ROOM A  
55 ANGELL ST  
7PM

Guard your rights! Learn what a copyright means, how to obtain one, and the rules of "work for hire." We'll also review the guidelines for using someone else's copyrighted material in your artwork.

### SPEAKERS

#### Lucy Lovrien, Attorney at Law

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

## CONTRACTS: WHAT ARTISTS NEED TO KNOW

THURSDAY  
JANUARY 15  
THE MET, ROOM A  
55 ANGELL ST  
7PM

Discover what goes into a contract, when you need one, and how to write your own. We'll cover practical issues including rights of privacy and publicity, ways to get good legal help, and the pitfalls of contracts you shouldn't sign.

### SPEAKERS

#### Glenn Pudelka, Associate

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

## SURVIVING AS A CREATIVE ENTREPRENEUR

TUESDAY  
JANUARY 20  
THE MET, ROOM A  
55 ANGELL ST  
7PM

Hear from artists and designers who will share their successes, techniques and methods for prospering in a competitive and challenging market.

### SPEAKERS

#### Harry Segal ('88/GD), Principal + Creative Director

Segal Savad, New York, NY  
<http://www.segalsavad.com/>

#### Timothy Ohliger ('06/IL), Fine Artist + Landscape Painter

Providence, RI  
<http://www.timohliger.com>

#### Glenn Lepore ('90/INAR), Principal

LDL Studio Inc., Providence, RI  
<http://www.ldlstudio.com/>

#### Darrien Segal ('94/JM), Founder + Jeweler

Providence, RI

## BUSINESS ESSENTIALS FOR ARTISTS & DESIGNERS

WEDNESDAYS  
JANUARY 21 & 28  
THE MET, ROOM A  
55 ANGELL ST  
7PM

Want to start and run a business? Refine your ideas, do research and formulate an action plan that works. This program is presented by the Rhode Island Small Business Development Center (RISBDC).

### SPEAKERS

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

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

## NEGOTIATING A LICENSING DEAL

THURSDAY  
JANUARY 22  
THE MET, ROOM A  
55 ANGELL ST  
7PM

Educate yourself about the world of licensing and how you can benefit from this opportunity. Learn to navigate the process, meet the right people, get accurate advice and evaluate deals.

## SPEAKERS

### **Lalitha Rao, Counselor at Law**

Partridge Snow & Hahn LLP, Providence, RI  
<http://www.psh.com/>

### **Lauren Minco, ('06/IL), Illustrator**

Providence, RI  
<http://www.laurenminco.com/>

## MARKETING & PROMOTION TO GROW YOUR BUSINESS

TUESDAY  
JANUARY 27  
THE MET, ROOM A  
55 ANGELL ST  
7PM

Whether you're an artist, designer or small business owner, marketing and promotion is critical to your growth and survival. Unearth new ways to advance your business with logos, business cards, brochures, websites, email and more.

## SPEAKERS

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

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

## NETWORKING FOR WALLFLOWERS

THURSDAY  
JANUARY 29  
THE MET, ROOM A  
55 ANGELL ST  
7PM

Tongue-tied? Shy? Does the thought of schmoozing send a cold chill down your spine? Discover techniques and tips to build relationships and benefit from networking in business and creative settings.

## SPEAKERS

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

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

## ACCOUNTING ESSENTIALS: FOR THE ARTIST & DESIGNER

TUESDAY  
FEBRUARY 3  
THE MET, ROOM A  
55 ANGELL ST  
7PM

Do you need to hire a bookkeeper or accountant? Determine when to make this choice and how to organize financial records to run your business efficiently — allowing you to devote more time to your creative work.

## SPEAKERS

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

Boston, MA

### **Anna Pedersen ('08 /MFA/SC)**

Perry Rubenstein Gallery, New York, NY  
<http://www.perryrubenstein.com/artists/>

## REGIONAL BUSINESS RESOURCES

WEDNESDAY  
FEBRUARY 4  
CIT, ROOM 103  
7PM

Representatives from state and federal agencies that support small businesses and entrepreneurs will discuss their services for artists and designers. After an overview, panelists will be available to meet with you individually and answer questions.

## SPEAKERS

### **Tara L. Quinn, Business Development /Finance Specialist**

Center for Women & Enterprise, Providence, RI  
<http://www.cweonline.org/>

### **John Cronin, Executive Director**

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

### **Peter Bramante, Executive Director**

Arts & Business Council of Rhode Island, Providence, RI  
<http://www.artsandbusinessri.org>

### **Sherril Lynn Carrera, Manager, Small Business Services**

Every Company Counts, Providence, RI  
<http://www.everycompanycounts.com/>  
<http://www.riedc.com/business-services>

### **Ray McNeil, Chairman**

SCORE - Counselors to America's Small Businesses, Providence, RI  
<http://www.score.org>

THURSDAY  
FEBRUARY 5  
THE MET, ROOM A  
55 ANGELL ST  
7PM

## MAKING A LIVING WHILE MAKING A DIFFERENCE

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. Non-profit arts centers, public-private partnerships, and art practices in unexpected locations will be discussed.

### SPEAKERS

**Charlie Cannon, Architect & Director**

Co-founder of LOCAL Architecture Research Design,  
Providence, RI & Brooklyn, NY  
<http://www.local-studios.com/>

**Kath Connolly, Director of Partnerships**

The Learning Community: A Public Charter School  
<http://www.thelearningcommunity.com>

**Jason Yoon (PA/01), Executive Director**

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

**Susan Sakash, Moderator, Program Coordinator**

Office of Public Engagement, RISD, Providence, RI  
<http://www.risdpublicengagement.net>

### 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.