CCAD Academic Affairs: College Art Association, National Professional Development Workshop for Artists

Saturday, November 10, 8 am - 5:30 p.m., $35.00

In locations around the country, the College Art Association (CAA) offers National Professional-Development Workshops for Artists on a range of topics, from health and safety in the studio to grant writing to professional relationship building. Sponsored in part by the Emily Hall Tremaine Foundation, this event has been developed by the Columbus College of Art & Design to serve the interests of our local professional artists and designers.

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Watch the CCAD website for more information, the tentative agenda for the day's events is below:

- 8:00 a.m., Registration and check in
- 9:00 a.m., Keynote Speaker, Bill Strickland on the Economic Value of the Creative Community
- 10:00 a.m. Concurrent Session a: Enhancing Your Creative Studio Practice (or)
- 10:00 a.m. Concurrent Session b: Enhancing Your Creative Design Practice
- 12:00 p.m., Lunch on own
- 1:00 p.m., Creative Workshop 1: Understanding the Value of Intellectual Property
- 2:30 p.m., Creative Workshop 2: Management and Leadership – Take Charge Collaboration
- 4:00 p.m., Creative Workshop 3: Entrepreneurship – Taking Your Creativity to Market
- 5:30 p.m., Closing reception

Session Details:

- **Keynote: The Economic Value of the Creative Community** - Bill Strickland will address the idea of Columbus as a unique Creative Community by reflecting on his personal experience with the incredible tangible and intangible value of creativity’s impact on lives, a community’s image and ultimately the very economic fabric of a city that supports creativity! Bill’s story is a great one to hear as evidence of the fact that creativity changes lives in many meaningful and measurable ways! **Presenter's Bio:** If leaders are to be measured not just by their words, but also by their actions, then Bill Strickland is without a doubt one of the world’s great leaders. As president and CEO of the Manchester Bidwell Corporation—an extraordinary jobs training center and community arts program—he and his staff work with corporations, community leaders, and schools to give disadvantaged kids and adults the opportunities they need to build a better future. Centers are already running in Pittsburgh, Cincinnati and San Francisco, and many more are planned. He is also the author of "Make the Impossible Possible", a recipient of The White House’s "Coming Up Taller" Award, and was named as a member of The White House Council for Community Solutions by President Obama. For years now, he has shared his unshakable message of leadership, self-worth and the intrinsic ability in all of us to achieve remarkable transformation in our lives.

- **Concurrent Session a: Enhancing Your Creative Studio Practice - Life in the Studio** - There are several things that the practicing studio artist can do to “up their game”. Working as a practicing artist in or out of an art center is always a challenge. There are a number of ingredients that artists need to continue to stimulate their practice, support the work and push professional interests. We will review and discuss studio habits, goals, support structures and gallery affiliations. **Presenter's Bio:** Owner of the Rebecca Ibel Gallery in Columbus for over 18 years, Ms. Ibel closed her gallery in 2011 to dedicate herself full time as director and curator for the Pizzuti Collection, a new public space that will feature contemporary art exhibitions from the collection Ron Pizzuti. The Pizzuti Collection will present exhibitions of contemporary art by artists from around Ohio to around the globe. There will be programs with artist talks and special events relating to exhibitions, along with a library of artists catalogs, books and publications.

- **Concurrent Session b: Enhancing Your Creative Design Practice - The New Entrepreneur** - The idea that one could rely comfortably on what they learned in school for an entire career has quickly evaporated with the rise of technology and its other cost-saving partner, global outsourcing. Becoming a collaborative design entrepreneur is fast becoming a reality for all designers. But rather than panic, it might be time to get back to basics with an understanding of your primary client: yourself and what you need to do to position your best holistic design skills to serve your personal brand, your own creative ideas and what you need to deliver them to market. Stop bemoaning the changes, and embrace them to leverage your creative, teamwork and entrepreneurial skills. **Presenter's Bio:** Beverly founded Ologie in 1987 and has grown the company into an award-winning branding agency that has served national and
Creative Workshop 1: Understanding the Value of Intellectual Property - This workshop covers some of the fundamental issues of law they apply to one's professional practice as an artist or designer. Using a few case studies and other materials, participants will have a basic understanding of contracts and how to use them to protect intellectual property. Ideally, participants will be able to apply the lessons learned to minimize risk, protect themselves and their creative capital. Presenter's Bio: Jonathan Politi is the principal of the Law Office of Jonathan Politi and has recently moved to Columbus area. Mr. Politi earned his B.A. from The Ohio State University and his J.D. degree from Cleveland Marshall College of Law. He has been a member of the Ohio State Bar Association and Trumbull County Bar Association and has served on the Guidelines and Publications Workgroup for the Ohio Supreme Court. He taught at Kent State University 2004-2011 in the business law and paralegal programs, where he was awarded the University Teaching Council Summer Development Award. He has lectured on intellectual property and business law for Madd Dogg Athletics at the International World Spinning and Sports Conference 2011. Mr. Politi is a lecturer for the National Business Institute’s continuing legal education seminars for attorneys in the areas of probate law and legal technology, and has been a frequent lecturer on legal topics at the Niles McKinley Public Library, Warren-Trumbull Public Library, the Hubbard Public Library and various other professional and civic groups. Mr. Politi has served on the board of directors and as president for Second Harvest Food Bank of the Mahoning Valley, a part of Feeding America. He has served on the board for the Children’s Art Outreach Gallery in Trumbull County.

Creative Workshop 2: Management and Leadership - Take Charge Collaboration - Collaboration is an essential key component to artistic and creative success. Looking beyond the traits traditionally associated with strong leaders (toughness, intelligence, and ambition), this workshop explores the nature of collaboration from both a management and leadership perspective and demonstrates that building an effective team is often the key to working creatively. By exploring and understanding successful models for teamwork and highlighting practical tools for cultivating teams, this workshop examines methods for building an effective team for a studio or a design practice. Presenter's Bio: Elaine Grogan Luttrull is a CPA and the founder of Minerva Financial Arts, which provides financial services to artists and arts organizations through direct client services and education. Her direct client service work primarily includes tax compliance, budgetary support, and general coaching and consulting. Elaine educates the non-profit community through financial seminars and master classes. Hosts have included the Kennedy Centers DeVos Institute of Arts Management, the Foundation Center, Americans for the Arts, the Ohio Art League, and the Juilliard School. Elaine has also contributed articles to Guide Star, eHow Money, and Chron.com, and she plays a key role as an editor and subject matter expert for Agate Publishing. Her first published business book for the creative class, Numerically Challenged, is scheduled for release by Agate Publishing in early 2013, and her contribution to the AICPAs publication, Save Happily, Spend Wisely: Real Stories About Money and How to Thrive from Trusted Financial Experts, is scheduled for publication in October 2012.

Creative Workshop 3: Entrepreneurship - Taking Your Creativity to Market - This workshop examines how different opportunities result in different organizational structures, and how by understanding the unique requirements of those structures, they can serve a variety of ideas. Using examples, the workshop examines entrepreneurship and the creation of new ventures through multiple lenses and perspectives (creation and discovery opportunities) with an eye toward creating wealth from scarce resources. Presenter's Bio: Kevin Gadd is a successful serial entrepreneur and the Founder and CEO of Venture Highway, founded in July 2010 as Kevin prepared to leave his role at TechColumbus as the Director of Information Technology Commercialization. In this role, Mr. Gadd was responsible for finding, funding, mentoring, coaching, and incubating startup IT products companies in the region. Mr. Gadd advised well over 200 companies on growth and commercialization strategies and helped his client companies raise over $5 million. He teaches entrepreneurship at Columbus College of Art & Design and The Ohio State University where he also serves as a member of the board for the Center for Entrepreneurship. Kevin is a retired Chief Master Sergeant with 23 years' service to the Air Force and Air National Guard.