

Welcome to the Fostering Art and Culture Project!

The partners coordinating the summit include: The Franklin County CDC, the Franklin County Chamber of Commerce, The Shelburne Falls Area Business Association, Thrives Media, Double Edge Theatre, Turners Falls RiverCulture, Greenfield Community College, poet Dr. Mary Clare Powell, Diane Clancy's Art and additional committee members including basecamp photo, Franklin Hampshire Regional Employment Board, and Bruce Kahn Photographer.



FRIDAY 3/23

Day One of the Creative Economy Summit 3 *Art and Business in Partnership*

7:30-9:00 Franklin County Chamber of Commerce Breakfast *at the Greenfield Grille*

All Summit attendee's are invited (\$10)

7:00-7:30 Breakfast Registration

pre-registration encouraged, walk-ins accommodated as space allows

Breakfast Program

Arts & Business in Partnership:

Fostering our Local Economy

The Fostering Art and Culture Project takes over the Program. This session will remind you why you and your staff signed up for the summit or make you wish you did!

Presenters:

Meri Jenkins—Program Manager, Adams Arts Program, Massachusetts Cultural Council

Peter Kageyama—Keynote Speaker, Author and Creative Summit Expert

Matthew Glassman—Board of Directors of the Network of Ensemble Theatres and Co-Creator, Double Edge Theatre

Dee Schneiderman—Research Manager, New England Foundation for the Arts

Erica Wheeler—Singer/Songwriter and Founder of the Soulful Landscape Program

8:00-9:00 Registration *at the Pushkin Gallery*

Creative Economy Summit 3 Registration

9:15-10:45 Creative Economy Summit Opening Session *at Second Congregational Church*

Welcome, Introductions, Thanks and Keynote Speaker

Greenfield Mayor **William Martin** and **Amy Shapiro**, Chair of the Fostering Art and Culture Project

Keynote—**Peter Kageyama** with special guest Erica Wheeler

11:00-12:30 Sessions

Intellectual Property

How to protect inventions, literary and artistic works, symbols, names, images, and designs used in business and arts.

Attorney Leah Kunkel—Entertainment Law: Music and Film, Adjunct Professor at Western New England Law School

Attorney Paul Rapp—Entertainment Law: Visual and Music, Adjunct Professor at Albany Law School

Attorney Peter Irvine—Intellectual Property Law: General

QR Codes—What??

Looking to add a “wow” factor to your marketing mix? Think QR codes. Join us for this interactive workshop to learn the latest in mobile marketing by exploring the benefits, best practices, and effective uses of QR codes. Bring your cell phones!

Ashley Sulock—Director of Marketing & Communications, Berkshire Chamber of Commerce

Our Brilliant Neighborhoods

Easthampton, Brattleboro, Turners Falls and Greenfield Making Things Happen; a panel of local communities that have incurred the joy, pain and amazing outcomes of working together with art, government and business.

Moderator, Dee Boyle-Clapp—Interim Director of Arts Extension Service, UMass Amherst

Burns Maxey—Coordinator for Easthampton City Arts (ECA+)
Jean Pierre Pasche—Owner, Eastmont Framing and Art in the Orchard organizer

Doug Cox—Founder of Brattleboro-West-Arts, President of the Arts Council of Windham County and owner of Cox Violins

Lisa Davol—Director of Turners Falls RiverCulture

Frank Abbondanzio—Administrator for the Town of Montague, Massachusetts

Becky George—Events Manager, Franklin County Chamber of Commerce

NEFA Cultural Calculator

The Arts and its impact on the bottom line of our local, regional and national budgets.

Dee Schneiderman—Research Manager, New England Foundation for the Arts

12:30-2:00 Lunch

Enjoy a meal at one of Greenfield's fine restaurants or pick up your box lunch at the Pushkin Gallery.

2:00-3:15 Sessions

Beginner Bloggers Unite!

Newbie workshop on setting up blogs and word press sites.

Kala Williams—Former Professor of Art at Onondaga Community College and current wellness and yoga instructor

For the love of Franklin County

Hands on workshop coordinating artists, businesses and community leaders in a take away project.

Peter Kageyama—Recovering Attorney, Entrepreneur, World Traveler, Author, Certified Innovation Coach, Tedx speaker and creative communities' rock star

You, On TV!

GCTV studio open sessions for ideas about making promo videos for artists and businesses.

Scott MacPherson—Artist and Station Manager for Greenfield Cable Access Television

Connection & Communication: It's a Whole New World!

How has the online, virtual world changed the fundamental nature of the way artists connect and communicate with their buyers and collectors? Advanced session on the real power of a website, how not to waste your time on social media, the Blog-Connection and what it can do for your art and business, plus strategies and systems to keep buyers and collectors for a lifetime.

Dr. Ariane Goodwin—writer, art-career coach, entrepreneur and founder of the smARTist-Telesummit, a wildly popular, professional development online conference for visual artists.

3:30-4:45 Sessions

Building YOUR brand and using social media to do it!

This session is for intermediate users of Twitter and facebook for marketing and branding purposes.

Max Hartshorne—Travel Website Publisher with just under 12K Twitter followers, an 8 year veteran of daily blogging and founder of goNOMAD.com

Corporation + Art = Collaboration

An inside look at a corporate art program from the corporation, artist and client view to create a strong visual impact.

Debra Avery—EDAC, Interior Design Specialist, Hospital of the Future, Baystate Health

Carla Santia—Art Consultant, specializing in Medical facilities and developer of a web directory for artists

Peter Kitchell—Fine Artist, 40 years of experience in art for medical facilities

Where, Why and How the Arts Intersect with Business

Salon Style discussion; Topic One: Arts, Gentrification and community divide; Topic Two: Myth that Arts are for the elite.

Dan Farrell—Producer of Antiques Roadshow and Partner in Enservio Select, Inc.

Common Ground

The challenges of businesses and artists are very much the same; equipment, budgets, space, employees, sourcing raw materials, pricing, customer satisfaction. What kinds of collaborations make sense (and dollars)?

Helena Fruscio—Creative Economy Industry Director at Commonwealth of Massachusetts

You, on TV! (Continued)

GCTV studio open sessions for ideas about making promo videos for artists and businesses.

Scott MacPherson—Artist and Station Manager for Greenfield Cable Access Television

5:00-7:00 Guerilla Art/Networking/Music/Miro Sprague at the piano *Pushkin Gallery*

Miro Sprague joins us on the piano as a jazzy addition to our Guerilla Art Show. Come have a look and a listen.

Cash bar and delectable's.

Any Artist who lives or works in Franklin County is encouraged to bring one select piece of their art for display at our evening social/networking soiree! The exhibit will be available for general viewing between 5-7 p.m. For space purposes we can only accept pieces that can be easily hung or placed on a pedestal. This includes framed pieces, sculpture, craft and jewelry. (Please be sure to check the box in the registration page if you are planning to bring work).

Disclaimer: Artists are responsible for identifying artwork with artist's name, town you live in, title, materials used, price (if for sale) or additional information. Art work can be accepted anytime on Friday before noon at the Pushkin registration table by checking

in with a FACP volunteer. Artist agrees to allow FACP volunteers to handle artwork with the understanding they are doing so without bonding or insurance. The gallery will have full time staff monitoring the Art Show during hours of the summit. Items may be picked up immediately after the exhibit on Friday or on Saturday by 5:00 p.m. Items not picked up will be at owners risk if left at the gallery or removed by FACP.





SATURDAY 3/24

Day Two of the Creative Economy Summit 3

8:00–9:00 Registration for Summit at Pushkin Gallery

Coffee Tea and Milling About

9:00–10:30 Sessions

This was No Accident

Strategic Alliance examples from across the region of relationships between artists and business that have proved beneficial to the bottom line of both and how they were born.

Moderator—Matthew Glassman, Double Edge Theater

Judie Teraspulskey—Owner of Judies Restaurant, Amherst

Donna Eastabrooks—Fine Artist

Nan Parati—Owner of Elmers Store and The Inn at Norton Hill, Ashfield

Elliot Mitchell—Founder of Vermont Digital Arts & Technical Director at Infrared 5

Lou Leelyn—Owner of Lou's Upcycles and President of Artisans of Western Mass

Diane Pearlman—Executive Director of Berkshire Film and Media Commission

Evan Gregg—Owner of Location Reservoir and film location scout

11:00–12:30 Sessions

Are you in the top 10?

Focus on Search Engine Optimization for your website. It's a must if your website is your main source of promotion.

Positronic Dave (Caputo)

UPSTREAM—The cash flow spawning

Your tackle box session: Creating budgets and finding money under rocks.

Amy Shapiro—Business Assistance Director-Franklin County Community Development Corporation

Press Ready 101

Basic Strategies and tips for businesses and artists on how to prepare for media opportunities.

Sarah Platanitis—Freelance Writer and Photographer and owner of Anselblue Design Studio

Who I am and what we can do for you?

The Creative Industries office and its relationship to the arts and business in Massachusetts.

Helena Fruscio-Director—Creative Economy Industry of the Commonwealth of Massachusetts

It all started with a BIG IDEA!

Models and services provided by existing organizations living the dream of embracing arts and culture at the core of their business.

Moderator-Terry Byrne—Program Director at the Cambridge Center for Adult Education

Katie Richardson—Owner of Katie Ray Arts and Spark! Art Share Coordinator

Joan Rockwell—Principal in Landscape, Architecture, Planning and Historic preservation

Erica Wheeler—Singer/Songwriter and Founder of the Soulful Landscape Program

Hannah Jarrell—Ensemble member and Development Associate, DoubleEdge Theatre

Rob Allen—Owner of Allen Marine Tours, Alaska

12:30-2:00 Lunch

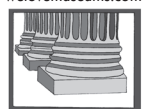
Enjoy a meal at one of Greenfield's fine restaurants or pick up your box lunch at the Pushkin Gallery.

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Riverscaping

Lessons from a cultural exchange to the artistic, progressive and environmentally conscious city of Hamburg, Germany; The Riverscaping Project and four upcoming design build public art projects in Turners Falls, Holyoke, Hadley and Springfield are examples of artists innovatively addressing a community challenge.

Lisa Davol—Director of Turners Falls RiverCulture

Thom Long—Asst. Prof. of Architecture and Design at Hampshire College/Riverscaping Director

Frank Slegers—Asst. Prof. Landscape Architecture & Regional Planning, UMASS Amherst

“Incorporate” Your Commitment to the Arts

Highlighting your arts commitments has positive impact on your bottom line. Focus on 5 ways businesses can benefit by partnering with artists.

Shel Horowitz—Published Author and International Speaker on Affordable, Ethical and Green Marketing

Stress, Nah, Not Me-HA!

Roll your shoulders, not your eyes. Recharging at work!

Kala Williams—Former Professor of Art at Onondaga Community College and current wellness and yoga instructor

Emily Dickinson Goes Virtual, Viral and Va Va Vroom

The Little White House Project on its way around the world and the 16 year old who is driving it.

Peter Krasznekevicz—Deerfield Academy Junior and Arts Organization Entrepreneur

Far and Wide: EXPAND your Market

Learn about 2 popular models of online stores. An overview of various online shops and how to market them. Get an understanding of your choices and how to assess them.

Diane Clancy—Visual Artist and Owner of Diane Clancy’s Art

Ready, Set, Shoot!

Using just the right images makes your business and art rise above the fray. This session will discuss the best way to see and be seen. Get key information about learning to photograph better and discover that professional photo services are not scary but a necessity and learn that better photos = more revenue!

Beth Reynolds—owner of base camp photo

The BIG feedback session;

The opportunity to help evaluate 2012 and plan for 2013. Your voice will be heard!

Moderated by Mary Clare Powell—Poet, Writer, Photographer and Professor at Lesley University and **Helena Fruscio**—Director, Creative Economy Industry of the Commonwealth of Massachusetts
Door Prizes—super secret, but you will want to be there.

Liquid refreshment, light snacks and knee bouncing, toe tapping sounds of the Strawberry Apple Jam Band to close out the summit. Come say “See ya later” to your new contacts!

