

Welcome to the Fostering Art and Culture Project!

The partners coordinating the summit include: The Franklin County CDC, the Franklin County Chamber of Commerce, Turners Falls RiverCulture, The Greater Shelburne Falls Area Business Association, Greenfield Community College, Franklin Hampshire Regional Employment Board, Double Edge Theatre, TNR Global, basecamp photo, and local artisans.



FRIDAY 3/22/2013

Day One of the Creative Economy Summit 4

Cultural Vitality: In person, around town, and on line

All Friday sessions are in the Hallmark Institute of Photography Education Building, Industrial Boulevard, Turners Falls, MA.

7:30-9:00 Franklin County Chamber of Commerce Breakfast *Dining Room*

7:00-7:30 Breakfast Registration

Pre-registration encouraged, walk-ins accommodated as space allows. All summit attendees are invited (\$12 for FCCC members, \$15 for non-members)

Breakfast Program

Cultural Vitality: In person, around town, and on line

Robert McBride—Founding Director of the Rockingham Arts and Museum Project, located in Bellows Falls (pop 3600) VT will share RAMP's 5-prong approach to integrating artist and the arts into a community's revitalization efforts and long-term sustainability strategies. The approach includes: accessibility, housing, artist town meetings, collaborative public art initiatives and participating on boards of directors. The presentation appeals to a broad audience.

8:00-9:00 Registration *Lobby*

Creative Economy Summit 4 registration and coffee

9:15-10:45 Opening Plenary *Auditorium*

What's In It For Me?

Senator Stan Rosenberg, Artist Beth Reynolds, Bank President Becky Caplice, and Town Manager Frank Abbondanzio discuss the triumphs and challenges of their connection to cultural life.

11:00-12:00

Why Don't I Know About This? Ideas to Keep You in the Loop *Dining Room*

Dee Boyle-Clapp—Director of UMass-Amherst Arts Extension Program

The Arts Extension Service is a national arts service organization and has long had its finger on the national pulse. Everywhere we travel, the question from artists is always the same: Why don't I know about this? This workshop will introduce artists to institutions, thought-leaders to follow, and resources for funding, artist residency, public arts projects, and other educational resources.

Local Cultural Council Grant Writing Workshop *Side Room*

Annie Houston—Program Coordinator

This workshop will present the LCC program, guidelines, and standard application. It will introduce potential applicants to new funding sources, allowing for open dialogue between MCC staff, LCC members and applicants around the granting process. This workshop also highlights accessible grant options benefiting every municipality in Massachusetts.

Using The Recorder for Your Benefit *The Lab*

George Forcier—Managing Editor

Adam Orth—Features Editor

Learn to navigate the Recorder to promote your events, businesses and organizations. This workshop will explain how the use of our local newspaper can benefit artists, businesses and towns with wider exposure, and more reliable, consistent promotion.

Transforming Pittsfield—Cultural Revitalization in a Gateway City *Auditorium*

Megan Whilden—Pittsfield Cultural Development Director

The City of Pittsfield in Berkshire County has transformed itself from the "hole in the donut" to a bustling creative hub in less than a decade through a strong focus on creative placemaking and cultural revitalization, and we're still in progress. The role of city government and the establishment of an Office of Cultural Development was key. We'll tell you how it all happened.

12:15-1:45 Lunch Dining Room

Thank You to Our Generous Sponsors

Purchase for \$10 or Bring Your Own

Sponsor Information and Poster Sessions: New England Foundation for the Arts, WeLoveMuseums.com, ThreshHold Cooperative, Artisans of Western Massachusetts and The New England Museum of Art, Craft and Design



Witness Professional Photography of Actual Local Art in Action! 12:00-3:00 Commercial Studios

Beth Reynolds—base camp photo Watch a live demonstration, ask questions, and get tips and advice! Bring one piece of your produced art for professional photography. First come first served.

2:00-3:15 (75 minutes)

Take It From the Bureaucrats Auditorium

Lisa Davol—Director of Turners Falls RiverCulture,
Frank Abbondanzio—Montague Town Manager,
Robin Sherman—Executive Director of Rural Development Inc.
Walter Ramsey—Montague Town Planner
Montague (with its village of Turners Falls) is the only town in Franklin County to incorporate cultural development into its official economic development strategy. Find out why the town government embraced this approach, what departments spearheaded it, its success in a small town in a rural county with limited resources and low population, future plans, challenges, and implementation examples.

Successful Speaking The Lab

John Snyder—Advance The Story, Writer and Editor
This workshop is intended for anyone—artists, businesspeople, civic leaders and staff, and the general public—who wants to become more comfortable, proficient and effective at public speaking. When your goal is to persuade, inform, entertain or inspire an audience, your focus, and your audience's attention, should be on your message, not you. Audience participation in this session is encouraged.

Peace, Love and Financial Planning Dining Room

Larson Gunness—Owner and Managing Director of Gunness Financial Services

This workshop is designed to teach the basic tools of financial literacy to artists and other creatives, using the language and approach that fits this audience. Using case studies, illustrations, and worksheets, this workshop will present this often dry and boring (though vital) material in a manner that is accessible, informative, and (hopefully) funny.

Etsy 101 Imaging Theater

Lou Leelyn—Owner Lou's Upcycles and President of Artisans of WMass,

This workshop will benefit artists, crafters, and artisans who would like to engage in on-line selling for the first time. The workshop will also aide those who are selling on other marketplace websites who would like to explore Etsy as a selling arena. Participants will gain basic knowledge of opening an Etsy account, creating their first "listing", and tips for successful marketing and promotion.

The Art of Digital News Side Room

Rening Morris—Director of Digital Marketing, Newspapers of New England

This workshop looks at the art that comes together each day to create the local paper and how it's digital distribution becomes the voice of the community. We will review the capturing and recording of events artistically and how the digital age has modified the craft.

3:30-5:00 (90 minutes)

Using Twitter, FB and Blogs to Promote Yourself The Lab

Max Hartshorne—Editor of GoNOMAD
We all know that social media is a powerful tool, but who is doing it well? This presentation will show the best ways to use Twitter, Facebook and regular blogging to get your business out in front of a wider audience. Using specific examples of successful social media promoters we will explore the advanced tools you can use to make it easier and reach more people. Discussion included.

KnowYour Rights Side Room

Megan Low—Director of Services for the Arts & Business Council
Artists want to share their talents and creativity with the world, but they also want to grow their businesses and protect their works. This seminar will give participants a broad understanding of how the law applies to their arts practice and developing businesses. Artists and entrepreneurs will leave feeling empowered to share and protect their creative work in the public realm.

Creating a Festival From Nothing Dining Room

Paul Richmond—Writer and Poet, Human Error Publishing
This discussion / workshop will look at what it takes to create a Word Festival and how without the participation of artists, audience,

business and municipal leaders it doesn't happen. Information as to how the GAWFest was created and works, with emphasis on artists in the room as to whether their art form lends itself to its own kind of festival / public forum.

Essentials of Search Marketing Imaging Theater

Rob Laporte—President of DISC, Inc

This presentation will give you an executive understanding of the search marketing field, prevent pitfalls, and prioritize the top tactics. The second half will entail Q&A and will review audience members' websites to find immediate improvements.

We Are All in This Together Auditorium

Mary Vilbon—Executive Director of SFABA

Craig Smith—SFABA Event/Volunteer Coordinator

Andrea Llamas—Buckland Town Administrator

Terry Mosher—Shelburne Town Administrator

Tens of thousands visit the small New England Village of Shelburne Falls yearly. How do they do it? Learn from those who make it happen. The Shelburne Falls Area Business Association with the towns of Buckland & Shelburne have a strong ongoing relationship that fosters planning for the future. There's always challenges, staying ahead of the game is what makes the difference!



SATURDAY 3/23/13

Day Two of the Creative Economy Summit 4

All Saturday sessions are in downtown Turners Falls locations at various venues.

8:00–9:00 Registration for Summit *Shea Theater*

Creative Economy Summit 4 registration and coffee

9:00–10:00 Opening Plenary *Shea Theater*

Cultural Vitality thrives when inspiration, creativity, and information come together. Massachusetts Cultural Council's Meri Jenkins and Singer songwriter Erica Wheeler will lead the discussion. Join us at the cultural hub of Turners Falls, and the meet-up location for this Creative Economy Summit—the Shea Theater.

Witness Professional Photography of Actual Local Art in Action! 10:30–1:30 *Colle Opera House*

Beth Reynolds—base camp photo Watch a live demonstration, ask questions, and get tips and advice! Bring one piece of your produced art for professional photography. First come first served.

10:30–12:00 (90 minutes)

Digital Recording & the Home Studio *Colle Basement*

Tommy Byrnes—Musician and Owner of Sovereignty Music Service

A discussion and presentation about the digital recording revolution and how it applies to musicians, podcasters and others who are interested in setting up a personal recording system.

The workshop will focus on the new technologies of the home recording studio and how musicians can benefit from setting up a home studio. For anyone interested in the recording arts.

Empowering Youth Through Community Connections and Partnerships

Northeast Educational Foundation for Children classroom ground floor

Katie Richards and Mim Shafer—Youth Action Coalition Staff

This workshop will be geared for people interested in working with youth, particularly by creating partnerships that provide youth opportunities in the arts for community benefit.

Print On Demand for 2D Visual Artists

Great Falls Discovery Center

Diane Clancy—Owner, Diane Clancy's Art

2D artists will learn about options for putting artwork on merchandise online (Print on Demand — POD). Find out about different POD choices & the variety of items one can print on.

Diane will demonstrate the process of preparing for & listing an item at Zazzle. Where from there depends on participants' needs — demos of other PODs, choosing a POD, opening a shop, marketing, tagging, prepping are possibilities.

Press Ready 101

Northeast Educational Foundation for Children, 2nd floor

Sarah Platanitis—Owner, Anselblue Design Studio, Freelance Writer and Photographer

In this workshop, participants will be coached by a seasoned journalist and award-winning teacher to gain a better understanding of how journalists work. I'll talk about the similarities and differences in the specific needs of each group and walk them through the process that I use when interviewing to help them feel more comfortable with future press opportunities. Participants will also get tips to tune-up existing PR skills and learn how to prepare essential items for working with the press based on their field by learning:

Using Digital Marketing to Attract and Engage Multicultural Audiences *Montague Town Hall*

Lorena Leonard—Founder at Candela Agency

The face of America is no longer white. It is composed of an ethnic mix that drives the economy. Whether you're a business, a solo artist, or a government entity, you must think in multicultural terms in order to grow. This workshop will discuss 1) the importance of marketing to multicultural audiences for personal and/or business growth and 2) will provide the digital tools needed to reach this burgeoning audience.

Celebrating Artists Networks Online *Shea Theater*

Leo Hwang and Eric DeLuca—Greenfield Community College

Learn how the Rethinking the Creative Economy action research team cultivated nested networks of artists for regional identity & economic development. See how an online, multi-disciplinary art show can both showcase and acknowledge local artists.

12:30-1:30 Lunch

Enjoy a meal at one of Turners Falls' fine restaurants. Lunch topics will be posted on site and announced on Saturday at Opening Plenary.

2nd Street Baking Company on 4th St.

Lunch Only

104 Fourth Street
(413)-863-4455

Beijing Station

57 Avenue A,
413-863-8988

Black Cow Burger

125 Avenue A
(413)-863-5183

Burrito Rojo

50 3rd Street
(413)-863-3111

Jake's Tavern

66 Avenue A
413-863-8938

The Rendezvous

78 Third Street,
413-863-2866

Ristorante DiPaolo

Dinner Only
166 Avenue A,
413-863-4441

Shady Glen Restaurant

7 Avenue A,
413-863-9636

Subway

57 Avenue A
413-863-9694

Turners Falls Pizza House

119 Avenue A
413-863-8000

1:45-3:00 (75 minutes)

Photojournalism, PR Photography and Self Promotion for Artists *Shea Theater*

Matthew Cavanaugh—Photographer

Tips on how to promote yourself and your work through local and national media outlet. A slide show of Matthew's photographs, including world news events, local people and businesses in the news, as well as public relations work, illustrates lessons learned from his work

Try Stories for a Change *Montague Senior Center*

David Arfa—Storyteller

This workshop will introduce participants to the power of creating and using short personal/public stories for social action. First, we will learn the power of story to inspire and motivate. We will then enter into collaborative story circles where we will begin to build our individual stories. This workshop is for anyone who would like to encourage others to join in volunteering, enrolling, fundraising or citizen advocacy.

3:15-4:00 (45 minutes)

Sufficeth, an Installation for the DeCordova

Montague Senior Center

Tim deChristopher—Artist and Sculptor

I would like to make a presentation of the installation project, Sufficeth, that I am creating for the DeCordova Sculpture Park and Museum. The presentation would be of interest to anyone who would like to see what goes into the development of a museum quality large-scale public art installation.

Changing Perceptions *The Shea Theater*

Nancy Urbschat—Founder, TSM designs

The workshop will describe two signature initiatives of Pro Springfield Media, a nonprofit organization dedicated to changing the conversation about Springfield. This 501(c)3 was formed by TSM Design, a marketing and brand development firm. We believe artists/businesses and municipal leaders will find the workshop informative.

Artist Teacher or Teacher Artist: A Professional Balancing Act

Northeast Foundation for Children 2nd floor

John Bechtold—High School Teacher and Director of DASAC

A talk and workshop-based discussion with John Bechtold about the converging worlds of teaching and practice in the arts. Many of us in the arts work in some capacity as educators. Often, these two roles seem to compete as much as converge with each other. How does one reconcile vocation with avocation? John is the Department Head for Performing Arts at Amherst Regional Middle and High Schools and the Director of DASAC—a large, postmodern visual and performing arts program for teens at Deerfield Academy. His work in theater encompasses direction, devising of original works and stage/lighting design

Creative Collaboration *Great Falls Discovery Center*

Linda McNerney—Artistic Director, Old Deerfield Productions
Imagining ways to work with new partners in your community engaged cultural projects to build new audiences, new alliances, and new economic development.

Money for Music-Fund Raising in the Digital Age

Northeast Educational Foundation for Children, 2nd floor

Carrie Ferguson and the Boxcar Lilies—Musicians

Michael Baines—Facilitator

Panel discussion with local musicians who have used various formats to raise money for their projects online. Focus on Kickstarter and Indiegogo and the advantages and disadvantages of these and other platforms.

Fostering a Sense of Place in Your Life, Your Community and Beyond *Great Falls Discovery Center*

Erica Wheeler—Singer & Songwriter, Founder of The Soulful Landscape

Your feelings, experiences and emotions, plus what you know about nature, culture and history, create your 'sense of place.' When art is seen through the lens of place, it enriches your life and your region. It helps people focus on what we love and vision for the future. Explore some prompts and practices to profoundly link your life and your work to the power of place. Your place could be from your past or present. You'll leave recharged, with fresh writings and ideas for how to foster a sense of place.

Downtown Turners Falls Map



1. Montague Town Hall
1 Avenue A
 2. Northeast Educational Foundation for Children
66 2nd Street
 3. Colle Opera House & Shea Theater
corner Avenue A & 3rd St.
 4. Great Falls Discovery Center
2 Avenue A
 5. Senior Center
62 5th Street
- The Hallmark Institute of Photography Education Building at Industrial Drive is not shown on the map.

Note: The bridge to Rte 2, north of Avenue A, is one way going south, into Turners Falls. You can not return to Rte 2 by way of the bridge.

4:00-5:00 **Mind Meld:** Drop in at the Colle Opera House on your way home, give us feedback on the conference, have a snack, and continue the networking magic!