

Fostering Art and Culture Creative Economy Summit

Saturday, November 4, 2006 • 9:00 – 4:15 • Greenfield Community College, main campus

9 – 9:30 Registration and Networking

9:30 – 10 **Welcome** Bob Pura, President, Greenfield Community College; Senator Stan Rosenberg; Meri Jenkins, Massachusetts Cultural Council

10 – 11:30 – **Creative Economy Panel discussion** Moderator: Craig Dreeszen, Dreeszen & Associates Participants Stuart Rosenfeld; Meri Jenkins, Massachusetts Cultural Council; Beth Siegel, Mt Auburn Associates will share their expertise in the Creative Economy and will ask questions from the audience. Location: Stinchfield Auditorium

11:30 – 11:45 Break

11:45 – 12:45 **Breakout groups: Each is designed to promote participation from attendees**

Creative Economy: Building the Creative Economy through Marketing & Audience Building Location: S 314 TV-Studio

Amy Shapiro and Art Schwenger, moderators Panel: Jim Olsen, Signature Sounds; Lydia Grey, Garlic and Arts Festival

If Marketing is the process of engaging others to buy your product or care about your work, what elements do we include in a marketing plan that will shape Franklin County as the place for quality art and culture? How will your work/business be included?

Building the Franklin County Manifesto: A dedication to a creative community Location: S318A

Bob Barba and Mary Clare Powell, moderators

A manifesto is most often a declaration of intentions and ideas. Through out history it has been the form that artists and politicians have used to announce new schools of thought, formulate guidelines to movements, and rally public support. This session will seek to create the foundation for what will become our Franklin County Manifesto in support of the creative community. In the short span of one hour we will build the key components that are essential to the manifesto and the support of community, the creative economy, and culture.

Building the Creative Economy: Franklin County: circa 2016 Location: Stinchfield Auditorium

Ann Hamilton, Leo Hwang-Carlos moderators Panel: Paul Hellmund, Executive Director, Conway School of Landscape Design; Paul Hake, Paul Hake Productions

The only constant is change. Those of us in the arts and the creative sector are perhaps more comfortable with that truth than are many, but when it comes to our beloved Franklin County, the idea of the coming changes can be distressing. Will changes in technology, land use, and the global economy determine our future, or can we act locally to be the change we want to see in our own region? With attention to changes in demographics and the needs of communities, we'll discuss education, especially arts education, diversity, employment and its many forms, and the role of arts in local politics and policies. The big question is "*What positive changes do we want to happen and what steps do we take to realize those changes?*" With a small panel of local change agents from the creative sector and elsewhere, we'll discuss our collective vision of Franklin County 2016 and discuss how each of us will take part in realizing our vision for a vibrant creative economy in a region of great natural and cultural attractions.

12:45 – 1:45 Lunch in the Gallery

1:45 – 2:45 **Keynote Stuart Rosenfeld, expert on Creative Rural Economy** Location: Stinchfield Auditorium

2:45 – 3:00 Break

3:00- 4:00 **Local Strengths** Location: Stinchfield Auditorium

Hear from some well-known local artists, including musician Erik Lawrence, gallery owner Kathy Young, visual artist Leigh Morrell, and panelists about their idea of success and steps they took to get there. They will describe key moments which helped shape their careers and business decisions, and talk about the balance between art making and business. The audience will be invited to share a brief example from their own experiences.

4:00 – 4:30 **Closing Remarks** Feedback prize drawing, Breakout group report

MASS ART and CULTURE

Fostering Art and Culture Creative Economy Summit
Saturday, November 4, 2006 • 9:00 – 4:15 • Greenfield Community College, main campus

Registration Information:

Advanced registration (by Thurs., Nov. 2) required. \$20 includes breakfast and a catered lunch.

To register by phone call the 24 hour line with credit card at 413.774.7690 (VISA, MasterCard, Discover accepted), or call Karen at 413-775-1803 M-F 9 - 5. The registration number is: Creative Economy Summit (CSW 669).

To register by mail send checks for \$20 payable to Greenfield Community College. Mail to:
GCC, Fostering the Arts - N317, One College Drive, Greenfield, MA 01301.

For more information contact Dee at 413-775-1264 or visit www.massartandculture.org

MASS ART and CULTURE

FOSTERING THE ARTS AND CULTURE IN GREATER FRANKLIN COUNTY

Upcoming events:



Creative Conversations

Sitting in the Dark: The Role of Audience, Wednesday, November 8th, Pushkin Gallery, 332 Main Street, Greenfield. The networking reception begins at 6 pm, and the discussion starts at 6:30 pm. The event is free and open to the public.

Moderated by poet and founder of Slate Roof Press, Trish Crapo of Leyden, the panel includes UMass set designer Miguel Romero; jazz musician and voice-over artist Jill Connolly of Ashfield; and visual artist and former gallery owner, Gordie Thorne of Amherst. Creative Conversations are moderated panel discussions that explore one topic in depth and invites audience participation. For more information, visit www.massartandculture.org.



QuickBooks for Artists

This two-session course on QuickBooks will introduce computer bookkeeping to you in an upbeat and non-threatening manner. All artists who want more control over their finances are welcome to join us on Thursday, November 9th and Thursday, November 16th from 6:30 - 9PM at the Greenfield Community College Downtown campus computer lab, 270 Main Street, Greenfield. To register by phone call the 24 hour line with credit card at 413.774.7690 (VISA, Mastercard, Discover accepted), or call Karen/Gail at 413-775-1803, M-F 9 - 5. The registration number is CSW674 Section 2. Course \$25. Space is limited. For more information contact Dee at 413-775-1264.

Regional Events:

Today is **Cider Day!** Thanks for joining us, instead.

Crafts of Colrain

Colrain, Massachusetts is one of the increasingly few last, great "undiscovered" places. Tucked beneath the Vermont state line and above the Deerfield River, Colrain has long been a refuge for artists looking for someplace beautiful and affordable in which to do their work, and a preserve of the area's pastoral past. Colrain's diverse artisans invite you up to their hilltops and vales to demonstrate their crafts and display and sell their wares. The dates will be **Saturday, November 11 and Sunday November 12, 2006**, and the rendezvous point is Pine Hill Orchards, where you'll see sample products, and pick up a map leading you to farms and studios you'd otherwise never find!

MASS ART and CULTURE

FOSTERING THE ARTS AND CULTURE IN GREATER FRANKLIN COUNTY

2006 List of Accomplishments

Classes, Workshops and Focus Groups

Spring – Professional Development Focus Group
Intro to Business for Artists
Bookkeeping for artists
From Block to Book (2 session class)

Summer - Matchbook.org Presentation
Performance Focus Group
PR for Artists
Marketing Focus Group

Fall - Copyright Law for Artists
Resources Focus Group
Regional Arts Organizations Focus Group
Quickbooks for Artists

12 Week Business Course for Artists

Business overview, individualized attention, guest speakers
Private consultations
Complete a personal business plan

Creative Conversations

Sacred & Profane
Truth and Beauty
Desire
Creation Myths
Sitting in the Dark: The Role of Audience

Creation of website www.massartandculture.org

Launched website in August, 2006
September 2006 began inviting artists to link to site

Creation of Visual Arts Committee

Meeting alternate Tuesdays, this committee is working with the Pushkin Gallery on a holiday exhibit and an April Fool's event

Creation of Greenfield Entertainment Committee

Artist Database

Built database from 1273 members to over 1700 members
November launch of the 'Be Counted,' campaign encouraging artists to join the database

Creative Economy Summit

Keynote speaker: Stuart Rosenfeld
Panel: Meri Jenkins, Mass Cultural Council; Beth Siegel, Mt Auburn Associates;
Craig Dreezen, Dreezen & Associates
Marketing, Manifesto, Franklin County: Circa 2016, Local Strengths