

For detailed directions,
please call
Fleckenstein Gallery & Archival Framing
at 410.296.8588
during normal business hours

Parking is located on Allegheny Avenue as
well adjacent streets, lots and garages in
the vicinity

Lectures start promptly at 1 PM
Please call if you will be delayed

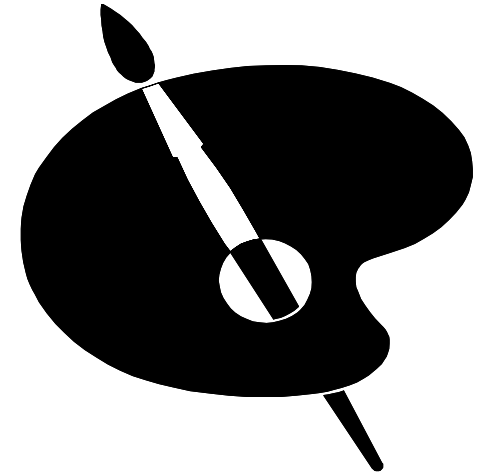
www.fleckensteingallery.com

29 Allegheny Avenue
Towson, Maryland 21204

FLECKENSTEIN GALLERY
&
ARCHIVAL FRAMING

The Business of the Artist

6-Week Lecture Series
Sundays,
September 9 - October 14, 2001



Sponsored by:

FLECKENSTEIN GALLERY
&
ARCHIVAL FRAMING

29 Allegheny Avenue
Towson, Maryland 21204
410.296.8588

The Business of the Artist

"The goal is to get noticed."

Leo Castelli

This lecture series for fine artists will address the business of being a freelance and professional artist, incorporating the experience and knowledge of Speaker/Moderator Nancy Scheer, as well as guest speakers working in the arts in Baltimore and Washington, DC. Materials will be distributed during each lecture so you will finish the series with a compendium of valuable information, along with excellent professional insights. Limited seating per lecture, so register early!

Registration accepted for the full six weeks (at a discount rate) or for individual lectures.

About the Moderator/Speaker

Nancy Scheer is a professional fine artist, calligrapher and arts consultant, and has over 10 years of experience in arts administration in cooperative and commercial art galleries as well as in non-profit/for-profit arts organizations and businesses in Maryland and Arizona. Scheer is a BFA graduate of the Maryland Institute, College of Art and has exhibited her artwork in Baltimore, Washington DC, Scottsdale and Phoenix, and is the founder/moderator of the online discussion group, ARTSJOB.

To learn more: www.nancy.scheer.com

Registration

(send original or copy of this completed portion of the brochure with payment)

Register me for:	Date	Price
<input type="checkbox"/> The Business of the Artist Series	9/9/01-10/14/01	\$270.00
<input type="checkbox"/> The Business Basics of the Professional Artist	9/9/01, 1-4 p.m.	\$50.00
<input type="checkbox"/> Business Practices & Financial Resources for the Artist	9/16/01, 1-4 p.m.	\$50.00
<input type="checkbox"/> Photographing Your Art	9/23/01 1-4 p.m.	\$50.00
<input type="checkbox"/> The Ultimate Portfolio: The Artist's Website	9/30/01, 1-4 p.m.	\$50.00
<input type="checkbox"/> Taxes and the Fine Artist	10/7/01, 1-4 p.m.	\$50.00
<input type="checkbox"/> Legal Issues of the Fine Artist	10/14/01, 1-4 p.m.	\$50.00
	Total:	_____

Name _____

Address _____

Phone _____

E-mail _____

Method of Payment

- Check /Money Order** (Make payable to *Fleckenstein Gallery & Archival Framing*)
- Cash** (must be paid in person at Fleckenstein Gallery & Archival Framing during normal business hours *prior to class date*)

Registration for individual lectures must be completed by the Friday prior to date of each lecture. To register for the complete 6 weeks, registration must be completed/postmarked by Saturday, August 31st and payment must be made in full. If there is a cancellation of a lecture due to inclement weather or unforeseen circumstances, full tuition will be refunded and you will be notified by phone within 24 hours prior to the date of lecture. If you fail to attend a registered lecture, you can apply your registration payment to another lecture in this series, but no monies will be refunded once registration is completed. A \$25 fee will be charged for all returned checks.

F L E C K E N S T E I N G A L L E R Y
&
A R C H I V A L F R A M I N G

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Tuesday - Friday 11 a.m. - 7 p.m.
Saturday 12 p.m. - 5 p.m.
and by appointment

The Business of the Artist

IN DETAIL

THE BUSINESS BASICS OF THE PROFESSIONAL ARTIST
SEPTEMBER 9 1-4 PM

NANCY SCHEER WILL SPEAK ON ARTS CAREER GOAL-MAKING: THE BASICS OF BUSINESS AND TIME MANAGEMENT IN CREATING ART WILL BE DISCUSSED, AS WELL AS RESUME & ARTIST STATEMENT WRITING, BASIC MARKETING AND PROMOTIONAL PROJECTS AND PORTFOLIO PREPARATION.

BUSINESS PRACTICES & FINANCIAL RESOURCES FOR THE ARTIST

SEPTEMBER 16 1-4 PM

NANCY SCHEER WILL SPEAK ON GALLERY/MUSEUM RELATIONSHIPS, MARKETING STRATEGIES, PRESS RELATIONS, ADVERTISING AND BUSINESS ETIQUETTE. JULYEN NORMAN, SENIOR PROGRAM OFFICER FOR VISUAL ARTS OF THE MID ATLANTIC ARTS FOUNDATION WILL ALSO SPEAK ABOUT GRANTS, RESIDENCIES AND OTHER ARTS PROGRAMS AND FUNDING OPPORTUNITIES FOR VISUAL ARTISTS.

PHOTOGRAPHING YOUR ART

SEPTEMBER 23 1-4 PM

DISCUSSION AND DEMONSTRATION BY PHOTOGRAPHER ERIC GREENBECK ON PHOTOGRAPHING 2 AND 3-DIMENSIONAL ARTWORK, INCLUDING THE BASICS OF THE CAMERA, CAMERA EQUIPMENT, LIGHTING, FILM, AND PROCESSING FOR SLIDE PRESENTATION. IF YOU OWN A CAMERA, PLEASE BRING IT!

THE ULTIMATE PORTFOLIO: THE ARTIST'S WEBSITE

SEPTEMBER 30 1-4 PM

DISCUSSION AND DEMONSTRATION BY ARTIST/WEB DESIGNER DRURY BYNUM DETAILING THE IMPORTANCE AND SIGNIFICANCE OF HAVING A WEBSITE OF YOUR ART AS A MARKETING TOOL, UNDERSTANDING BASIC INTERNET/WEB TERMINOLOGY AND RELATED SOFTWARE PROGRAMS, AS WELL AS DETAILS OF MATERIALS/PLANNING NEEDED TO CREATE YOUR OWN WEBSITE OR HAVING A DESIGNER CREATE ONE FOR YOU.

TAXES AND THE FINE ARTIST

OCTOBER 7 1-4 PM

A BALTIMORE-BASED CPA WILL SPEAK ON THE ISSUES CONCERNING BEING A SOLE PROPRIETOR, LLC AND/OR NON-PROFIT. DETAILS WILL BE DISCUSSED ON FILING YOUR TAXES AS AN ARTIST, INCLUDING PREPARATION, INCOME ISSUES, DEDUCTION DEFINITIONS AND RELATED ISSUES DIRECTED TO THE FREELANCE ARTIST, SMALL BUSINESS OWNER AND NON-PROFIT ARTS ORGANIZATION.

LEGAL ISSUES OF THE FINE ARTIST

OCTOBER 14 1-4 PM

MAUREEN COHEN HARRINGTON, LEGAL REPRESENTATIVE FROM THE INTELLECTUAL PROPERTY GROUP AND THE WALA (WASHINGTON AREA LAWYERS FOR THE ARTS) WILL SPEAK ABOUT THE LEGAL ISSUES FINE ARTISTS FACE, SUCH AS CONTRACTS, COPYRIGHTS, LICENSING AND OTHER BUSINESS ISSUES RELATED TO THE FREELANCE ARTIST, SMALL BUSINESS OWNER AND NON-PROFIT ARTS ORGANIZATION.