

# Business of Art Conference 2020 – Schedule of Events

## DAY ONE: Friday, March 6

Noon	12:45pm	Conference Check In	COMMUNITY GALLERY
12:45pm	1:00pm	Welcome	MAIN GALLERY
1:00pm	2:00pm	KEYNOTE: Generating Identity & Income Through Art: Stepping stones to stability with <b>Jonathan Castro</b>	MAIN GALLERY
2:15pm	3:15pm	SESSION A: Finishing & Displaying Your Art with Kristen Greteman and Clark Colby	MAIN GALLERY
		SESSION B: Establishing Your Web Presence as an Artist with Nate Ripke	DANCE STUDIO
3:30pm	4:30pm	SESSION A: Write it Right: Assembling words for artists with <b>Anna Segner &amp; Naomi Friend</b>	MAIN GALLERY
		SESSION B: Taxes and Record Keeping for Creative Entrepreneurs with <b>John Short</b>	DANCE STUDIO
4:45pm	5:45pm	SESSION A: Making Friends with Social Media: Building an engaged online community through authentic, visually-inspired, and appealing content with <b>Kara Grupp</b>	MAIN GALLERY
		SESSION B: Finding Your Creative Flow with <b>Beth Weninger</b> HANDS ON SESSION – SPACE LIMITED	DANCE STUDIO

## DAY TWO: Saturday, March 7

8:30am	9:00am	Conference Check In	COMMUNITY GALLERY
9:00am	9:15am	Welcome	MAIN GALLERY
9:15am	10:15am	SESSION A: Defining Success: Part time vs. full time artistry with <b>Brandon (ASPHATE) Warner</b>	MAIN GALLERY
		SESSION B: Eco-Friendly and Sustainable: Changes we can make to make a difference with <b>Jade Dirks</b>	DANCE STUDIO
10:30am	11:30am	SESSION A: Grants: Practical tips on how to find funding and craft your proposal with <b>Sandra Norvell</b>	MAIN GALLERY
		SESSION B: Rendering Stories: What white artists need to learn from the <i>American Dirt</i> problem with <b>Nancy Gebhart</b>	COMMUNITY GALLERY
11:30pm	1:00pm	Lunch with table discussions	DANCE STUDIO
1:00pm	2:00pm	KEYNOTE: Doubling Strength Through Collaboration with <b>Jonathan Castro</b>	MAIN GALLERY
2:15pm	3:15pm	SESSION A: Building & Organizing Your Art Practice and Business from the Inside Out with <b>Melynda Van Zee</b>	MAIN GALLERY
		SESSION B: Leading a Triple Life: Strategies for a successful art career while being an art teacher/mother with <b>Jody Boyer</b>	DANCE STUDIO
3:30pm	4:30pm	SESSION A: Get Your Work Out there: Strategies for finding and funding an exhibition with <b>Julia Franklin</b>	MAIN GALLERY
		SESSION B: Improving Your Art Fair Booth with <b>Erin Carpenter</b>	DANCE STUDIO

Ames Community Arts Council & Octagon Center for the Arts partner to bring you the Business of Art Conference with generous support from VisionBank, The City of Ames Commission on the Arts (COTA) and Brackets Custom Window Coverings.