

Welcome!



where creative people come to connect & learn



March 6, 2021 | 8 AM - 4:15 PM

Jenie Gao, 2021 Keynote Speaker

Please visit www.amesart.org to learn more about for the Ames Community Arts Council and www.octagonarts.org to learn more about the Octagon Center for the Arts.

Hosted by the Ames Community Arts Council and the Octagon Center for the Arts, the Business of Art Conference is being supported in part by the City of Ames Commission on the Arts (COTA) and the Iowa Arts Council's Art Project Grant. Funding for the Art Project Grant is made possible by an annual appropriation from the Iowa Legislature to the Iowa Arts Council, a division of the Iowa Department of Cultural Affairs and by the National Endowment for the Arts.



Program

8:00 - 8:45 AM | CHECK IN with music by Reggie Greenlaw

8:45 - 9:00 AM | WELCOME AND OPENING REMARKS

9:00 - 10:00 AM | KEYNOTE ADDRESS 1

Creative Leadership and Cultural Renaissance -- Jenie Gao

10:00 - 11:00 AM | PRESENTATIONS 1

SESSION A: Losing the Spark...
-- Tim Read

SESSION B: Work of Art:
Pricing -- Adia Morris
Swanger

11:00 - Noon | PRESENTATIONS 2

SESSION A: Low Effort – High
Reward Marketing Strategies
-- Kori Heuss

SESSION B: Make a Living as
an Artist -- Liz Lidgett

NOON - 12:15 PM | BREAK

12:15 - 1:15 PM | KEYNOTE ADDRESS 2

Art and Community Ecosystems -- Jenie Gao

1:15 - 2:15 PM | PRESENTATIONS 3

SESSION A: Can You See It
When No One Else Does? --
Juliana Jones

SESSION B: Tax, Financial and
Accounting Issues for Artists
-- David Bright

2:15 - 3:15 PM | PRESENTATIONS 4

SESSION A: Mama Don't Let
Your Babies Grow Up to Be
Artists -- Jimmy Longoria

SESSION B: "Artrepreneurship"
at Iowa State University --
Jennifer Drinkwater, Karen
Kerns, Ingrid Lilligren, Ana Luz
& Dave Biedenbach

3:15 - 4:15 PM | INTERACTIVE / MAKER SESSIONS

SESSION A: Botanical
Zendoodle -- Sara Merritt

SESSION B: The Art of Tea --
Kristin Roach

SESSION C: Needle Felted
Succulents -- Sarah Cady

SESSION D: Dance Like No One
is Looking -- Valerie Williams