

THE WORK OF ART CONFERENCE

OCTOBER 14 · 9:00AM - 4:30PM

The Work of Art Conference is happening again!

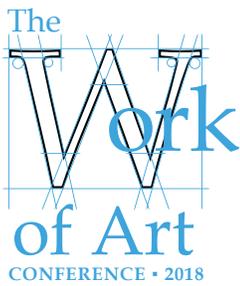
It's a full day of workshops geared towards helping artists to take their professionalism to the next level and learn business skills.

This year we are excited to announce that we will have sessions for visual, performing, and literary artists catering to their specific professional needs.

**Contact the Arts Council of Surrey to register or for more information
604-594-2700 info@artscouncilofsurrey.ca**



artsCOUNCIL
OF SURREY



SESSION INFORMATION + PRESENTERS

9:30am - 10:00am
in the Black Box Theatre
**Top Arts BC Hotline
questions - and answers!**

Arts BC's team has walked in your shoes. We know the challenges that

community arts and culture leaders face on a daily basis. More importantly, we help solve problems. Our regional team of consultants and advisors have heard from arts organizations across the province through Arts BC's 1-844-Arts 911 Hotline service. I will highlight the top problems we hear and provide links and handouts to tackle some top questions in Community Engagement, Communication, Risk Management, Governance, Organizational Life Cycle, Capacity, Digital and, time permitting, a few other relevant and pressing issues facing participants.

Presented by our Key Note Speaker, Kathy Ramsey, President of Arts BC

Until her relocation to her home island of Salt Spring in January of 2015, Kathy Ramsey was the owner-operator of the Gabriola Artworks gallery on Gabriola Island, establish in 1996. Founding member and board member of the Gabriola Arts Council in 1997, founder of the Gabriola Studio Tour in 1997, President of the Gabriola Arts Council from 2005-2013, during which time she was the chair of the inaugural Gabriola Theatre Festival and the chair of the inaugural Isle of the Arts Festival.

Kathy Ramsey has been President of Arts BC since 2014 and the co-chair of the past five Arts BC's annual professional development conferences. She is the Community Engagement specialist on Arts BC's Insight Team and has been recognized as a 2012 Community Art Champion for BC. In 2010, she chaired the National Community and Campus Radio Conference. Prior to 1996, Kathy worked as a reporter for various publications including the Vancouver Sun newspaper. A mother of seven awesome kids (5 of which are gainfully employed in BC's creative economy!), when Kathy's not busy nerding out about community cultural development, she's out walking in the woods with her sweetie and their 3 yr old Chocolate labrador.

10:15am -12:15pm in the Conference Room

STEAM, not STEM - How Artists are more Techie than Anyone Thinks!

Today's big worry in education seems to be all about how to get more people to head into the STEM fields – Science, Technology, Engineering and Math. Here's why we should be heading for STEAM instead: Science, Technology, Engineering, ARTS and Maths. And a little further exploration shows us very clearly how critical the Arts disciplines are to the other four, driving innovation and breaking barriers on every front. Integration of all five disciplines is vital for the successful rescue of our planet, and we'll examine the role of the Arts, yesterday, today and tomorrow in that effort.

Presented by Leah Murray

Leah Murray is a writer-photographer and small business technology consultant based in BC, Canada. She acquired her first SLR camera and a moonlighting job on her local paper in the late 70's, combining images and words in one forum: that sideline came with informal instruction from professional photographers and publishers, a chemically-based developing lab and supplies of black & white film. Around then she became convinced that wandering alone through the wilderness was far less frightening than photographing a bridal party. When desktop computers arrived in the '80's, she was immersed in technical support, programming and related business writing. Internet development followed and courses at Humber College in graphic arts, internet development and design, and digital imaging took her through the '90's.

Leah uses skills in business and poetic writing, business analysis from a technology standpoint, photography of eco-systems, products, industrial/agricultural facilities and livestock for print and web, photo/documentation restoration, recovery and digital archiving to earn her living. Her work has been published and exhibited in a variety of forms through the years, most recently with the release of "Myths & Legends", a digital video at the White Rock Museum, featuring the varied cultural and geographical stories at work in the Canadian Landscape.

10:15am -12:15pm in the Black Box Theatre

Navigating your Online Presence

This session will help you maximize your time online and get your work in front of people who need to see it. Spend more time creating and less time on social media with carefully crafted copy and a feed that's swoon worthy. Discover the best online platforms for your ideal audience and WHY!

Presented by Leslie Kuny & Jill Nadon, Shift Handmade

The Shift is a handmade market & coaching business founded by sisters Leslie Kuny and Jill Nadon. Both women have diverse backgrounds in art and business. Leslie has a Bachelor of Fine Arts and years of working in retail and merchandising. This has given Leslie a sharp creative eye with a passion for shape, space, colour, and how all three work together. Jill has a Bachelor of Science and spent years working in the professional engineering field. She has learned how big business operates, and helps artisans apply these principles on a smaller scale. The Shift is powered by coffee and laughter while supporting and encouraging artists, handmade hustlers, and diverse dreamers to grow a business and life they love.

VISUAL ARTS

1:00pm - 2:30pm in the Black Box Theatre

Master you Merchandising

My art is gorgeous, why isn't anyone buying it?! If you've ever thought this, this session is for you. We will walk you through the ins and outs of retail merchandising, visual display, and how

to make your booth feel warm, inviting, and most importantly, shop-able. Learn how to apply the tricks the big companies use, but framed in a way that works for small, artsy businesses.

Presented by Leslie Kuny & Jill Nadon, Shift Handmade

LITERARY ARTS

1:00pm - 2:30pm in the ACS Gallery

The Business of Being an Author

This presentation will look at the business side of publishing, and the job of 'author' in relation to self-publishing and trade publishing. How can we engage in professional development to further hone our skills as a writer and what role does networking play in the world of writers/readers?

Presented by Cristy Watson

Cristy Watson is an award-winning author of eight published accessible novels for a YA audience. She is very engaged in the literary community, through public readings, workshops, volunteering at the Surrey International Writer's Conference, and hosting Zero to 360, a monthly open mic through Surrey Arts and Recreation.

PERFORMING ARTS

1:00pm - 2:30pm in the Conference Room

Taking the Step to professionalism - The Performers Journey

In this session we will explore what it takes to step out into the world of being a professional performer. We will take a look at preparing ourselves as our instrument mentally, physically and psychologically as seen through the speaker's journey. The participants will have an opportunity to experience a few of the processes that we go through taking the step to present ourselves professionally. We will talk about the importance of the unions in a performers career and finish with a Q&A period.

Presented by Patricia Dahlquist

After leaving her Theatre studies at the University of British Columbia, Patricia Dahlquist became a member of Actor's Equity, the professional theatre performers union, in 1971. Patricia also achieved her membership into ACTRA, the Association of Canadian Television and Radio Actors that same year, after several years of apprenticeship. She has appeared on stage with few breaks, from 1968 until 2004, has appeared in 5 movies of the week, 10 episodic TV series, over 200 national TV commercials as spokesperson and recorded innumerable radio jingles and voice-overs. In 1976, Patricia won a Juno Award for her CBS single, Keep Our Love Alive, which is still being played on gold rotation across Canada. She has also recorded for Sesame Street, the Yukon Tourism Association as well as 2 children's albums, A Fly In My Soup and Baskets of Joy with the Grace Notes, who were nominated for Best new children's album, by West Coast Music Awards in 1998.

Patricia has been teaching voice and mentoring students of voice and musical theatre since 1978 as well as conducting her performance class, Stepping Out, in Toronto, the Yukon and Vancouver. She continues to produce albums for other recording artists, notably producing three albums for recording artist mister Blake, who, as a child star made I Only Want to Be With You a huge hit.

As well as supporting other performance organizations in Metro Vancouver, Patricia produces performances for her non-profit, charitable organization, the Young People's Opera Society of BC. She is also on the Board of Directors of the Arts Council of Surrey and is a passionate advocate of the Arts specifically in Surrey and neighbouring communities. For her contribution to the arts in Surrey, Patricia was awarded a City of Surrey Civic Treasures Award at an investiture at the Surrey Arts Centre in 2013.

2:45pm - 4:15pm in the Black Box Theatre

The Dynamic Presenter

Part One:

Through a proven set of simple, enjoyable exercises, you'll learn to relax, develop your voice and increase your power of projection.

This workshop will present the primary and most important lesson from a full series of exercises for helping you to become a more dynamic and relaxed speaker.

Posture and diaphragm control are the basic elements for projection. In this forty-minute session, you will learn the secret of relaxation and triple the power of your delivery. You will also be given handouts for further work at home.

Part Two: The Spoken Word

Part Two will focus on how to read your written words in an engaging way to transform your poetry/book reading into an event (or poem) to be remembered. The workshop will present many different strategies and practical advice on: selecting the best poems/stories to read out loud, breaking through nerves/anxiety and knowing/targeting your audience,

There will be an opportunity for everyone to practice, and share their readings with the group.

Presented by Ben Nuttall-Smith

Ben Nuttall-Smith studied Theatre, Voice and Music at McGill University in Montreal, at the Saint Michael's Choir School in Toronto and at the University of Windsor, and earned a Master's Degree in Theatre from Western Washington University.

He has taught Theatre and Voice at all levels from primary school classes to senior secondary school and adults and has directed numerous Theatre and Musical Theatre productions.

Ben has worked as a radio announcer and has experience as an actor, performing numerous roles including Henry Higgins in My Fair Lady and Tevye in Fiddler on the Roof.

WORK OF ART CONFERENCE SCHEDULE – SUNDAY, OCTOBER 14, 2018

9:00am - 9:20am	Check in		
9:20am - 9:30am	BLACK BOX THEATRE		
	Opening Remarks		
9:30am - 10:00am	BLACK BOX THEATRE		
	KEY NOTE SPEAKER Kathy Ramsey, President of Arts BC: Top Arts BC Hotline questions - <i>and answers!</i>		
10:00am - 10:15am	Break		
10:15am - 12:15pm	CONFERENCE ROOM	BLACK BOX THEATRE	
	Leah Murray: STEAM, not STEM - How Artists are more Techie than Anyone Thinks!	Leslie Kuny & Jill Nadon, Shift Handmade: Navigating your Online Presence	
12:15pm - 1:00pm	Lunch		
1:00pm - 2:30pm	BLACK BOX THEATRE	ACS GALLERY	CONFERENCE ROOM
	Visual Arts	Literary Arts	Performing Arts
	Leslie Kuny & Jill Nadon, Shift Handmade: Master you Merchandising	Cristy Watson: The Business of Being an Author	Patricia Dahlquist: Taking the Step to professionalism - The Performers Journey
2:30pm - 2:45pm	Break		
2:45pm - 4:15pm	BLACK BOX THEATRE		
	Ben Nuttall-Smith The Dynamic Presenter		
4:15pm - 4:30pm	Closing Remarks & Feedback		

Presented by the Arts Council of Surrey | Located at Newton Cultural Centre, 13530 72 Avenue, Surrey

Preregistration Required \$25* per person (Includes lunch)

*Must be an Arts Council of Surrey Member. (Contact 604-594-2700 or info@artscouncilofsurrey for info and rates.)

REGISTRATION FORM

NAME: _____ PHONE: _____

ADDRESS: _____

EMAIL: _____

Preferred 10:15am Session: STEAM, not STEM Navigating your Online Presence

Preferred 1:00pm Session: Visual Arts Literary Arts Performing Arts

PAYMENT: VISA MASTERCARD DEBIT CHEQUE CASH

CARD NUMBER: _____ EXPIRY: _____

SIGNATURE: _____ DATE: _____

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