

# ARTSMART 2.0



## Break Out Sessions Saturday, April 14, 2018

**MORNING SESSION 10:00-11:45**

### **Lanie Frick**

2017 BOMH Professional Development Award Winner

#### **The Value of a Continued Education On-Line Mentorship Class**

What components make an on-line art class successful for student and instructor

##### Topics Covered:

- ◇ PDF lesson visual design and use
- ◇ Video lessons
- ◇ Schedule
- ◇ Selecting the right class and instructor
- ◇ How to maximize class information
- ◇ How it can take your work to a new level

Lanie Frick



### **Allison Norfleet Bruenger Marcia Menendez Marcia Whitt**

#### **Marketing Tips (Instagram/Etsy/Facebook)**

Afraid to take that first step? Learn the fundamentals of Facebook, Instagram and Etsy. Three seasoned e-sellers bring you tips to help make your business shine online.



left: Marcia Menendez; center: Allison Norfleet Bruenger; right: Marcia Whitt

### **Sherry Haney**

#### **Staying Organized with a Travel Journal**

Don't be fooled by the name "Travel Journal". Its uses are for more than just traveling. I have many sections in mine that are interchangeable. I am constantly switching them out so that I have with me only the sections I need at the time.

I'll show you how I use mine to organize all the shows that I want to be in, without overlapping. How I organize and plan my week to avoid frustration. I even have different booth layouts inside one section, each

based on the booth size. My goals, names of paintings I want to paint...the list goes on.

It can get expensive using this system, but I've come up with my own templates (which I'll be sharing) and even create my own leather covers (which I'll also be sharing).

At the end of the breakout session, we will have a drawing and one lucky artist will get to take a travel journal home with them.



Sherry Haney



## Break Out Sessions Saturday, April 14, 2018

**AFTERNOON SESSION 2:15-4:00**

### **Lorraine McFarland**

#### **Plein Air is Not For Sissies**

Each Spring I can barely contain my excitement as the plein air season approaches, but it wasn't always that way. I considered quitting many times in the first few years because I learned that



*Lorraine McFarland*

PLEIN AIR IS NOT FOR SISSIES. We must contend with crazy weather, bugs, poison ivy, animals, bugs, curious and talkative onlookers (which I love), cowpies, and bugs - oh did I already say bugs? Not to mention - when will I eat and when will I sleep? I work very hard from sunup to sundown, but the rewards are many! I produce some of my best work at a plein air event and it SELLS!

Plein air painting takes lots of careful planning and preparation. Going into my 10th year, I feel I've got a pretty good handle on it. I'll share some insights and hints to help you avoid some of the common problems that make many artists give up on plein air and help you make your experience fun!

### **Angela M Brame**

#### **Staying energized in your discipline**

How I learned to get out of my own way during my One-Per-Day Challenge. My pieces started on 1/1/7, but the thought process started in the spring of 2015. I'll talk about staying focused and organized during the challenge, as well as staying excited and pushing my creativity through the whole 1 year process.



*Angel Brame*

### **Strategies for "Seasoned" Artists A Round-Table Discussion**

#### **Facilitators: Carol Knox, Angela Krieger**

More and more we get questions from our members about how to gracefully move into the next stage of their art career as it gets harder and harder to travel and do art shows.

We'll ask the participants in this break out to join in a round-table discussion, asking questions and providing answers. Come with your concerns and hopefully leave with some insights and encouragement.

This is what BOMH membership is all about. Learning and sharing with others.

*top: Carol Knox; bottom: Allison Krieger*



**Missouri Artisans Association/The Best of Missouri Hands**

2101 West Broadway, #322, Columbia, MO 65203

www.bestofmissourihands.org | admin@bestofmissourihands.org

