



SECOND ANNUAL ARTISTS CONFERENCE SCHEDULE

“Where Nature and Culture Meet”

Friday, May 5, 2023

9:00 am – 4:00 pm

Cuscowilla Nature & Retreat Center
210 SE 134 Ave, Micanopy, FL 32667

Registration & Continental Breakfast Sponsored by Queenchiku Ngozi Art Gallery, Inc. 501(c)3 Registration Open, Networking, and Continental Breakfast	9:00 am – 9:30 am
Welcome, Introductions & Ice Breaker Commission Chair, Anna Prizzia David Ruiz, Arts Council Chair	9:30 am – 10:00 am
Poetry Reading E. Stanley Richardson, Poet Laureate	10:00 am – 10:05 am
State Legislative Update Gina Peebles, Alachua County	10:05 am – 10:15 am
Winning the Grant and Telling Your Story Carol Velasques-Richardson - Arts Council With more than 25 years as an Arts Manager and Reviewer for local, state and federal grants, attendees will learn valuable information on what reviewers look for to help you score well on your next grant.	10:15 am – 11:00 am
Beverage Break Sponsored by Queenchiku Ngozi Art Gallery, Inc. 501(c)3	11:00 am – 11:15 am
Fundraising is Good Networking Dr. Queenchiku Ngozi – Arts Council This presentation will highlight strategies of fundraising for success, including resources for easy planning and executing, and building a social network. Attendees will be empowered towards developing a successful fundraising strategy.	11:15 am – 12:00 pm
Lunch Sponsored by <i>Visit Gainesville, Alachua County, FL</i>	12:00 pm – 12:45 pm
Protecting Your Intellectual Property Thomas C. McThenia, Jr. – Gray Robinson Artists often struggle with intellectual property legal issues such as protecting their works of art and their publicity rights or building their brand with copyrights and	12:45 pm – 1:30 pm

trademarks. This session will help participants learn about intellectual property for artists and using social media and technology in their art and businesses.	
How to Use TikTok to Market Your Brand Ellie Higgins – <i>Visit Gainesville, Alachua County, FL</i> Attendees will learn how to create marketing content on TikTok including how-to's and app basics. <i>Visit Gainesville, Alachua County, FL</i> will share examples of their successful marketing campaign to inspire you to market your brand on TikTok.	1:30 pm – 2:15 pm
Break Sponsored by TBD	2:15 pm – 2:30 pm
Producing “The Ashtray,” a Community Zine Zach and Pat – Co-Editors Since December 2021, “The Ashtray” has published a monthly zine featuring local art, poetry, and writing – promoting and connecting creative people. Zach and Pat will discuss their experience building “The Ashtray,” its challenges, and many successes.	2:30 pm – 3:15 pm
Get Seen, Get Heard: Local Resources for Getting Your Art to the World Joon Thomas - Independent Artist; Owner, Palmstone Studio; Member, Sweetwater Print Cooperative Artists are used to having to do it all, not only creating their art, but also serving as their own business and publicity managers. Technology has made a great many tasks possible that were once beyond the reach of the individual creator, but technology can also be overwhelming and eat away at the time you would rather be creating. Fortunately, our community offers a plethora of resources for the visual artist, writer or musician. You don't have to reinvent the wheel. Joon Thomas offers strategies for the best ways to use local expertise to enhance your art and get it out to the world.	3:15 pm – 4:00 pm
Closing Remarks	4:00 pm