

November 16 & 17, 2018
Dixie State University North Plaza Art Department
46 S 1000 E | St. George, UT | 84770



Founding Honorary Co-Chairs

Paul and Susan Bingham – Welcome and Emcees

FRIDAY EVENING RECEPTION: DSU SEARS ART MUSEUM in the Eccles Fine Arts Center

Fiona Phillips, Artist

Art as a Catalyst for Change

Fiona believes art can go beyond representation toward work that can inspire, educate, and promote change. She declares, "By using art as a vehicle to make people aware of social and political problems an artist may contribute to society in a positive way. Historically, artists have been using art as a platform for encouraging change for centuries. Today's artists may find that even small gestures can create waves of awareness and hope for solutions to societal problems."

You are welcome to friend or follow her on:

Website: <http://www.fionabphillips.com/>

Instagram: @feebeephillips

Facebook: @fionaphillipsfineart/

SATURDAY LUNCHEON & KEYNOTE: DSU Eccles Fine Arts Center GRAND FOYER

Doug and Diane Adams and their young son, Ryan

Art as a Family Affair

Doug Adams was a steel worker for thirty years. His artist wife, Diane, inspired him to follow his passion to create metal sculpture and pursue bell making. Diane has been a self-employed professional artist for 25 years. Doug and Diane's work has literally and figuratively fused together. She approached Doug and said, "I'm going to have to learn how to weld now." His metal work bell making is seen throughout her paintings and frames and her glasswork is fused into his bells. Now their young son, Ryan, has become part of the team. Their lives and art have seamlessly melded into alchemy of sorts, and they move toward the future feeling very fortunate indeed.

You are welcome to friend or follow them on:

Website: <http://www.dougadamsbells.com/artist.html>

Website: <http://www.dianneadamsart.com/about-the-artist/>

Facebook: <https://www.facebook.com/profile.php?id=100009539671276&fref=ts>

Facebook: <https://www.facebook.com/search/top/?q=dianne%20johnson%20adams>

Instagram: @dougadams5823

SATURDAY BREAKOUT SESSIONS: DSU North Plaza Art Department

1. A.R.T.I.S.T. = Advancing Relationships Through Interactive Successes Together — Carol Merrill-Flitton, Artist and Owner of Merrill Academy of Fine Arts

Join in the fun as you discover ways to network and develop meaningful relationships with other artists in your community. Find creative ways to develop art groups, associations and/or organizations. You can enhance your skills, develop friendships and make a difference by supporting others with their artistic dreams. Art has the power to transform, to illuminate, to educate, to inspire and motivate. Let's do it together!

Learn more:

Website: <http://merrillfinearts.com/>

2. Real Artists Don't Starve, by Jeff Goins—Marie Withers, Real Artists Don't Starve, by Jeff Goins

In 2017, Marie discovered a book entitled Real Artists Don't Starve by Jeff Goins. She is using the book as a resource in setting up her own art business. This common-sense approach of how one can be an artist and make a living, provides some practical and excellent ideas. Come learn, from this book review, how you can improve your chances of making art and funding your art business, without going under, financially.

3. Can Excel Be Helpful in Tracking Your Art? — Helen Saar, Professor of Finance in the Department: College of Business & Communications

Come prepared to learn simple tricks to help you track your finances, art, and customers. Helen will share some simple Excel tools to help artists budget, track costs, and handle customer relations. Classes will be held to 20 to give more time for questions. **Each Business of Art participant is receiving a flash drive with an Excel document already set up!**

4. Instagram: The Perfect Level for You —Katrina Berg, Oil Painter, Mother of 5

Instagram for Beginners:

Learn to set up an Instagram account, create an ideal bio for you and your work, discover what to post about, how to use hashtags and more. Please only come to this class if you do not have an Instagram account. You'll need a smart phone or tablet to participate in this class.

Instagram for Intermediate Users: Email Newsletters & Press Intermediate

You've got an Instagram account & you're posting regularly. Learn how to elevate your Instagram, fine tune your email newsletter, and go after Press opportunities.

Instagram for Advanced Users, Email & Press for the advanced

You're selling on Instagram and want to learn how/refine the way you use stories, igtv and collaborate on the platform to improve your engagement. We'll evaluate your newsletter, find new press opportunities, & help you simplify your social media and make the most out of your time so you can spend more time creating.

Learn more:

Website: www.katrinaberg.com

instagram: [@katrina.berg](https://www.instagram.com/katrina.berg)

www.katrinaberg.com

5. How to Photograph Your Art — Deborah Bice, Professional Photographer

If you are planning to advertise your art pieces in various multi-media resources it is important that what the customers see is exactly the quality and color they will be getting. This class is for all types of art. What you will learn will help you understand how to photograph your art and provide quality photos for various publications and the internet.

Learn more:

Website: www.wild-west-gypsy.smugmug.com

Instagram: [deborah_bice](https://www.instagram.com/deborah_bice)

Facebook: [Wild-West-Gypsy Photography](https://www.facebook.com/Wild-West-Gypsy-Photography)

6. Art Shows and Grants — McGarren Flack, Artist and DSU Art Professor

Have you ever wanted to know how to apply to an art show and get in? Maybe you have applied to obtain a grant but was rejected. This session will look at the "art" of applying to art shows and grants. You will learn how to find the right shows to apply to, along with resources on how to find the shows. Get your art prepared to submit to shows/grants and what to write in order to receive the award. We will look at failed and successful applications and learn why they failed or succeeded.

Website: <http://www.flackstudio.com/>

7. Facebook- Professional Page Promotion — Bobbi Wan-kier, Founder of "Arts to Zion Southern Utah"/Southern Utah Facebook Network and the "Arts to Zion" Art and Studio TOUR.

Facebook is changing! There will be three separate classes taught: beginning, intermediate, and advanced. Learn how to create relevant, shareable content in your business posts, and how to share them to grow your business network. We only teach artists our secret to success!

Facebook: [Arts To Zion / Southern Utah](https://www.facebook.com/Arts-To-Zion-Southern-Utah)

8. Design and Composition: Making a Greater Impact— J. Kirk Richards, Artist

The human mind responds to organization. We'll discuss a variety of ways to organize design elements in our compositions, to create artwork that moves the viewer.

Website: <http://www.jkirkrichards.com/>

9. What Type of Art Business is Right for You — **Shawn Robinson**, President of Robinson Tax and Accounting, LLC, dba, Briggs' Business and Tax Services

Throughout this informative session we will look at the various types of entities that are available and explore which one is right for you. We will delve into whether you are a business or if this is something you are doing as a hobby and would like to occasionally sell a few items. In the second part we will look at the tax structure for each of these entity types. By the end of this session you will be able to make an informed decision on the type of entity you would like to setup and will have a better understanding of how to set it up.

10. Creativity and Genius — **Glen Blakley, (moderator), Steve Visaunet, Tonya Visaunet, Gary Sanders, and Carol Bold**

The panel discussions have been so popular, annually we bring together some of the most creative minds to address relevant issues in a more formal class setting. These professionals all have highly successful art careers and/or profound influence on artists of different ages and stages of their careers. All artists want some inside information from successful people. Questions may include:

When did you decide to pursue your profession—teacher, professor, administrator, or business owner?

What is it about your profession that you find most challenging?

What was the most difficult project you have ever undertaken, and what was it that made it so difficult? How did you resolve the problem?

What is your criteria for excellence?

How do we realize independent vision?

How do we understand aesthetic expression?

How do we cope with cultural critique and commentary?

How do we strive to be socially responsible—do we need to be socially responsible?

Are we part of a social and political environment from which art and artist emerge?

Is it possible to be creative and be detached from social values and politics?