

PRO362-PRO369



Become a Master at

MARKETING

your artwork

Begins: September 13, 2008

***Allegany Arts Council
9 North Centre Street
Cumberland, Maryland***



***A New Series presented by
Allegany College of Maryland Institute for Professional
Development and Extended Learning
in Partnership with the Allegany Arts Council***

www.allegany.edu





Become a Master at MARKETING your artwork

Allegany College of Maryland's Institute for Professional Development and Extended Learning is pleased to partner with the Allegany Arts Council to offer this timely and educational series of classes on Marketing Your Artwork.

Most* of the classes will be offered at the Allegany Arts Council's new community room located at 9 North Centre Street. The classes will meet on various Saturdays from 10:00AM - 12:00Noon. Coffee, tea and light refreshments will be served.

COURSE DESCRIPTIONS

PRO362 Wholesale Selling with Andy Vick. Andy Vick has been the Executive Director of the Allegany Arts Council since April of 2003. Prior to his move to Cumberland, he worked as a full-time artist, Marketing Director and a Human Resources Manager. Andy is extraordinarily active in the community and will bring a vast array of experience to this class. Topics covered include: Making the move to wholesale; Creating a catalogue; Advertising; Maintaining inventory; and Shipping.

9/13/08 Saturday 10:00 AM-12:00 NOON

PRO363 Selling Artwork Online with Lisa Cesnick. Lisa is an information technology consultant specializing in teaching businesses how to best utilize technology for profit and performance. She has a BS from Towson University and has extensive consulting experience with global corporations, local businesses, and individuals. She has taught numerous Computer Science courses for Allegany College of Maryland.

In this class, Lisa will offer an in-depth look at the features offered by some of the best art selling websites including examining traffic trends at top art websites, how to help buyers find your artwork, and how to decide which art selling website is best for your art. She will provide a top ten list of websites and a list of tips for selling your artwork online.

**This class is the only one in the series that will not be held at the Arts Council. This class will meet in the Jon Loff training room, Computer Lab #16 in the CE building of Allegany College of Maryland. For directions to the college, please log on to www.allegany.edu or call 301-784-5121.*

10/4/08 Saturday 10:00 AM-12:00 NOON

PRO364 The Ins and Outs of Self-Employment with Mark Malek. Mark is a business consultant with Tri-County Council for Western Maryland. He has a BS and MBA from Frostburg State University and has completed significant doctoral course work. He taught in the Frostburg State University MBA program for 10 years, teaching primarily in the fields of Strategic Planning and Marketing. Mark brings a tremendous amount of expertise to this program. Just in time to organize yourself for a successful 2009! Topics include: Writing a business plan; Pricing; Record Keeping; Accepting credit cards; and Taxes.

11/8/08 Saturday 10:00 AM-12:00 NOON

PRO365 Creating Powerful Slides with David Romero. David Romero is an award-winning photographer and owner of Vibrant Image, a commercial photographic and web design studio. His commercial photographic portfolio includes art and crafts as well as portraiture, architecture, culinary arts, technology, and consumer products. Lately David has also been working outside his studio "on assignment" for various high quality magazines covering feature stories, both large and small. The quality of your slides can be the difference between your work being accepted or rejected. Improve your chances of being accepted into high-end shows by knowing what the jury is looking for in a set of slides. Understand how to make your images stand out. You can do it yourself with a modest investment or you can hire a pro. You'll be introduced to both approaches.

03/28/09 Saturday 10:00 AM-12:00 NOON

PRO366 Selling at Craft Shows: How best to present your work and yourself with Mary McCunn. Mary holds a degree from the Art Institute of Pittsburgh. She lives and works from her studio in Cumberland where she utilizes her extensive experience in business management, merchandising and marketing. Mary is extremely active in the local art community. She enjoys teaching at the Arts at Canal Place in Cumberland where she was elected to the lead position of Gallery Coordinator. She instructs out of her studio, as well as occasionally with the Garrett County Arts Council at the Discovery Center on Deep Creek Lake. If you are considering making your art work available for sale at art & craft events, this is the class for you. Mary will introduce you to the basics of designing your physical booth and display space while highlighting some important do's and don'ts of display. She will touch on how best to present you so you keep customers once you have grabbed them with your booth design and art work. She will provide a list of various suppliers and prepare you with an art & craft checklist to cover your needs before and during the show.

04/18/09 Saturday 10:00 AM-12:00 NOON

PRO367 Working with Local Galleries. Representatives from The Saville Gallery, The Artec Gallery and The Gilchrist Gallery will offer insights into how they operate including, the differences between galleries, how they each select shows, what they look for in new exhibits, and how to make your exhibit meet your expectations. Ample time will be allotted for your questions.

05/30/09 Saturday 10:00 AM-12:00 NOON

PRO368 Marketing Your Art - Fall Series
Sign-up for the 3 fall classes and save \$23! The Fall series includes: Wholesale Selling, Internet Selling and The Ins and Outs of Self Employment.

9/13, 10/4 and 11/8 Saturdays
Andy Vick, Lisa Cesnick, Mark Malek

PRO369 Marketing Your Art - Spring Series
Sign-up for the 3 spring classes and save \$23! The Spring series includes: Creating Powerful Slides, Selling at Craft Shows and Working with Local Galleries.

3/28, 4/18 and 5/30 Saturdays
David Romero, Mary McCunn, Andy Vick, Jerri Dell, and Kelli Alloway

DEADLINE TO REGISTER
The Wednesday prior to each Saturday course.

REGISTRATION INFORMATION
Individual classes will be priced as follows:

	AC	OC	OS
Tuition:	\$5.00	\$10.00	\$15.00
Training Fee:	\$20.00	\$20.00	\$20.00
Registration Fee:	\$4.00	\$4.00	\$4.00
Total Cost for One Class:	\$29.00	\$34.00	\$39.00


Or, Sign up for the Fall or Spring Series and Save \$23!

Series Pricing is for the 3 fall or 3 spring classes and is as follows:

	AC	OC	OS
Tuition:	\$10.00	\$15.00	\$20.00
Training Fee:	\$50.00	\$50.00	\$50.00
Registration Fee:	\$4.00	\$4.00	\$4.00
Total Cost for Three Classes:	\$64.00	\$69.00	\$74.00

SEND REGISTRATION FORM AND CHECK TO:
Registration Specialist
Allegany College of Maryland • Center for Continuing Education
12401 Willowbrook Road, SE • Cumberland, MD 21502
or to register by fax, 301-784-5023 (credit cards or PO's, please)
or register by phone, 301-784-5341.

FOR MORE INFORMATION CALL
Kathy Condor, Coordinator
Institute for Professional Development and Extended Learning
301-784-5121 • Fax No. 301-784-5025
kcondor@allegany.edu



**ALLEGANY COLLEGE OF MARYLAND
CONTINUING EDUCATION REGISTRATION FORM**

Mail to: Registration Specialist
Center for Continuing Education
Allegany College of Maryland
12401 Willowbrook Road, SE
Cumberland, MD 21502-2596
PHONE: 301-784-5341
FAX: 301-784-5023

Make checks payable to:
Allegany College of Maryland
(Payment must accompany this registration)

This is a new last name, address or telephone number since my last registration.

SOCIAL SECURITY # _____ LAST NAME _____ FIRST _____ MI _____

STREET ADDRESS _____ CITY OR TOWN _____ COUNTY _____ STATE _____ ZIP CODE _____

1. () Male 2. () Female

Birthdate: MONTH _____ DAY _____ YEAR _____ HOME PHONE _____ BUSINESS PHONE _____

FAX PHONE _____ EMAIL ADDRESS _____

How were you informed of this course offering?
1. () Catalog 2. () Brochure 3. () Newspaper
4. () Employer 5. () Website/Email 6. () Friend

Are you taking this for: () Work/Professional () Personal Development

Signature _____ Date _____
(I certify that the information on this form is correct. Must be signed and dated to be official.)

Course #	Course Title	Begin Date	Time	Tuition	Lab Fee	Reg. Fee	Course Total
						\$4.00	
						\$4.00	
						\$4.00	
						\$4.00	

* A nonrefundable \$4.00 registration fee will be charged for each course. TOTAL FEE _____

If your employer is paying, please provide the information below

AGENCY'S NAME _____ CONTACT PERSON _____

PHONE _____ EMAIL ADDRESS _____

STREET ADDRESS _____ CITY OR TOWN _____ STATE _____ ZIP CODE _____

FOR CREDIT CARD USE ONLY () Visa () Mastercard
Account No. _____ Date of Expiration _____

REGISTRATION OFFICE USE ONLY	
Amount Paid	_____
Cash	_____
Check	_____
Credit Card	_____
Bill To	_____
Date Received	_____
Initials	_____



Allegany College of Maryland
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12401 Willowbrook Road, SE
Cumberland, MD 21502-2596

Return Service Requested



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DIRECTIONS TO the Allegany Arts Council

The Allegany Arts Council is now located at 9 North Centre Street in Cumberland. This is just off Maryland I-68 near the Downtown Cumberland Mall. Kiosk-paid street parking is available throughout the downtown and lot parking 'P' is available on the top level of the George Street parking garage. From any parking location, please follow the map below to 9 North Centre Street.

From Baltimore and Points East:

Take I-70 West to I-68 West (@ Hancock, MD). From the start of I-68 West, proceed approximately 43 miles to Exit 43C, Downtown. For George Street Garage, turn right off ramp onto West Harrison Street. Proceed 2 blocks to S. George Street and Turn Left. Parking garage is on your left just before the next intersection (across from Holiday Inn).

From Pittsburgh, PA and points West:

Take I-279 South to I-79 South (Washington, PA) to I-68 East (@ Morgantown, WV). Follow I-68 East approximately 71 miles. Exit at Queen City Drive, Downtown Exit #43C. At bottom of ramp, turn left onto Queen City Boulevard. For George Street Garage, turn left at first light onto Harrison Street. Take your first right onto George Street. Garage will be on your left at the next intersection. (Across from the Holiday Inn.)



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