

# **WHAT'S ART? CREATIVE ECONOMY: 2ND ANNUAL ARTS & CULTURE CONVENTION OF SOUTHERN NEW MEXICO 2009**

## **SCHEDULED WORKSHOPS (PLEASE CIRCLE EACH WORKSHOP OR EVENT YOU WILL ATTEND)**

**BANQUET and Workshops are INCLUDED in \$30 Price (when paid in advance of October 2nd; \$35 at the door price); Student rate is \$20 in advance of October 2nd and \$25 at the door price:**

**Oct 2<sup>nd</sup> 7:30-9:30 -- Banquet of artful cuisine** by Chef Maurice Zeck (& speaker Santa Fe Mayor Pro Tem Rebecca Wurzbarger), followed by Q & A  
9:00-10:30 --- Oct 3<sup>rd</sup> Workshop A (12 choices) room # is in Alma d'arte; WIA=Women's Improvement Association building (across from Pioneer Women's Park);

WIA Building - Collecting Art Workshop- A consumer's guide to how to start, maintain, and evaluate art collections

102 Hip Hop- Asher Underwood

106 Arts Advocacy-Misha Sanchez

107 (Auditorium) Goal Setting for Small Arts & Culture Organizations - Steven Chavira from SYNERGY and Comcast  
steven\_chavira@cable.comcast.com

108 "Wrap Yourself in A 'SCARF' of Success. Set out and accomplish your dream as an artist by learning how to sell your art. T.K. O'Reary is an artist and a toastmaster from Albuquerque

115 The Philosophy of 'What's Art?' - Luis Cruz, hosts a radio program called "All Things Art on KRUX Radio 4-6 PM Sundays  
<http://www.kruxradio.com>

116 Culinary Arts Workshop Lynn Linde 571-0577  
Lynne is a Certified Personal Chef

117 Mandala (sand painting) led by Sudeshna Sengupta, MFA

207 - Web Design -

213- Leading from the He(art) - Opportunities artists can explore and benefit from in an economy focused on creativity, innovation and global connections - Elke Wunderlich, Executive Coach

10:30-10:45 - Break

10:45-12:00 -- 107 (Auditorium)

Inquiry/Discussions/Talking Stick - roundtables exploring the Future of Creative Economy of Southern New Mexico

12::00-2:00 -- Lunch in Park with activities or stroll downtown to eat

2:00-3:30 -- Workshop B (12 choices) room # is in Alma d'arte; WIA=Women's Improvement Association building (across from Pioneer Women's Park);

WIA Building - Collecting Art Workshop- A consumer's guide to how to start, maintain, and evaluate art collections

106 What's Art in the Schools? Irene Oliver-Lewis. This is a workshop for teachers and administrators who are opening the world of arts to their students

107 (Auditorium) Networking for Sales in Arts Business - George Pintar Vice-Chair SYNERGY Las Cruces

108 Creating Solidarity within the Creative Community: Insights from Fair Trade and the Solidarity Economy Movements- Julie Steinkopf Rice, Ph.D. ,Assistant Professor, Dept. of Sociology,

115 From Memory to Memoir- Anne Paradox

116 Culinary Arts Workshop Lynn Linde Lynne is a Certified Personal Chef

117 History of Women Artists of the Southwest - Joan M. Jensen & Laurie Churchill  
ljchurch@ad.nmsu.edu both have written books on the topic. Joan's book is "One Foot on the Rockies"

206 Writing Press Releases & marketing for Arts & Culture Organizations -- Sherry Reese

207 Web Design

208 How to Insure Art for Exhibits & Transport - Mary Iadicicco Exculsive Agent Allstate Insurance Company

209 Financial Literacy and the Arts & Culture organizations -- Savonne Griffin SYNERGY & First Light Federal Credit Union

211 - Workshop from Preston Gallery (not confirmed)

213 What's Watercolor Art? Penny Duncklee,

3:30-4:30 -- Join in Pioneer Park events including the Grand Finale

4:30-5:30 Park clean up, with recycling provided by Art Lucero, NMSU Recycling

**THE FREE SATURDAY WHAT'S ART STREET FESTIVAL for all ages; Green Arts happenings (facilitated by artist Virginia Maria Romero) Noon to 4:30 PM for General Public**

11:00-12:00 -- Vendors setup their own tables & displays for sales of food or art/crafts items (\$50 fee)/(Free to What's Art Support Organizations). Please use only recyclable Plastic bottles (#1),

Special WHAT'S ART? GALLERY - for artists to submit up to 3 pieces of art that will be sold to consumers. Artists set base price. Silent Auction. Half the amount above initial asking price goes to artist and half to the Convention (to fund costs and future events). No charge to Southern New Mexico artists for this option.

12:00-2:00 Lunch (bring your own or purchase from vendors); Entertainment - A Children's Theatre performances

2:00-3:30 - Mural creating in support of Environmental (Green) Arts, Talking Stick Circles, Hip Hop music for all ages (produced by Asher Underwood), and Storytelling Tours of historic areas, (e.g. Storyteller Precilliana Sandoval). and Green initiatives (some tours are caravan - you get a map)

Ice Sculpture Workshop for Culinary artists on Oct 3rd Chef Maurice Zeck Ice Sculpture event for the public

3:30-4:30 Grand Finale Events - Lighting the Way to the Future of Creative Economy, recognizing Convention Support Organizations, Producers/Creators, Advocates, and Consumers of the Art of Southern New Mexico.

4:30-5:30 Green event - recycling, tidying up - all left the way we found it, thanks to [NMSU Aggie Recycling](#)

## WHAT'S ART?

### Discover the Answer!

The 2nd Annual *WHAT'S ART?*  
*Exploring the Creative Economy of*  
*New Mexico Convention*  
will take place October 2 & 3, 2009,  
in Las Cruces at Alma d'arte (402  
West Court Ave)

The *Talking Stick Institute and Alma d'arte/*  
*Court Youth* will be hosting this Second Arts  
Convention in support of the Mesilla Valley  
Arts Scene. The Convention will present and  
discuss ways the Arts and Culture Scene of  
Doña Ana County can achieve its identity in  
the Creative Economy.

The Convention is supported by:

- Alma d'arte Charter School
- City of Las Cruces
- Town of Mesilla
- New Mexico State University
- Downtown Partnership
- U.S. Senator Jeff Bingaman
- U.S. Senator Tom Udall
- NM State Senator Stephen Fischmann
- A Children's Theatre
- Mesilla Museum Foundation
- Mikey's Place: Workshop for the Arts
- NM Watercolor Society- Southern Chapter
- City of Artists Promotion Association
- ArtForms
- Las Cruces Greater Chamber of Commerce
- SYNERGY small business SCORE office

\_\_\_\_ **WHAT'S ART? CONVENTION - Oct 2<sup>nd</sup>**  
**BANQUET and Oct 3<sup>rd</sup> Workshops are**  
**INCLUDED in \$60 Price (when paid in**  
**advance of October 2nd; \$70 at the door**  
**price); Student rate is \$30 in advance of**  
**October 2nd and \$40 at the door price –**  
**Includes entertainment & Art Auction**

Make **CHECK** payable to **COURT YOUTH**  
**CENTER.**

### ENROLL TODAY

SPACE LIMITED IN **WHAT'S ART?**  
**CONVENTION WORKSHOPS TO FIRST 400**  
**PERSONS & Fund Raiser to first 50 persons**

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Email: \_\_\_\_\_

Send Registration for Workshops & Events to  
COURT YOUTH CENTER, 402 W Court Ave  
Las Cruces. NM 88005-2530

## WHAT'S ART?

### CREATIVE ECONOMY 2ND ANNUAL ARTS & CULTURE CONVENTION OF SOUTHERN NEW MEXICO



Turtle Speaks ©2009 Virginia Maria Romero

**October 2 & 3 2009**  
**Alma d'arte, Las Cruces, NM**

Visit <http://talkingstick.info>  
for current information or Contact David  
Boje [dboje@nmsu.edu](mailto:dboje@nmsu.edu) (575-532-1693) or  
Irene Oliver-Lewis [iolewis@zianet.com](mailto:iolewis@zianet.com)  
(575-541-0145).