



**SAVE THE DATE**

*October 2<sup>nd</sup> 2009 -*

*It's a Friday*

**The  
Incomparable  
John Villani**

WHAT MAKES A  
TOP SMALL CITY  
AN ARTS  
DESTINATION?  
HOW LAS CRUCES  
CAN BECOME AN  
ARTS & CULTURE  
DESTINATION?

**This well-known author and speaker is supported by Greater Chamber of Commerce, MVEDA, Downtown Partnership, CAPA, ArtForms, Southern Chapter of Watercolor Society, NMSU, Las Cruces, Mesilla, 2 NM U.S. Senators, state representatives, and many other organizations to bring his insights into making all of Southern New Mexico an arts destination. Learn how to attract customers and art tourists, and keep them coming back.**

**Location: Alma d'arte** 402 W. Court Ave. Las Cruces, NM 88005

**TIME: 6:30-9:00 – Reception in the Theatre**

**Reserve your seat today 575-541-0175, or**

**Mail to: What's Art? 2nd Annual Convention**

Court Youth Center

402 West Court Street

Las Cruces, NM 88005

**Ticket price: \$30 advance, \$35 at door (\$20 student, \$25 at door). Includes Oct 2<sup>nd</sup> Q&A with John Villani, artful cuisine by Chef Maurice Zeck (Hotel Restaurant & Tourism, NMSU), workshops on how to sell art Oct 3<sup>rd</sup>.**

John Villani's work is featured in Art in America, Vanity Fair, The Christian Science Monitor, Art News, Urban Land, Southern Living, USA Today, Native Peoples, Sunset, Southern Accents, Dallas Morning News, Southwest Art and many others. He was visual arts critic of the Arizona Republic daily newspaper, and Communications Director at the Institute of American Indian Arts. He is author of "The 100 Best Art Towns in America", with all-new 5th edition coming in early 2010. This national guidebook from The Countryman Press profiles exceptional communities where the arts play key cultural, economic development and tourism roles. John advises arts organizations, downtown business owners and artist entrepreneurs in neighborhood campaigns establishing culture-and-arts districts. For more information and press kits:

