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FOR IMMEDIATE RELEASE

Make Your Art. Make It Work. *Crafting a Brand That Sells.*

NASHVILLE, Tenn. (Dec. 15, 2016) – Tennessee Craft is pleased to announce **Make Your Art. Make It Work. *Crafting a Brand That Sells***, an annual professional development workshop to help artists grow their business. The workshop will be held on **January 28 from 9am-5:30pm and January 29 from 9am-12pm** and is hosted and co-sponsored by **Watkins College of Art, Design & Film** in Nashville. Independent makers are responsible for the creation of one-of-a-kind products plus the finances, marketing and sales of their business. Tennessee Craft's workshops bring professionals together to share emerging trends and best practices on the most important topics artists want. The excellent speaker lineup for 2017 includes:

[Jane Snyder](#) (Nashville), a marketing consultant and freelance writer, will share her knowledge with workshop participants on how to talk about yourself as a professional artist and get attention from buyers. Her work, both online and in print, has appeared in many national publications.

Brittany Blankenship (Atlanta) will be showing workshop participants the value of branding and why it is important to your bottom line as an artist. Brittany is an identity designer and writer at the branding firm, [Matchstic](#).

Brittany's presentation on branding will be followed by Tennessee Craft member artists sharing their business and brand stories:

- **Brit McDaniel** (Memphis) of [Paper & Clay](#) makes modern functional ceramics that are designed to be both beautiful and very usable.
- **Katie Gonzalez** (Nashville) of [linenlaid&felt](#) is a bookbinder who creates meaningful handmade books.
- **Matt Alexander** (Lascassas) of [HollerDesign](#) creates and constructs furniture inspired by the traditions of the American South from the century-old family dairy farm that also houses the artist's studio.

Kirsty Hughan (Nashville), owner of [Seamless Marketing](#), will work with the workshop audience to create a solid step-by-step marketing plan that is easy to implement for your art business. Kirsty works with small business owners to collaboratively create marketing that authentically tells their story.

Scott Ball (Nashville), long-time corporate executive sales/marketing expert and wood turner will be teaching workshop participants how to price their work using formulas and guidelines.

Following Scott's presentation, he will moderate a panel discussion where four Tennessee Craft member artists will share their sales experience.

The sales panel participants are:

- **Ben Caldwell** (Nashville) of [Ben and Lael](#) is a nationally renowned artist and metal-smith, featured in several publications including *Garden & Gun Magazine* and *Oprah's Annual Favorite Things List*.
- **Christina Kober** (Nashville) began creating jewelry as a hobby to help out at her father's jewelry supply business in Atlanta. [Christina Kober Designs](#) now employs five talented women and is carried in over 80 stores & galleries worldwide.
- **Danielle McDaniel** (Nashville) and business associate, Tami Archer, merged The Clay Lady's Studio and The Clay Lady's line of products into a single facility. [THE CLAY LADY'S CAMPUS](#) is home to 45 artists, 65 Co-op Members, sees 150 students weekly for on-going pottery classes, hosts 100-200 children and adults weekly for field trips and tours, and provides 10 weekend workshops annually.
- **Tena Payne** (Leeds, AL) is a charter member of the prominent co-operative fine-art gallery, **Artists Incorporated** and her pottery business, [Earthborn Studios, Inc.](#) has restaurant and retail installations around the country. Tena received the International Trade Excellence award from the *Birmingham Business Alliance* and The Enterprising Woman of the Year Award given by *Enterprising Women Magazine*.

Early bird purchase by December 31, 2016

Tennessee Craft members – \$100 | Non-members – \$125 | Students – \$50

Starting January 1, 2017

Tennessee Craft members – \$125 | Non-members – \$150 | Students – \$75

Make Your Art. Make It Work. is a program of Tennessee Craft.
Workshop proceeds fund member summer study scholarships.

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About Tennessee Craft

The Tennessee Association of Craft Artists (TACA) is now Tennessee Craft. Since 1965, the organization has worked to continue and create Tennessee's fine craft tradition. With more than 500 members throughout the state, Tennessee Craft serves as the premier connecting point for local, independent makers and their audiences through Craft Fairs, exhibitions, professional development and educational programs.

Supported by:

