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WORKSHOP FOR ARTISTS WILL HELP GROW CREATIVE BUSINESSES

Makers to attend day-and-a-half long event to build relationships, market artwork and increase sales

Nashville, Tenn (January 29, 2013) – The Tennessee Association of Craft Artists (TACA) - Soon to be Tennessee Craft will host day-and-a-half long workshop on the art of building relationships to reach new customers. Wendy Rosen and Carolyn Edlund of the Art Business Institute in Nashville will present *Connect to Your Customer* on March 1 and 2 at Watkins College of Art, Design and Film.

Edlund is thrilled to bring this workshop experience to craft artists in Tennessee. "For the past 16 years, The Arts Business Institute has provided practical training to artists who want to launch and grow successful businesses. Edmund shares, "Many of our grads are working full-time in their dream jobs today."

During the first day of the workshop, attendees will learn how to discover the ideal target audience, market their work to attract buyers, approach galleries with confidence and identify avenues to sell artwork. Day two sessions will cover how to use a formula for pricing artwork, apply for grants and launch online presence using Facebook and Etsy.

To network and apply their new knowledge, Anne Brown, owner of the Arts Company, invites workshop participants to a reception in her gallery. She will share her experience and suggest best practices for artists looking to build gallery relationships. Attendees will enjoy this private talk before the First Saturday Art Crawl downtown.

Registration for the *Connect to Your Customer* Workshop is \$170, discounted to \$140 for TACA members. Students pay just \$75 to attend the workshop. Lunch and other amenities are included in the workshop cost. Individual critiques by Rosen and Edlund are available in one-on-one, 15-minute sessions. Critiques are available as add-ons to the registration fee for just \$35. More information about the workshop is available online: www.tennesseecrafts.org/events.html or by phone: 615-736-7600.

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As president of the Rosen Group and founder of the Arts Business Institute, Wendy Rosen has been a major influence in developing American crafts into an industry. She is the author of *Crafting as a Business*, producer of the Buyers Market of American Craft and publisher of *American Style* and *Niche*. Over three decades, Rosen has mentored thousands of artists.

Carolyn Edlund is the executive director of the Arts Business Institute. She spent 20 years designing and making handmade ceramic jewelry for her own production studio and now shares her art marketing experience on her blog, *ArtsyShark*.

The Tennessee Association of Craft Artists (TACA) will soon be known as Tennessee Craft, effective February 7. Since 1965, the organization has worked to continue and create Tennessee's fine craft tradition. With more than 600 members throughout the state, TACA serves as the best connecting point for local, independent makers and their audiences through its Craft Fairs, exhibitions and educational programs.

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