

## Spring Arts Marketing Conference 2019

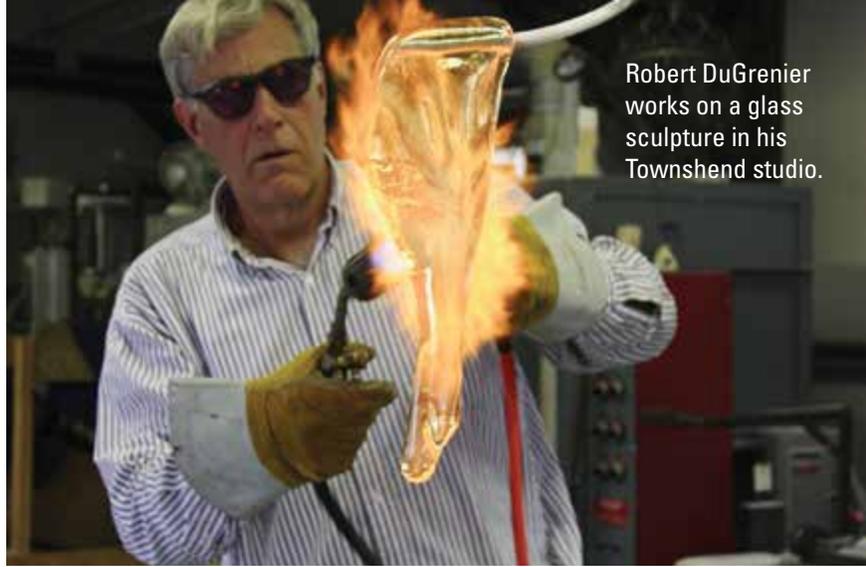
Presented by the Vermont Crafts Council

Wednesday, April 24

8:00 a.m. – 4:00 p.m.

Langevin House, Randolph Center, VT

- ▶ Marketing Art as Experience
- ▶ Taking Your Art in a Different Direction
- ▶ Finding Your Market



Robert DuGrenier works on a glass sculpture in his Townshend studio.

When choosing between experiences and things, millennials are more likely to opt for experiences - they crave connections with others and want to both disconnect from technology and have sensory, real-life adventures.\*

Join us at Langevin House on the Vermont Technical College campus for a day filled with inspiration and tips from professionals about promoting your art as an experience.

To kick off the conference we will hear from **Sarah Stewart** co-founder of **Stonecutter Spirits**. Stonecutter Spirits hosts a series of Adventure Dinners set in exotic Vermont places that serve local food and spirits, and include work by Vermont artists. The event celebrates the creative talent that Vermont offers. Sarah will describe the process of putting together an Adventure Dinner and how collaboration has impacted the growth of her business.

Next we will hear from a trio of panelists, **Robert DuGrenier**, **Mags Bonham**, and **Steve Bronstein** who have each taken a step beyond the creation of artwork into a new way of marketing it as an experience. Finally we will hear from **Jessica Putnam-Phillips** about how to find (and maintain) your market.

## Conference Schedule

### 8:00 – 9:00 Registration

### 9:00 – 10:15 Vermont Crafts Council Annual Meeting

Open to All.

Board members will announce the Council's projects for 2019 and review the projects of 2018. Join us as we welcome new members to the board.

### 10:30 – 12:00 Keynote Presentation - Adventure Dinners!!

Sarah Stewart, co-founder of Stonecutter Spirits will share the plan behind the successful marriage of handmade tableware, handcrafted spirits, iconic Vermont environments, and the millennials' thirst for adventure.

### 12:00 – 1:00 Delicious Lunch With Vegetarian Options

### 1:00 - 2:15 Three Panelists: A Step Beyond Your Art

**Robert DuGrenier:** Robert will speak about his experience hosting glassblowing workshops and hands-on lessons at his studio to generate interest and revenue, and working through social media and AirBnB to generate the interest.

**Mags Bonham:** Mags will discuss how creating a niche product and/or developing a specialized technique can tap a market outside of the traditional galleries and craft shows.

**Steve Bronstein:** After almost 40 years working at his craft, Steve found himself ready for a change. He started teaching classes out of his studio and it has been a great addition to his work life and income stream. "You are good at your work and may also be good at sharing it with the next generation of artists and art appreciators."

### 2:15 - 2:45 Break (Pick up Open Studio Materials)

### 2:45 - 4:00 Finding Your Market

**Jessica Putnam-Phillips**  
Learn how to pinpoint and sell to your market. Reaching the right customers is key to the success of our arts businesses. As a professional artist, effectively promoting your work means correctly identifying your core customer and tailoring communications to their interests. Jessica will describe ways for you to find and connect with your unique customer and she will outline ways to keep them coming back!

"I have found the Spring Marketing Conference, hosted by the Vermont Crafts Council, to be an invaluable help to my business. With lectures on improving salesmanship, keeping creativity progressing, and navigating social media, I always glean immediately useful practical knowledge. But beyond the good advice from professionals, the networking and camaraderie with my peers has always been a highlight of the conference."

Lee Greenewalt - Blue Sky Handweaving, Shoreham

## Our Seminar Presenters

**SARAH STEWART:** Sarah is a co-founder of Stonecutter Spirits, a woman-led craft distillery making thoughtful gin and whiskey on the edge of the mountains in rural Vermont. Stonecutter Spirits is honored to be a part of the growing maker movement in Vermont. Their innovative and creative enterprises include action, creativity, adventure, and good design. Besides the Adventure Dinners Stonecutter Spirits is behind "Highball Social, a playful cocktail bar in Burlington, opened in the summer of 2018 with a series of curious cocktail pop-up menus designed to delight and surprise our guests."

**JESSICA PUTNAM PHILLIPS:** Jessica Putnam-Phillips is a ceramic artist, USAF Veteran, illustrator and educator living in Vermont. She received her MFA from the Art Institute of Boston and her BA from UNC-Wilmington. She actively promotes ceramic art and education and recently founded ClayShare, an online school for ceramic learning. Jessica's work has been shown in national and international exhibitions, most notably at the Museum of Craft and Design, San Francisco, the Craft and Folk Art Museum, Los Angeles and the American Museum of Ceramic Art, Pomona. In addition to giving workshops and maintaining her Vermont studio, Battenkill Pottery, Jessica serves on the board of directors for the Vermont Crafts Council.

**STEVEN BRONSTEIN:** Steven Bronstein has been a working blacksmith for almost 40 years. He primarily makes home accessories and sells them through craft shops and galleries around the US. He also teaches blacksmithing so that the tradition might continue. What has impressed him, over the years, is the unique place handmade objects have in our society. This is a topic that has long interested him.

**ROBERT DUGRENIER:** Often described as a "renaissance man", Robert DuGrenier is a master of many materials, having trained as a glassblower and goldsmith at Philadelphia College of Art and Hornsey College of Art in London, and then earning an MFA in sculpture at Illinois State University. For more than 30 years,

Robert has designed perfume bottles and packaging for various cosmetics companies; designed, created and installed custom glass installations for architects and interior designers for projects around the world; and has designed and produced unique custom awards for a variety of corporations, while continuing to create his own personal artwork. Often asked if his professional involvements interfere with his work as an artist, Robert replies that each activity is integral to the other. His knowledge of technical as well as aesthetic qualities inherent in glass and other materials affords him a rare perspective within the industry. "Problem solving in the design world is akin to making art, only with variables set by the client rather than those based solely on my own whims.

**MAGS BONHAM:** Mags Bonham has been creating with polymer clay since 1999. She creates an ever-changing variety of original jewelry pieces, decorative boxes, and functional items. Her work has won international awards and has been featured in the gallery section of several books. Mags began using digital cutters over 5 years ago to help with the growing demand of two of her product lines. Her experimentation with these machines has given her the opportunity to teach her methods to students around the world - live and online through [www.craftcast.com](http://www.craftcast.com). You can find Mags online at [www.magsbonham.com/](http://www.magsbonham.com/) and at [www.etsy.com/shop/MagsBonham](http://www.etsy.com/shop/MagsBonham).

\* For more information on the data behind the millennial trend, check out this [article](#).

### DIRECTIONS

<https://goo.gl/maps/E392cKDEP8q>

### From I-89

Take 1-89 to exit 4. Turn up the hill toward Randolph Center. Follow Rte 66 to the left at the T. Pass Floyd's Store and turn right onto Furnace Rd. Follow Furnace Rd and turn right just before the Vermont Veteran's Cemetery. Langevin House will be on the left, a white building with plenty of parking.

Sign up Now!

Space is Limited

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*Presented by the Vermont Crafts Council*

Wednesday, April 24, 8 – 4 PM at the Langevin House, Randolph Center

**Mail registration form to VCC, Box 938, Montpelier VT 05601**

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

\_\_\_\_\_ VCC Members, \$67 \_\_\_\_\_ Non-Members, \$87

\_\_\_\_\_ I plan to become a member of the Vermont Crafts Council at the conference. \$67 conference fee + \$60 member fee = \$127

\_\_\_\_\_ Number Attending

Payment Method: \_\_\_\_\_ Check: \_\_\_\_\_ Credit Card: Visa/MasterCard

Card #: \_\_\_\_\_ Exp: \_\_\_/\_\_\_ Security code: \_\_\_\_\_

Address and Zip Associated with this card if NOT above: \_\_\_\_\_

Signature: \_\_\_\_\_