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September 26, 2008

**What:** **Business Savvy for Artists**  
**When:** Saturday, October 11, 2008; 9 am – 1 pm  
**Where:** Creative Spirit Center, 1517 Bayliss Street, Midland  
**Cost:** \$35/\$30 members  
**Information:** Call 989-837-1885 or e-mail [creativity@creativespiritcenter.org](mailto:creativity@creativespiritcenter.org)

**[Midland]** – Fun, enlightening, and encouraging: in a half-day class on **Business Savvy for Artists**, practicing artist and successful entrepreneur Greta Bolger will teach right-brain specialists how to enhance their success by using left-brain skills. "If you create art of any kind," says Bolger, "writing, paintings, sculpture, weaving, collage, music, wearables – you are already an artist. If you want your art to reach a broader audience, it helps to have some business savvy." The class will teach goal-setting and time structuring to make more freedom to create. Participants will learn about the business side of art – how to market, price and sell art; how to collaborate with people who can help; how to find or create a supportive community of like-minded artists; and how to chart a course to reach clear goals. Artists are invited to bring examples of their artwork to share with the group.

**Greta Bolger** is a marketing professional and co-founder of Bolger + Battle, a Midland-based marketing communications firm. Throughout her business career, she has also pursued her passion for creative writing and visual arts through poetry, creative non-fiction and collage/assemblage. She has attended artists' conferences around the U.S. and abroad, and has recently published an essay in *Third Coast* and exhibited a collage at Creative Spirit Center.

### **About Creative Spirit Center**

Creative Spirit Center is a not-for-profit community arts organization founded in 1994. The Center's mission is to create an environment for people of all ages to experience the creative process through ongoing classes, conferences, concerts, speakers and outreach programs; and its goal is to enhance the development of physical, psychological and spiritual wellness through the arts and humanities.

**Contact:** **Colleen Reed, Program Coordinator**  
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[Note: PDF of Greta Bolger photo attached separately: ]