

Cleveland Artist To Help Launch "Artist As Entrepreneur Institute" in Florida

May 8, 2007

BROWARD COUNTY, FL – Broward County Commission's Cultural Division has invited Cleveland artist, Susie Frazier Mueller to help launch their inaugural Artist as an Entrepreneur Institute (AEI) for South Florida. Targeting visual, performing and literary artists, the program will be presented in June 2007 at Artserve, Inc. 1350 East Sunrise Blvd. in Fort Lauderdale.

As one of the founding faculty members for the program based in Cleveland, Frazier-Mueller offers a wide range of expertise to Broward attendees including tips on breaking through psychological barriers, tailoring your marketing tactics, and generating multiple sources of revenue.

Designed to help artists cultivate their business skills, the AEI course curriculum covers all aspects of developing an successful enterprise. It helps artists develop their personal brand, identify strategies for communicating with their target market, raise capital and understand a variety of tools for protecting their work legally. "Hearing sage advice from other artists working in the trenches is one of the great values of this program," says, Frazier Mueller. "Every faculty member is a subject-matter expert, so participants are really gaining a ton of knowledge in a short period of time."

Presented on four consecutive Saturdays, AEI will be offered as 18 classes convening over three full-day sessions (9:00 am – 6:00 pm) on June 2, 9, and 16, 2007, and a Business Plan Clinic on June 23, 2007 (9:00 am – 1:00 pm). Registrants will receive an AEI course book, an indispensable resource for artists. Developed by CPAC, the course book features exercises and readings to prepare for each session, and is tailored to the specific needs of artist entrepreneurs. AEI is led by a premier faculty composed of leading business practitioners and artists familiar with arts and culture from the South Florida region and Cleveland.

"Artists are the most important ingredient for a creative economy and healthy cultural ecosystem" says Mary A. Becht, Cultural Division director. "The Cultural Division, ArtServe, Inc. and the Community Partnership for Arts and Culture (CPAC), Cleveland, OH, in partnership, are investing in the professional development of our artists."

Participation costs \$100 and includes light refreshments and free parking. For more information about the history of the course and its success in Northeast Ohio, please contact, Megan L. Van Voorhis, senior director, Community Partnerships for Arts and Culture, in Cleveland, OH, at 216-575-0331; E-Mail: mlv@cpacbiz.org.

Register online at www.broward.org and click on 'Workshops,' or call or Broward Cultural Division Grants Administrator James Shermer at 954-357-7502; E-mail: jshermer@broward.org for other information and scholarship support.

CPAC, program founder of the AEI, has provided comprehensive business training to more than 300 artists; this service is made possible by the generous financial support of the Council of Smaller Enterprises (COSE), Dominion, with additional support by the Cleveland Foundation, the George Gund Foundation, the Kulas Foundation and the John P. Murphy Foundation.