



DABL Business of Art Conference

Wednesday

September 14, 2022

9:00am-12:00pm

Thursday

September 15, 2022

7:30am-7:30pm

Arts + Literature Laboratory
111 S. Livingston Street #100
Madison, Wisconsin

WEDNESDAY, SEPTEMBER 14

9:00am - 12:00pm

Education Studio, ALL Level 3

Interactive Grant Writing Workshop with Tom Linfield, Madison Community Foundation Vice President of Community Impact

Whether you're new to grant writing or looking to hone your skills, this is the perfect opportunity to get you on your way to writing successful grant proposals. Learn how to take your ideas and put them into a compelling and concise grant format. From best practices, to tips and tricks, to small group work, this fun and interactive session will take you through how to plan a proposal, present your project convincingly, and communicate constructively with funders. You'll even write and critique a short proposal.

THURSDAY, SEPTEMBER 15

Welcome & Keynote

7:30am - 9:45am

7:30am: Meet at ALL Level 1 for Location

Morning Movement & Stretching with Adem Tesfaye

8:30am: Reception and Galleries, ALL Level 1

Continental Breakfast & Workshop Registration

9:00am - 9:45am: Performance Gallery, ALL Level 1

Welcome by Mark Fraire, Opening Poem by Sasha Debevec-McKenney, and Keynote Address by Dr. Faisal Abdu'allah

Session I

10:00am - 11:15am

Education Studio, ALL Level 3

Copyright Law with Jeffrey Glazer & Emily Buchholz, UW Law & Entrepreneurship Clinic

The UW Law & Entrepreneurship Clinic will discuss legal issues related to art and content creation. Learn about copyrights, licensing and the creative commons, and contracts. We'll have a robust Q&A with attendees to explore areas of interest.

Ellen Kort Mezzanine, ALL Level 2

Independent Fundraising with Alexis London, Executive Director, Bayview Foundation & Visual Artist

In this workshop, Alexis London will share more about Bayview's 6.4 acre redevelopment plans and the fundraising efforts to ensure the project's goals are met. She'll discuss the role of arts and creativity within community development, neighborhood planning, and affordable housing.

Pop Room, StartingBlock Madison, Level 3

Accounting with Nick Curran, CPA, CNAP, CEO & Founder, Numbers 4 Nonprofits

Nick Curran will answer as many accounting, budgeting, and tax questions as possible for artists, administrators, and independent contractors.

Networking Lunch

11:30am - 12:45pm

Education Studio, ALL Level 3

Catered Lunch and Presentation by Sarah Marty, Director, Bolz Center for Arts Administration, Wisconsin School of Business

Session II

1:00pm - 2:15pm

Education Studio, ALL Level 3

Artist Statements & Exhibition Proposals with Hannah O'Hare Bennett, Visual Artist

Artist statements are a part of almost any application you will write as an artist, so it's important to be able to write effective ones. In this interactive workshop, you will get tips on how to generate and refine your statement. Participants will also have an opportunity to work in small groups to edit each other's statements. A special emphasis will be given to applying to residency programs.

**Please bring two printed copies of your statement to this workshop.*

Performance Gallery, ALL Level 1

Gallery Installation & Etiquette with Kate Wanberg, Exhibition and Collection Project Manager, Chazen Museum of Art

Whether installing artwork yourself or working with a team of professionals, it's essential to learn how to communicate, organize, and implement your installation plans effectively. Professionalizing these practices can help you grow relationships with art institutions founded on mutual respect and consideration. Join me in a discussion focusing on improving your project planning, installation, and shipping so you can be better prepared when working in galleries.

Break

2:15pm - 2:30pm

Reception & Galleries, ALL Level 1

Coffee and Light Refreshments Available

Session III

2:30pm - 3:45pm

Education Studio, ALL Level 3

Social Media Best Practices with Andrea Mace, brandhowse Small Business Marketing Consultant

In the daunting world of social media, it is hard to know where to post, how much to post and what to post. In this workshop, we'll discuss the various social media platforms and which is right for you, strategies for creating engaging and compelling content, and social media best practices.

Ellen Kort Mezzanine, ALL Level 2

Making the Sale with TL Luke, Visual Artist

Are you sick of trying to balance part time work with your art practice? Did you go to art school and leave without any guidance on how to do this professionally? Are you vending at markets but not hitting the sales you were expecting? TL Luke will energetically give you proven tips and tricks for making actual income from your art practice, creative solutions for getting and retaining customers, and will even cover boundary-setting skills so you aren't putting in more labor than the income you're receiving! (Note: TL Luke believes in safe spaces and will be actively compassionate, patient, and available; so please come with all the "dumb questions!" She is there to help!)

Session IV

3:50pm - 4:30pm

Performance Gallery, ALL Level 1

Community Discussion led by Mark Fraire, Dane Arts Director

Reception

5:30pm - 7:30pm

Spark Café, StartingBlock Madison Level 3

Join us as we close the conference with food by El Pastor and live music by Sergio Nute on StartingBlock Madison's beautiful outdoor patio.

Presenters



Dr. Faisal Abdu'Allah, Professor, Associate Dean for the Arts, School of Education, Chazen Family Distinguished Chair in Art

Faisal Abdu'Allah is a contemporary artist best known for his large-scale steel prints and tapestries. Abdu'Allah's work has been exhibited on five continents, and his artworks are positioned in numerous collections; Tate Britain, V&A (UK), and the Chazen Museum (USA). Abdu'Allah is the creator of the only life-size public monument in the world made from stone (titled Blu3print) that depicts him seated in a barber chair. Abdu'Allah is the Chazen Family Distinguished Chair in Art, Associate Dean for the Arts at UW-Madison and Honorary Visiting Professor at the University of Bedfordshire (UK).

faisalabduallah.com IG: @fauhaus FB: @faisal.barbers



Emily Buchholz, Director, UW Law & Entrepreneurship Clinic

Emily is an experienced business attorney and clinical law professor. Prior to joining the Law & Entrepreneurship Clinic at the University of Wisconsin Law School, Emily was the Executive Director of the Corporate Institute at the University of Minnesota Law School. In private practice, Emily worked with small businesses, entrepreneurs, creatives, social benefit companies, and startups in the Minneapolis co-working and startup ecosystem.

uwle.org



Nicholas Curran, CPA, CNAP, CEO & Founder, Numbers 4 Nonprofits

Nick has been involved in public accounting since 1998. He shifted his focus to provide specialized accounting services to nonprofit organizations in 2005. He leads the N4N team in preparing nonprofits for annual audits, assisting with annual budgeting, creating forward-focused financial projections, and offering vital outside perspective. Nick is active in AICPA, WICPA, Downtown Madison Rotary, and Tocqueville Society of United Way of Dane County. He was recognized in *In Business* magazine's 40 Under 40 and was part of Leadership Greater Madison 14.

numbers4nonprofits.com IG: @numbers4nonprofits FB: @numbers4nonprofits



Sasha Debevec-McKenney, Visiting Assistant Professor in English, Beloit College

Sasha Debevec-McKenney is a poet who studies the presidents. She was the 2020-2021 Jay C. and Ruth Halls Poetry Fellow at the University of Wisconsin Institute for Creative Writing and she received her MFA from New York University, where she was the 2018 Rona Jaffe Fellow. Her poems have appeared in *The New Yorker*, *The Yale Review*, *TriQuarterly*, *Granta*, *Peach Mag*, *Underblong* and elsewhere. She was born in Hartford, Connecticut.

sashadm.com



Jeffrey Glazer, Supervising Attorney, UW Law & Entrepreneurship Clinic

Jeff is a supervising attorney with the UW Law & Entrepreneurship Clinic. After a career in web development, he has worked with numerous content creators including artists, graphic designers, web and application developers, animators, and writers to help them build their businesses and understand their intellectual property.

uwle.org IG: @jmglazer



Tom Linfield, Vice President of Community Impact, Madison Community Foundation

Tom has more than 30 years of experience in the non-profit world, focusing on arts, higher education, public television and community development. In his current role he directs MCF's annual grantmaking, offers capacity building, counsel and facilitation to non-profits, and serves on the leadership team for the Foundation. Recent MCF art grants include the Madison Youth Art Center, Overture Center, Kanopy Dance, DAMA, WCO and Madison Ballet. His previous roles include training and grant writing positions at the National Public Television Center for Outreach, Wisconsin Public Television, Edgewood College, and the Massachusetts College of Art. His board service has included the Bolz School of Arts Administration, Evjue Foundation, and Open Art Studios. Tom is a practicing fine artist, exhibiting his sculpture, mosaics and drawings regularly. He heartily recommends the art book *Moby-Dick in Pictures: One Drawing for Every Page*, by Matt Kish, and still wishes that *Bridesmaids* had won an Oscar.

madisongives.org



Alexis London, Executive Director, Bayview

Alexis London has been the executive director at Bayview Foundation since 2016. With a background in art, education and nonprofit management, she's currently leading Bayview's complete redevelopment efforts that include building 130 units of affordable housing and a new neighborhood center. The arts and placemaking are a central component of the neighborhood revitalization plans.

bayviewfoundation.org



TL Luke, TL Luke Art

T.L. Luke (she/they) is a professional illustrator and muralist based in Madison, WI. She started her freelance career in 2018 and has since completed over 200 commissions for both individuals and businesses around the world, illustrated a YA children's book, organized several community projects including the #weareseedshunt in Madison, continues to participate in local markets selling original printed goods, and teaches workshops for other creatives about being a creative entrepreneur. Her personal work has been described as 'playfully optimistic with a bit of menace around the edges' and 'dark whimsy,' and can be purchased at tl-luke.com!

tl-luke.com IG: [@tl.luke](https://www.instagram.com/tl.luke) FB: [@tl.luke.art](https://www.facebook.com/tl.luke.art)



Andrea Mace, brandhowse

In 2019 I made the leap from corporate America to a full-fledged entrepreneur, creating my own marketing anti-agency. Anti-agency? I don't mean to be disrespectful, it's a marketing collective developed solely for small business owners providing resources that are flexible, scalable, teachable, and affordable. My passion lies in helping fellow entrepreneurs find ways to efficiently and effectively market themselves and build a successful business.

brandhowse.com IG: [@brandhowse](https://www.instagram.com/brandhowse) FB: [@brandhowse](https://www.facebook.com/brandhowse)



Sarah Marty, Director, Bolz Center for Arts Administration, Wisconsin School of Business

Sarah Marty, Director of the Bolz Center for Arts Administration, teaches courses on arts entrepreneurship and arts leadership for the Wisconsin School of Business at University of Wisconsin-Madison. A Faculty Affiliate at UW Division of the Arts, she is Co-Director of the Holding History program and the former Program Director of the Madison Early Music Festival. As a producer she enjoys collaborating with campus and community partners, whether working with the Director of the UW Marching Band for the UW Varsity Band Spring Concert or welcoming the His Holiness the 14th Dalai Lama to the Overture Center for the Arts. A trained musician and stage manager, she is the Producing Artistic Director for Four Seasons Theatre and performs as part of an accordion duo with her 93-year old grandmother, Ruth Marty.

littlebrownnotebook.com



Hannah O'Hare Bennett, Artist

Hannah O'Hare Bennett is an artist, papermaker and educator working out of a studio in the Arts and Literature Lab building. She has completed eight residency programs, shown her work locally and nationally, and regularly teaches workshops at regional art centers. Her labor intensive paper and fiber based works deal with the effect of time on the materiality of urban and rural landscapes. She is currently researching the use of natural pigments in handmade paper.

hannahoharebennett.com



Adem Tesfaye, Emcee, Songwriter, Hip-hop Guitarist, Music Producer

Adem Tesfaye is a Madison, WI. native, emcee/songwriter, Hip-hop guitarist, a music producer whose music style has deep roots in Hip-Hop, funk, reggae, and blues. Adem draws his inspiration from artists like Bob Marley, Jimi Hendrix, Tribe Called Quest, Gang Star, and the Roots. His craftsmanship of storytelling is unique and rhythmically hypnotic. Adem's stature on stage and baritone voice ooze with sexy richness, heartfelt warmth, life wisdom, and command. Having lived in Seattle and NYC his sound is an elixir of grit, instrumentation, big stage performance, and Broadway lights. Adem released two solo albums, D-iZ-III "the Sickness" and "Athedage" with producer Rick Flowers, Mannie Sanchez and Matt Mueller and shared stage with acts like Red Man, Method Man, De la soul, Pharside, Ben Harper, Spearhead, and Jazzmatazz. His latest Release "Pressure" released March 11th, 2022 with his new crew. Adem Tesfaye Band is a Soul Funk Rock band with a Hip-Hop edge.

ademtesfaye.net



Kate Wanberg, Exhibition & Collection Project Manager, Chazen Museum of Art

Kate Wanberg is Exhibition and Collection Project Manager at the Chazen Museum of Art on the University of Wisconsin-Madison campus. Having worked in the museum field for more than 15 years, she has extensive experience in art handling, installation, shipping, logistics, collections care, and exhibition management. Kate received a B.F.A. from the University of Wisconsin-Madison in 2010 and joined the Visual Arts Curatorial Team at the Arts + Literature Laboratory in the summer of 2021. Kate has managed several complex exhibitions, most recently "Sifting & Reckoning: UW-Madison's History of Exclusion" and "Resistance and Suspended Landscapes: Thread Drawings by Amanda McCavour." While Kate is no longer an active maker of art, her drive for creative process is fulfilled by supporting others in achieving their artistic ambitions.

Dane County Cultural Affairs Commission

Roderick Ritcherson, Chair; Am Curet; Mary Klehr; Marcia Miquelon; Kelly Parks Snider; Fran Puleo Moyer; Olivia Xistris-Songpanya, County Board Supervisor

DABL Team

Mark J. Fraire, Augusta Brulla, Justin Duris, Kel Mur, Jolyne Roorda

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We would like to thank our sponsors, without whom this event would not have been possible:



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