

# Registration

**TIME COMMITMENT:** 30+ hours

**COMMUNITY SIZE:**

10 to 20 art business owners.

**CONTACT PERSON:**

**Martina Skobic**, program facilitator

e-mail: [skobic.mart@uwlax.edu](mailto:skobic.mart@uwlax.edu)

phone: **608.785.8105**

office: UW-La Crosse, 120 Wimberly Hall

**TO REGISTER:**

Call **Karen Langaard** at **608.785.6508**,

or register online at [www.uwlax.edu/conted](http://www.uwlax.edu/conted).

**TO REQUEST APPLICATION FORM:**

Contact Martina Skobic or Karen Langaard.

You can also download an application at

[www.uwlax.edu/sbdc](http://www.uwlax.edu/sbdc) (follow program links).

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**Continuing Education and Extension /  
Small Business Development Center**  
University of Wisconsin-La Crosse  
1725 State Street | La Crosse, WI 54601 USA



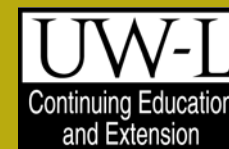
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## Artists Planning for Profit a program for art business owners

Every third Tuesday from 5 to 8 p.m.  
Oct. 21, 2008 to Jun. 17, 2009



# Business Plan

Whether you are just at an early stage of your art business or expanding, creating a powerful art business plan is critical to reducing expensive trial and error and building a profitable venture.

Writing a business plan can be difficult for anybody. It is even harder for artists who traditionally are more successful in using their creative side than their analytical side. Staying motivated and following through with the process is even harder.

## WHY YOU NEED TO DEVELOP A BUSINESS PLAN:

- The success of your art business depends on your unique talent, your creativity, your motivation, and your business skills.
- Only you know your business goals and dreams.
- You love what you do and you need to plan how to reach potential buyers and make money with your artwork.
- The process of researching and writing a plan will be most useful for your professional development.
- "You need to write the first draft yourself because the process is a key learning step. The actual process of considering all of the possibilities is critical. It teaches you essential survival techniques at all phases of your business." — Berry Moltz
- Your plan will be your objective decision-making guide for the future.
- A plan will help you meet requirements of lenders and attract investors.

# A Program for Art Business Owners

OUR NEW PROGRAM FOR ART BUSINESS OWNERS WILL GUIDE YOU STEP BY STEP TO DEVELOP A PLAN FOR A THRIVING, PROFITABLE ART BUSINESS

- We will become your trusted partner, mentor and business advisor.
- You will receive practical advice and feedback from trained business professionals and experienced business counselors.
- You will take home easy-to-follow materials.
- Your learning community of art business owners will provide you with a cohesive and safe environment to share successes and challenges.

**WHEN:** The sessions will be held on every third Tuesday from 5 to 8 p.m., starting Oct. 21, 2008. The sessions end on Jun. 17, 2009.

**WHERE:**

- UW-La Crosse campus
- UW-Green Bay
- One or more additional locations

**FEE:** Your cost is only \$250. The participants are required to complete a written business plan to meet the program standards.

## LEARN MORE AT:

[www.uwlax.edu/conted](http://www.uwlax.edu/conted) (follow program links)

[www.uwlax.edu/sbdc](http://www.uwlax.edu/sbdc) (follow program links)

# Program Facilitator



## MARTINA SKOBIC

Martina is currently the facilitator of non-credit business programs for artists at UW-La Crosse.

She is also an adjunct faculty member at the Viterbo University's School of Adult Learning.

She has earned a law degree from University of Sarajevo, Bosnia and Herzegovina, and an MBA degree from the University of Wisconsin-La Crosse.

Martina has more than 20 years of international and domestic legal, business, teaching, and consulting experience working with individuals, organizations, and groups in diverse settings within private, public, and government sectors.

Art has been a very important part of Martina's life. She has produced and exhibited paintings, drawings, and mixed media objects for years.

Martina is a member of the Odin Arts Cooperative, La Crosse Society of Arts and Crafts, Wisconsin Regional Artists Association and has been serving as a board of directors member of the Pump House Regional Art Center, Arts Wisconsin, and Odin Arts Cooperative.

