



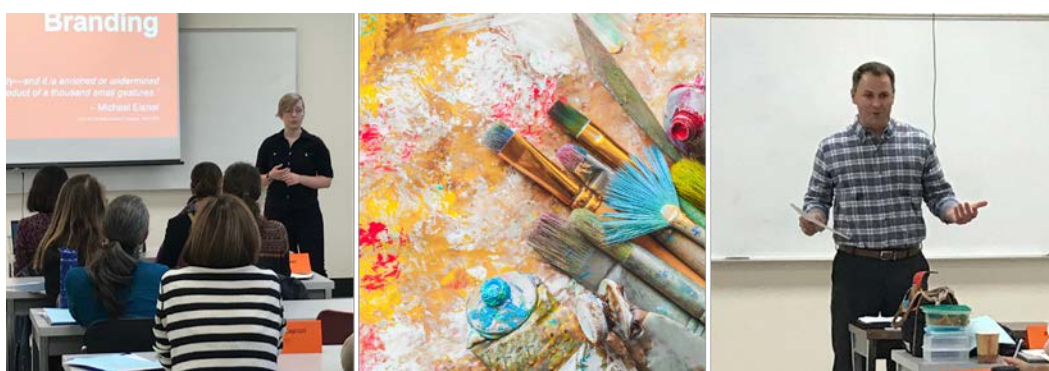
BUFFALO STATE

The State University of New York



Entrepreneurship in the Arts

A Buffalo State Certificate Program



Entrepreneurship in the Arts 2019 – was jointly produced by the Buffalo State Small Business Development Center of the School of the Professions and Dean Ben Christy of the School of Arts and Humanities. Participants represented a wide range of artistic disciplines, including an architect, a conservator of stained glass, a writer, jewelry designers and manufacturers, photographers, a fashion designer, graphic designers, a poet, a fine arts painter, a sculptor, and a future gallery owner.

Business basics set the foundation, (business planning -Dr. Susan McCartney, financial analysis -Ms. Marilyn Roach, procurement -Mr. Mauricio Canton, and insurance -Mr. Kevin Overdorf). Special topics included: Copy write and trademark law presented by lawyer and musician, Mr. Christopher Brown, Jr., Esq, Partner, Roach, Lennon, and Brown, PLLC; Market research illuminated by Buffalo and Erie County Librarian, Mr. Dan Caufield; and Marketing tactics imparted by Ms. Sabrina Franek, a designer with Twisted Rope, Inc. Sabrina outlined branding, web design, and communication strategies. Mr. Robert Dunn of Consumer Credit Counseling Services of Buffalo, Inc., discussed how to better understand and manage your credit.

On the final night, Dean Christy invited working artists to share their story. Reknowned painter, Mr. Gary Wolfe was featured, along with others who have financially sustained themselves through their creative work.

