



John Michael **Schert** brings his experience as a dancer, entrepreneur and leader to share insights with area artists and leaders about impacting business through creativity. He will be the keynote speaker for the Artist as an Entrepreneur series, A Closer Look, sponsored by Summit Artspace with the generous support of the Burton D. Morgan Foundation. Set for June 19-20 and June 26-27 at Summit Artspace, 140 E. Market St., Akron, the series is open to AEI alumni and established artists as well as business and civic leaders from Northeast Ohio. To learn more and register, go to summitartspace.org/aei.

PRESS RELEASE

FOR IMMEDIATE RELEASE

May 31, 2017

CONTACT:

Kamelia Fisher, Executive Director, 330-376-8480, kamelia@summitartspace.org

Julie Botnick, AEI Program Coordinator, julie@summitartspace.org

Amie Cajka, Communications, 330-687-3748, amie@summitartspace.org

Summit Artspace Workshop Series Envisions Artists as Civic and Business Leaders

*John Michael **Schert**, nationally-recognized artist
and social entrepreneur, headlines series*

AKRON—Summit Artspace will hold master-level workshops through its Artist as an Entrepreneur Institute in June for artists to think beyond their media and disciplines to see themselves as business and civic leaders.

New this year, A Closer Look, runs June 19-20 and 26-27, 5 to 9 p.m. at Summit Artspace on East Market, 140 E. Market St., Akron. AEI is underwritten by The Burton D. Morgan Foundation.

The four workshops are open to visual artists, actors, dancers, writers, designers and others with creative businesses who have participated in AEI or have established careers and are looking to fine tune their business skills and also to Northeast Ohio business and civic leaders. Participants can choose any or all of the four offered.

Speaking at the third workshop, John Michael **Schert**, a dancer, businessman and social entrepreneur, has been called a "change agent." He is the first artist-in-residence at the

University of Chicago Booth School of Business and is involved in programming to connect the creative to the analytical within the school community.

Schert co-founded and directed the Trey McIntyre Project dance company. He has worked around the world as a consultant on the value of the creative process in business and civic leadership with clients including the Knight Foundation, National Center for Choreography, Google and the City of Boston. Now, he is bringing that knowledge and experience to Northeast Ohio's artists and civic leaders.

"Art has great validity and value to business because it is allowing us to delve into a creative process that arrives at new inventions," **Schert** says.

He believes businesses, non-profits and community organizations can learn how artists engage in the creative process and then deploy that knowledge and techniques to create products and programs that contain high community value, at the same time benefiting the business or organization.

With this in mind, Summit Artspace is opening the course to Northeast Ohio business and civic leaders who are interested in the creative process as an untapped resource and learning how to incorporate that process into their organizations.

On the first day, participants will learn the details of pricing, splitting up into two courses aimed at visual and performing artists taught by Don and Lisa Drumm of Don Drumm Studios & Gallery and Dane Leasure of Rubber City Theatre. The day will include a workshop on operational finances and accounting for artists.

Determining the value of their time and work will provide a foundation for participants to dive into the business planning process on the second day. Artists will work with local business experts, including Jim Griggy of the Small Business Development Center, to look at the value they articulated in the first day and create a strategic business plan which capitalizes on that value.

On the third day, after a tour of the Main Library's Microbusiness Center, **Schert** will give his talk on "The Role of the Artist as a Civic Leader" at WhiteSpace Creative, a converted factory which currently houses Keeven White's successful creative marketing agency and which will soon house studio and gallery spaces, among other civic-minded ventures.

The final day will feature a storytelling workshop by Tess Burgler of the Ohio Shakespeare Festival and a social media intensive with Shon Christy of Focal Point Social Media. Inspired by **Schert**'s vision of artists as social entrepreneurs, these two workshops will guide participants through the art of crafting a narrative around one's work. Participants will leave ready to tell their stories and venture, empowered, into the community.

The workshops are \$25 per day, or \$100 for the full course or \$50 for the full course if participants are Artist as an Entrepreneur Institute alumni.
Register by June 16 at summitartspace.org/aei for A Closer Look.

Artists seeking a foundational course to help guide them as they develop their art into a business can enroll in Summit Artspace's AEI Full Course, July 17-20 and 24-27, 6-9

p.m. at Summit Artspace on East Market. To learn more and register, go to summitartspace.org/aei.

Summit Artspace is a non-profit community art center organization that provides studio, gallery and programming spaces for local artists and arts organizations; and is a center for art education open to all residents. It serves Summit County and the surrounding area. For more information, go to summitartspace.org.

-30-

Amie Cajka
Summit Artspace Communications
Cell: 330-687-3748

summitartspace.org

Places for the Creative

Summit County's Community Arts Centers

OPERATING LOCATIONS

Summit Artspace

140 E. Market St., Akron, Ohio 44308
Phone: 330-376-8480 / Fax: 330-379-9475
Galleries / Summit Artspace, BOX and Transition
Main Administrative Office

The Art Center on Tuscarawas

571 W. Tuscarawas Ave. / Barberton, Ohio 44203
Phone: 330-376-8480 / Fax: 330-379-9475
Galleries / First Floor, Second Floor

Nine Muses Art Gallery

584 W. Tuscarawas Ave. / Barberton, Ohio 44203
Phone: 330-376-8480 / Fax: 330-379-9475
Galleries / Nine Muses, Meeting Room

SUMMIT ARTSPACE RECEIVES SUPPORT FROM: