



609 13th Ave NE, Door 8, Little Falls, MN 56345

NEWS RELEASE

**FOR IMMEDIATE RELEASE – CONTACT: Arlene Jones, (612) 695-2721, [info@sproutmn.com](mailto:info@sproutmn.com)**

**WORKSHOP REGISTRATION IS OPEN FOR ARTISTS AND MAKERS TO LEARN CAREER PLANNING AND MARKETING BASICS  
SEPTEMBER 23rd**

LITTLE FALLS, Minn. – August 17, 2017 – Artists and makers as small business entrepreneurs are invited to attend a free educational workshop to learn Marketing and Career Planning basics from Naomi Schliesman of Springboard for the Arts.

Artists can attend two workshops that will take place September 23<sup>rd</sup> at the Sprout Growers & Makers Marketplace (609 13th Ave NE, Door 8, Little Falls, MN 56345). From 10:00am-12:30pm, artists and makers will learn from Naomi as she discusses the Work of Art: Career Planning for Artists and Makers. From 1:30-4:00pm, she will then share tips and tools for marketing their business in Work of Art: Marketing for Artists and Makers. Registration is open via Eventbrite – [Career Planning](#) and [Marketing](#). Facebook event can be found [here](#).

Additional upcoming workshops this year will focus on marketing for growers. The workshops are co-created with artists, growers, and local experts; prospective participants can request the type of education needed to build their businesses via a short online survey ([link](#)) on the Sprout website. Community participation, as central to placemaking efforts, is encouraged throughout the planning process to ensure workshops cater to their specific needs in Central Minnesota.

Workshop goals are to increase access to technical assistance and resources for growers and makers to build their business capacity and profitability; connect and equip local artists to obtain leadership roles that can lead to further placemaking in the region and commissioned work opportunities; develop deeper understanding of good farming practices; fuel succession planning that increases economic prosperity, etc. Throughout the next three years, Sprout will host 14 leadership and business classes and trainings funded by an ArtPlace America creative placemaking grant awarded to Region Five Development Commission.

In July, Sprout hosted this year's fourth workshop "Art of Entrepreneurship: Business Basics" with Julie Anderholm from Central Lakes College's Small Business Development Center. Growers and artists gained tips on creating a business plan, image and business structure.

To register for a workshop or for schedule updates and additions, visit [www.SproutMN.com](http://www.SproutMN.com) or the [Sprout Facebook page](#).

**About the Presenter**

Naomi RaMoná Schliesman received her BFA from the University of Minnesota, Moorhead, and her MFA from the University of Wisconsin-Madison. She has shown her art nationally and has participated in artist residencies and fellowships at the Vermont Studio Center, Ragdale, Kimmel Hardening Nelson Center for the Arts and Hospitalfield Arts in Arbroath, Scotland. Naomi is currently Artist Development Coordinator for Springboard for the Arts' office in Fergus Falls, leading artists in exploring the past and future of the Fergus Falls Kirkbride Building, managing the Hinge Arts Residency Program and teaching the Work of Art series. She continues to show work nationally.

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