

SPRINGBOARD for the arts

FALL 2015



“When putting away utensils, skip the step of sorting them first.”

That’s real advice I once received during a work/life balance workshop. The speaker was serious, and the audience even more serious. Me included. Years later, while hurriedly avoiding sorting utensils to save a few seconds during my day, I accidentally stabbed myself with a fork.

Trying to shave seconds off tasks only led to more stress—and occasional minor injury. What we are really after are the relationships, fulfilling artistic practice, and community that help us feel whole.

Finding health care doesn’t have to be a source of stress. Our Artist Access to Healthcare (AAH) program offers a voucher program for primary care, and more than 800 artists have received medical, dental and behavioral healthcare services through our clinic partnerships. 98% of these artists report they’ve found a clinic for their ongoing healthcare needs—a successful balance of the resources available and their needs.

Our staff includes MNsure navigators who help artists find insurance, which is mandated under the Affordable Care Act. Our data suggests that since MNsure’s inception the uninsured rate among Minnesota artists has reduced from 28% to 18%. While as a community we’ve made great strides, we still have work to do.

Our AAH program is always adding new partnerships and events to get artists the care they need, so that we have a healthy work/life balance. When we work together to make sure artists’ healthcare needs are met, artists can continue contributing to the health and cultural vibrancy of Minnesota as a whole. If you are looking for healthcare help, be in touch!

And if you are looking for useful information on how to make time for your artistic practice, we’ve got that covered for you, too. The second session of our Work of Art series is “Time Management for Creative People,” and you can go to just that session, or the whole series. Read on for all the upcoming workshops and panels!



In best health & good time,

A handwritten signature in black ink that reads "Molly Chase". The signature is fluid and cursive.

Molly Chase,
Managing Director*

**Laura Zabel is on sabbatical and will be back in October. Actual work/life balance in action!*



ON THE COVER

Urban sketcher and documentary drawer Anita White holds up her illustration of the Publishing Panel at Springboard’s 2015 Flourish Resource Fair.

photo: Sean Smuda



Programs

INCUBATOR

An organizational incubator program that currently serves over 210 artist-led projects with financial and donor management, fundraising assistance and legal help.



COMMUNITY DEVELOPMENT

Workshops, training, partnerships and consulting with city governments, community and economic development organizations and other groups that wish to engage and train local artists to address community issues, contribute to creative placemaking, or develop new ideas.



COMMUNITY SUPPORTED ART

Our innovative patron education program based on the Community Supported Agriculture model that is being replicated across the country.



RESOURCES

A comprehensive online job book for artists, which serves over 10,000 individual users each month, attorney referrals through our Minnesota Lawyers for the Arts (MnLA) program, and resource centers in our offices in St. Paul and Fergus Falls.



HEALTH

Artists' Access to Healthcare (AAH) connects artists to healthcare and insurance through one-on-one assistance, a clinic voucher program, Health Fair and online resources. The Emergency Relief Fund provides small monetary aid for career-threatening emergencies.



NATIONAL

Through our Creative Exchange platform, we build the movement of local arts and culture by sharing inspirational stories and practical toolkits to spark change.

Staff

Laura Zabel
Executive Director

Michele Anderson
Rural Program Director

John Bell
Operations Manager

Molly Chase
Managing Director

Nikki Hunt
Program Director - Health

Noah Keesecker
Program Director - Artist Development

Zaraawar Mistry
Artist Resources Coordinator

Kathryn Murray
Program Assistant

Dan Olson
Rural Program Assistant

Naomi Schliesman
Artist Development Coordinator,
Rural Program

Andy Sturdevant
Artist Resources Director

Carl Atiya Swanson
Director of Movement Building

Peter Haakon Thompson
Community Development Coordinator

Jun-Li Wang
Artist Community Organizer

SPRINGBOARD FOR THE ARTS

308 Prince Street, Suite 270, Saint Paul, MN 55101
651-292-4381
www.springboardforthearts.org
Office Hours: M-F, 9:30 am-5:00 pm

SPRINGBOARD FOR THE ARTS

135 South Mill Street, Fergus Falls, MN 56537
218-998-4037
www.facebook.com/springboardartsLakeRegion
Office Hours: M-F, 10:00 am-5:00 pm

Work of Art: Business Skills for Artists

This ten-session core curriculum is useful to artists practicing in all disciplines. You can take the whole series or only those workshops that best suit you. The ten sessions in the series are Career Planning for Artists; Time Management for Creative People; Your Promotional Toolkit; Marketing for Artists; Legal Considerations for Artists; Recordkeeping and Financial Management for Artists; Simple Business Plans for Artists; Pricing Your Work; Funding Your Work; Social Media for Artists.



Dates: [Wednesdays, September 9–November 18, 5:30–8:00 pm](#)

Location: [Northeast Library, 2200 Central Ave, Minneapolis, MN](#)

Dates: [Mondays, September 14–November 16, 6:00–8:30 pm](#)

Location: [Maple Grove Library, 8001 Main St N, Maple Grove, MN](#)

Presenters: [Anna Metcalfe](#) or [Noah Keesecker](#), [Springboard for the Arts](#)

Tuition: [Free](#). Funded by a grant to the Hennepin County Libraries from [Minnesota's Arts and Cultural Heritage Fund](#). Register at www.hclib.org/events. Registration opens one month prior to the date of each workshop and is on a first come, first served basis.

American Pottery Festival at the NORTHERN CLAY CENTER

Marketing Workshop with Ayumi Horie

Co-sponsored by [Springboard for the Arts](#)

Ayumi Horie will present her pioneering marketing and social media techniques. Discuss the landscape of social media for independent studio artists and learn how to expand your audience, regardless of location. Take home practical tips for incorporating effective social media marketing into your studio practice. Great for non-ceramic makers, too!



Date: [Saturday, September 12, 1:30–3:00 pm](#)

Location: [Northern Clay Center, 2424 Franklin Ave E, Minneapolis, MN](#)

Presenter: [Ayumi Horie](#), studio potter

Tuition: [\\$15](#) (includes one day of admission to the NCC sale and select artist slide talks)

Creative Exchange & The Line Media Present: Creating Community

How we connect online and in person to create community is crucial in every sector. This dynamic event features community-builders and creative producers from fine art, technology, design and nonprofits to share their stories, successes and strategies that will help you expand your own community, and offer inspiration to take into your own work.

Date: [Wednesday, September 16, 5:30–8:00 pm](#)

Location: [Public Functionary, 1400 12th Ave NE, Minneapolis, MN](#)

Featuring: [Tricia Khutoretsky, Public Functionary](#); [Meghan Murphy, Pollen](#); [Reed Robinson, Beta.MN](#); [Shane Coen, Coen+Partners](#)

Tuition: [\\$10](#)

A Conversation with Two Coats of Paint

Sharon Loudon, artist and editor of *Living and Sustaining a Creative Life: Essays by 40 Working Artists*, and Sharon Butler, painter and founder of the blog and press Two Coats of Paint, talk about visual practice, blogging and written communications, creativity and entrepreneurship in artists' lives.

Date: [Friday, October 2, 6:00 pm](#); reception at 5:30 pm

Location: [Golden's Deli, 275 4th St E, #102, Saint Paul, MN](#)

Tuition: [Free, pre-registration required](#)

The Big Picture: A Strategy Workshop

Scaled to suit individual artists and small arts groups, this mini-retreat covers sound artist-friendly business strategies to help you realize your biggest creative dreams in practical and sustainable ways. Clarify your creative purpose, and get new tools and tips for defining, achieving and sustaining artistic success.

Date: [Saturday, October 10, 1:00–5:00 pm](#)

Location: [Jackson Flats, 901 18 ½ Ave NE, Minneapolis, MN](#)

Presenter: [Naomi Cohn, Poet/Coach/Consultant](#)

Tuition: [\\$40](#)

Making a Life as an Artist

Based on a decade of work with artists nationally, choreographer Andrew Simonet will offer tools for reconnecting with our deep values, building community, and slaying the two demons of the artist's life: time and money.

Date: [Tuesday, October 27, 7:30–9:00 pm](#)

Location: [The Cowles Center, 528 Hennepin Ave, Studio 2B \(2nd floor\), Minneapolis, MN](#)

Presenter: [Andrew Simonet, Dancer, Choreographer and Author](#)

Tuition: [Pay what you can \(suggested \\$1–\\$25\)](#)

Work of Art + (at the Hennepin County Libraries)

Springboard's Work of Art + workshops at the Hennepin County Libraries are funded by a grant to the Hennepin County Libraries from Minnesota's Arts and Cultural Heritage Fund. Register at www.hclib.org/events. Registration opens one month prior to the date of each workshop.

Build Your Own Website

This two session workshop will give you a nuts and bolts introduction to portfolio style websites and how to build your own using Squarespace. Please note that Squarespace requires a monthly hosting fee.

Dates: [Saturdays, September 19 and 26, 9:30 am–12:00 pm](#)

Location: [Nokomis Library, 5100 S 34th Ave, Minneapolis, MN](#)

Presenter: [J. Anthony Allen, musician, teacher and website designer](#)

Tuition: [Free](#)

Artists in Education Panel

Our panel of experienced teaching artists will share insights and tips on how to bring your artistic practice into a diverse array of educational settings.

Date: [Monday, November 9, 6:00–8:00 pm](#)

Location: [Walker Library, 2880 Hennepin Ave, Minneapolis, MN](#)

Presenters: [Moderated by Anna Metcalfe, Springboard for the Arts, with a panel of experts](#)

Tuition: [Free](#)

Register for Work of Art + workshops at the Hennepin County Libraries at www.hclib.org/events. Registration opens one month prior to the date of each workshop.

***“If there was a category higher than
'excellent,' I would gladly check that.”***

Legal Clinic for Creatives

Schedule a 45 minutes session with an arts and entertainment attorney. Limited number of appointments available.

Date: [Thursday, December 10, 6:00–9:00 pm](#)

Location: [Playwrights' Center, 2301 E Franklin Ave, Minneapolis, MN](#)

Presenters: [Attorneys from Springboard's Minnesota Lawyers for the Arts \(MnLA\) program](#)

Tuition: [\\$20](#)

Kirkbride Arts & History Weekend

SEPTEMBER 17 - 20, 2015



Featuring:

Walking the Tightrope, an original play by Lowell Carpenter
Film screenings
Bike Ride for Mental Health
Hinge Artist Residency Installations and Exhibits
Limited Edition Publications
Building and Cemetery Tours

Various locations. For a full schedule of events, visit www.imaginefergusfalls.com

Honoring the past & future of the Fergus Falls State Hospital

Hinge Artist Residency Program

In March 2015, Springboard launched **Hinge Arts**, a new artist residency program intended to activate cultural programming at the historic Fergus Falls State Hospital (or the “Kirkbride Building”) during the next two years as the city undergoes a major transition of this 124-year-old historic former mental institution.

Hinge Arts is intended to create opportunities where artists and community members gather to explore themes of transition, connection, and innovation. The name “Hinge Arts” is inspired by our belief that artists play a key role in connecting our past with our future.



photo: Kristina Estell



photo: Naomi Schliesman

Photos (L): “If You Can’t See You Can’t See, Can’t You See?” curtain installation by resident artist Kristina Estell on West Wing of the Kirkbride Building. (R): Fergus Falls residents visit the “Museum of the Marginalized,” a project by resident artist Chandra Glaeseman.

Imagine Fergus Falls is a partnership between Springboard for the Arts, the Otter Tail County Historical Society, the Friends of the Kirkbride, The City of Fergus Falls and the Kaddatz Gallery.

Springboard’s rural office is located at 135 South Mill Street in Fergus Falls, MN.
Contact Fergus Falls staff at fergusfalls@springboardforthearts.org or call 218-998-4037.

I'M + COVERED

Health Insurance Enrollment Help

Springboard for the Arts is certified to provide help artists, arts administrators and their families sign-up for health insurance via MNsure.org. For questions about MNsure or to request a free appointment, please visit www.springboardforthearts.org/health or contact Nikki Hunt at nikki@springboardforthearts.org.

Free Flu Shot Clinic

In partnership with Minnesota Visiting Nurse Agency and Open Book

Get vaccinated against the flu at our free shot clinic exclusively for uninsured artists, arts administrators and their families.

Date: Thursday, October 15, 6:00–7:30 pm

Location: Open Book, 1011 Washington Ave S, Room #203, Minneapolis, MN

Tuition: Free, pre-registration required

Health Insurance Enrollment Events

Whether you're using MNsure.org for the first time, or would like to pick a new health insurance plan for 2016, we're here to help! Nikki Hunt, Springboard's Healthcare Program Director and MNsure Navigator, and Glenn Stanley, Crosstown Insurance agent, will be on hand to help you complete the application for health insurance. Glenn also has the expertise to advise you on selecting the right health insurance plan for you.

Dates: November 11, 9:30–11:30 am & November 13, 1:00–3:00 pm

Location: Springboard for the Arts' Resource Center, 308 Prince St, Suite 290, Saint Paul, MN

Dates: November 3 & December 3, 11:00 am–2:00 pm

Location: Crosstown Insurance, 9220 Bass Lake Rd, #380, New Hope, MN

Tuition: Free, pre-registration required

Artists' Access to Healthcare (AAH) Voucher Program

Artists, arts administrators and their families may access free AAH vouchers to be used, like a gift certificate, towards the cost of medical, dental and mental healthcare services at low-cost clinics in the Twin Cities and Lake Region of Minnesota. For more information and to apply, please visit www.springboardforthearts.org/health or contact Nikki Hunt at nikki@springboardforthearts.org.



Help Connect Artists in Your Community to Healthcare

You can connect artists in your community to healthcare and health insurance resources! Our free Replication Toolkits can help. For more information or to request a Toolkit, please visit www.springboardexchange.org.



Health care that starts with you.®

Springboard's Artists' Access to Healthcare (AAH) program is made possible through the generous support of UCare.



Springboard's workshops are a cost-effective way for arts organizations, schools and other groups to provide professional development training for their creative communities. We can present our popular workshops to your constituents or we can work together to create workshops specially designed to meet the unique needs of your artists, audience and budget. Visit www.springboardforthearts.org for more information.

Staples, MN

Five Wings Arts Council is sponsoring the complete 10-part Work of Art series, 5 workshops of which have been completed. The remaining 5 will be held this fall.

Dates: [Mondays, September 28–October 26, 2015, 6:00–8:30 pm](#)

Location: [National Joint Powers Alliance, 202 12th St NE, Staples, MN](#)

Presenter: [Naomi Schliesman, Springboard for the Arts](#)

Registration and Tuition: [Visit \[www.fwac.org\]\(http://www.fwac.org\) for details.](#) These workshops are being provided at no cost to the artist through the Five Wings Arts Council, thanks to a generous grant from the McKnight Foundation.

Note: See a complete listing of all 10 Work of Art: Business Skills for Artists workshops on page 2 of this catalog.



Resource Centers

Resource Centers are available in both our Lowertown Saint Paul and Fergus Falls locations. These centers offer individual artists and small organizations access to a full array of equipment, tools, and services in an informal, self-directed environment.

Lowertown (9:30 am–5:00 pm, M–F)

- Two 27" iMacs and a Dell OptiPlex 9030
- Two Epson scanners (large-format scanner and slide scanner)
- Adobe Creative Suite 6 Design Standard and CS3
- Subscription to Lynda.com, a library of 2,844 step-by-step video training courses in hundreds of software programs.
- Lending library

All Lowertown workstations are available on a first come, first serve basis, or can be reserved for up to two hours on our website. Email resources@springboardforthearts.org for more information.

Fergus Falls (10:00 am–5:00 pm, M–F)

- One 20" iMac
- Adobe Creative Suite 5 Design Standard
- Free wi-fi
- Meeting space
- Reference library

Email dan@springboardforthearts.org for more information about the Fergus Falls Resource Center.

** Both Resource Centers have a copier, fax and printer.*



GIANT STEPS

Giant Steps is an interactive conference and gathering of inspiring folks forging their own paths and designing their vision of work and life. For more information and registration, visit www.giantstepsMN.com.

Date: Friday, October 9, 9:00 am–5:30 pm

Location: Minneapolis Convention Center, 1301 2nd Ave S, Minneapolis, MN

Tuition: \$110 (until September 28), \$125 after

Registration: www.giantstepsMN.com



Since 2011, Hand-in-Glove has assembled hundreds of arts leaders from across the country to address pressing issues and innovations in arts organizing through panel discussions, workshops and networking opportunities. Previous iterations of Hand-in-Glove have been organized by Threewalls in Chicago (2011) and Press Street in New Orleans (2013). The 2015 convening is organized by Works Progress and The Soap Factory, and will be presented at the Soap Factory and at venues around the Twin Cities, September 17–20, 2015.

For more information: www.commonfield.org

CSA

Over the last 20 years, Community Supported Agriculture (CSA) has become a popular way for consumers to buy seasonal food directly from local farms. With the same buy-direct, buy-local spirit in mind, mnartists.org and Springboard for the Arts created a Community Supported Art (CSA) program as a way to support local art, artists and collectors. Artists are selected to make original pieces of work for a stipend, and then the resulting pieces are boxed in shares for sale to the public. The result? New audiences for contemporary art, direct relationships between artist and buyer, and new bodies of work for local artists.

In the past five years, the program has spread to over 50 cities, from Massachusetts to California. Twenty-five CSA programs are currently active, several in their third or fourth year. Would you be interested in bringing CSA to your community? We have a 24-page replication kit available as a PDF document that walks interested organizations through the process of putting a similar program together—everything from selecting the artists and working with the media to managing the finances and planning the pick-up events. Better yet, it's now available free of charge. For \$45, we'll also throw in an hour of phone or video consultation to help you tackle any issues that come up. The kit is also available in Spanish. Email Carl Atiya Swanson at creativeexchange@springboardforthearts.org today to request a replication kit!



Community Development

Our Community Development Program supports artists to build reciprocal relationships with their communities, resulting in vibrant, creative, and equitable places. We partner with cities, neighborhoods, institutions and others to engage artists in community building, economic development, creative placemaking and innovative problem-solving.

Based on the success of Irrigate, our nationally recognized artist-led creative placemaking initiative, we're launching two new projects:

Culminate: Native Artists Reclaim Franklin

In partnership with All My Relations Arts and Native American Community Development Institute, Native Artists in the Twin Cities are invited to attend a free creative placemaking workshop on September 19, from 9–5 pm (or another date TBA). Artists are then eligible to apply for financial and programmatic support to implement collaborative projects. For more information: tinyurl.com/culminateworkshops.

This program is made possible through the generous support of David and Rosemary Good.

Irrigate Rondo

In partnership with African American cultural and economic development institutions in Rondo, Saint Paul, we will be offering free creative placemaking workshops to African American artists connected to Rondo, after which they will be eligible to apply for collaborative project support. To receive updates, email Peter at peter@springboardforthearts.org.

Ready Go

Ready Go is a resource that connects neighborhoods, businesses and non-profits to artist-created, mobile tools built to pique curiosity and prompt interaction. Ready Go tools include customizable options to host a conversation or collect feedback.

For more information and to hire artists: www.ReadyGoArt.com.



photo: Saint Paul Riverfront Corporation

Mobile Sign Shop as part of the Riverfront Corporation's Placemaking Residency

SPRINGBOARD FOR THE ARTS TRANSIT MAP

308 Prince Street, Suite 270, Saint Paul, MN 55101



The Springboard for the Arts office in Lowertown Saint Paul is easy to get to by car, bus, rail or bike from anywhere in the Twin Cities metro area. The Green Line's Union Depot station is two blocks from our door, and we're served by numerous Metro Transit bus lines. We're also located near downtown exits from I-94 or I-35E, and there's on-street parking as well as a number of inexpensive nearby surface lots. We also have a nine-bicycle rack on the second floor—wheel your bike in, bring it up on the elevator, and there's plenty of secure, indoor bike parking right outside our offices.

7 Key Principles That Drive Our Work:

1 We view artists as vital contributors to their communities

We believe deeply that economically and creatively productive artists are community assets who build social and economic capital. We also believe that artists make art to communicate, to move, to change, to build.

2 Our programs are delivered by artists to artists

The simple act of naming people as artists, and giving them responsibility for programs, is an important means of empowerment and building artists' agency.

3 Our capacity to build relationships is the basis of our effectiveness

With all our local partners and artists, we seek mutual respect, trust, commitment, and reciprocity; our programs are customized, not one-way transactions.

4 We emphasize building systems of investment and support

We believe that interdependent networks foster new levels of community impact by artists, in ways that single interventions cannot. We want to change the way our culture values art and creativity.

5 We develop cross-sector collaborations

To integrate art with the whole of people's lives, we break down traditional boundaries between disciplines and professions. We help artists leverage existing resources and systems, because we believe there is great efficiency in using resources that already exist.

6 We operate with a sense of transformational possibility

All our work is characterized by optimism about the potential contribution of artists to communities, and vice versa. Artists are not victims in need of service, they are a powerful, creative force to be mobilized.

7 We are non-judgmental about artists' work

We engage with the full spectrum of creative individuals who make art, and don't exclude any for artistic reasons.

Board of Directors FY2016

Shannon Pettitt
Co-President

Melanie Full
Co-President

Laura Zimmermann
Treasurer

Mike Hoyt
Secretary

Noel Nix
At-Large

Jeremy B. Cohen

Lisa Middag

Anne Jin Soo Preston

Jerome Rawls

Susan T. Schuster

Sheila Terryll

Fres Thao

SPRINGBOARD for the arts

308 Prince Street, Suite 270
Saint Paul, MN 55101

135 South Mill Street
Fergus Falls, MN 56537

info@springboardforthearts.org

Springboard for the Arts is committed to providing access to programs and resources for all artists. We are committed to unbiased treatment of all individuals without regard to race, color, gender, age, national origin, religion, creed, sexual orientation, gender identity, marital status, citizenship, disability, veteran status or any other basis. Please contact Springboard for the Arts for specific information about our programs or services.



printed with soy-based inks

 www.springboardforthearts.org

 www.twitter.com/springboardarts

 www.facebook.com/springboardarts

 www.flickr.com/photos/springboardarts

 www.instagram.com/springboardarts

 www.youtube.com/springboardarts

 Knight Foundation

THE MCKNIGHT FOUNDATION

 SURDNA FOUNDATION

PLACE ART PLACE ARTPLACE
RIPLAEE

 Tremaine Foundation

THE KRESGE FOUNDATION

ART WORKS. National Endowment for the Arts
arts.gov

Rosemary and David
Good
Family Foundation

 Mardag Foundation

F. R. BIGELOW FOUNDATION

Jerome
foundation

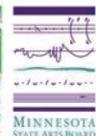
 MNSure
Where you choose health coverage

 BUSH FOUNDATION

4 FOURTH GENERATION FUND | learn, share, connect

Lake Region Arts Council

BONFILS STANTON
FOUNDATION

 CLEAN WATER LAND & LEGACY AMENDMENT
 MINNESOTA STATE ARTS BOARD
 SAINT PAUL STAR PROGRAM

CENTRAL CORRIDOR
FUNDERS COLLABORATIVE
INVESTING BEYOND THE RAIL

Ucare

 BremerBank

WELLS FARGO

 THE SAINT PAUL FOUNDATION

ECOLAB

Lowertown Future Fund

 Xcel Energy* RESPONSIBLE BY NATURE*

Trillium Family Foundation

Additional support for Springboard for the Arts comes from our generous individual donors. Thank you!