



BUSINESS CAREER PROTECTION FOR ARTISTS

Artists feel most happy and productive when they're making art. Sometimes, though, life can have other plans — from the predictable stress of moving to a new studio to the unexpected headache of having to clean out a flooded one; from taxes and insurance to accidents and illness. That's why it's vitally important for artists to make preparedness part of their practices by learning the art of **CYA - Cover Your A's: Art, Assets + Archives.**

PAST PARTICIPANTS

- Alfred University
- Appalachia Center for Craft / Tennessee Tech
- California College of the Arts
- Clemson University
- College Art Association
- College of Fine & Applied Art, University of Illinois
- College of Visual Arts, St. Paul
- Haywood Community College (NC)
- Herron School of Art & Design, Indiana U
- Kansas City Art Institute
- Kendall College of Art & design
- Kutztown University
- Maryland Institute College of Art
- Memphis College of Art
- Minneapolis College of Art & Design
- Montana Arts Council
- Montana State University School of Art
- North Bennet Street School Boston
- Oregon College of Art and Craft
- Otis College of Art & Design
- Rhode Island School of Design
- School of Visual Arts, NYC
- School of Art & Design at San Diego State University
- Southwest School of Art
- Springboard for the Arts
- Tyler School of Art / Temple University
- University of the Arts
- University of Montana School of Art
- University of Wisconsin-Madison Art Department
- Virginia Commonwealth University School of Arts
- Vanderbilt University Art Department
- Vermont Woodworking School/ Burlington College
- Western Carolina University

ABOUT THE CYA TRAINING

(SEE DETAILS ON BACK)



WHO? Practicing studio artists, teaching artists + art school faculty

Length of training and number of topics can be customized. The training includes:

- **Presentations, demonstrations, + discussion** led by CERF+ staff + subject matter experts.
- **Live interviews, + participatory exercises.**
- **Site visit** to a building with several artists' work spaces.
- **Services + web-based resources**, including a thumb drive with PowerPoint slides of the training.
- CERF+'s **Studio Protector wall guide, Studio Safety Guide, + Pocket Guide to Buying Business Insurance**

TRAINING TOPICS:

1. WHY CAREER PROTECTION MATTERS

LEARN

- The financial + emotional impact on an artist's career of an unexpected loss due to disaster, health, accident, theft or other crises.
- Career protection is more about time than money, + can be done incrementally.

DO

- Discuss professional + personal challenges of rebounding from a setback.
- Look at some basic career + studio safeguards.

2. MANAGING RISK + STUDIO SAFETY

LEARN

- The types of threats + hazards that could impact a professional artist's career.
- Proactive strategies to protect an artist's artwork, assets, + livelihood.

DO

- Assess the risks of a studio space.
- Describe basic preparedness measures for common natural disasters.
- Locate resources that provide technical advice + assistance on studio + career protection.

3. ARTIST HEALTH + WELLNESS

LEARN

- An understanding of how artists' studio practices affect their health + wellness throughout their career.
- Basic exercises to prevent + treat aches + pains based on one's artistic practice.

DO

- Identify health + wellness benefits and risks in setting up a studio-based practice.
- Practice exercises that alleviate neck, back, + wrist pain, as well as postural alignment.



4. DOCUMENTATION + SAFE STORAGE

LEARN

- Techniques for documenting artwork + business + workspace assets.
- How to make inventories of artwork + studio contents.
- The importance of records storage.

DO

- Discover options for safe storage of artwork inventories + business + studio assets.
- Proper documentation to track career advancement + protection.
- Make two inventory spreadsheets:
 - Artwork Inventory with keywords + a numbering system;
 - Tools, equipment, + business assets.

5. GETTING THE RIGHT INSURANCE COVERAGE FOR AN ARTS BUSINESS

LEARN

- The purpose + value of business insurance.

DO

- Discover types of business insurance coverage.
- Learn how to get an insurance quote.
- Find organizations + online resources with information on buying business insurance.

6. SETTING UP A BUSINESS, CONTRACTS + COPYRIGHT

LEARN

- Types of legal business structures best suited for artists.
- Best practices for creating, reviewing + contesting contracts.
- Copyright basics + copyright protection measures.

DO

- Examine the benefits + risks in an artist's contracts.

“*This class has better prepared my students to enter into the professional art arena. I hope that my teaching and the CERF+ tools will instill within them healthy professional habits so that if they ever encounter an emergency, they will be prepared to recover.*”

– Kimberly Winkle, Appalachian Center for Craft/Tennessee Tech University

ABOUT CERF+

CERF+ is a national non-profit organization and leader in arts emergency response. CERF+ provides career protection information, resources, and educational programs, and disaster readiness/recovery for all studio artists, as well as specialized emergency services to members of the craft field. Visit www.cerfplus.org for more information.

SIGN UP!

Find a CYA training near you:
cerfplus.org/events

Contact: jenifer@cerfplus.org
802.229.2306 to register