

Hello Everyone, I hope you are all having a great spring and are looking forward to another busy summer in the EUP!

You may have heard about the Creative Bootcamp held at The Hive Studio in March of this year- *A Creative's Guide to the Entrepreneurial Mindset*, focused on practical business skills and strategies for creatives in order to help build and sustain your practice. Many creatives (including Trish Sanders and myself) attended and learned a lot from Alaina Clarke, who is a metalsmith, educator, and non-profit professional. After taking the class, I highly recommend it to anyone who is looking to learn about the importance of branding, marketing your work to your target audience, pricing your work, and the power of social media, and I'm sure the others who attended will agree with me.

An overview of the program is attached to this email.

Our local version of this 8-week course class will be packed into a 2-day weekend, offering creative community members an affordable way to learn about business building tools, how to identify opportunities, how to strengthen networks and promote your brand, while discovering ways to reduce costs and increase income. Alaina will tailor our event to our artists' specific needs and interests, by focusing on topics we wish to learn more about.

The class would cost \$100 per person if we have 7 or more participants, or \$150 if we have 6 or less. We are opening up the class to creatives from all over the EUP and lower peninsula, so I am confident we will have enough people to get the lower price.

The class hours would be:

Saturday 10am-1pm//LUNCH BREAK//2pm-5pm

Sunday 10am-1pm//LUNCH BREAK//2pm-5pm

The class has been scheduled for Saturday and Sunday, June 29 & 30, at The Hive Studio in Cedarville.

Please get back to respond to the organizer, Katie Eberts, by **Wednesday, May 22** if you are interested in attending so we can get the ball rolling on this! Her e-mail is katieaeberts@gmail.com. As always, please also feel free to contact me at (906)430-4774 or iserialex@gmail.com if you have any questions.

Payment is required by June 21st.

A questionnaire will be e-mailed prior to class from Alaina so she can gauge our knowledge and tailor the class to what we want to learn.

Thanks! And I hope to hear from many of you soon.

Best Regards,

Alex Iseri