



The AAC Corner

January 2020

WEBSITE & MARKETING BASICS WORKSHOP

FOR THE SMALL BUSINESS & ARTIST

with Carli Gidman

Thursday, January 9th 7pm-9pm

Town Hall, Rm 304

Want to learn how to develop a brand? Create a website?
Need help taking the next step? Don't know what the next step is?

This introductory workshop for small businesses and artists will help entrepreneurs and artists to find the answers to these questions and more.

Carli is currently pursuing her Doctor of Philosophy in Organizational Leadership. She has learned to marry the world of art and the world of business to become an expert in small business marketing. In this modern world having a brand that expresses you are and what your about is essential in connecting with consumers. This introductory workshop will help artists who want to explore the idea of business in creating a brand, a website, and connect with a greater audience. Carli will help all attendees find cost effective, if not free, ways to achieve the next level in their marketing and small business goals.

Contact Carli Gidman (330) 962-5316 or Carli.Gidman@gmail.com to register;
Workshop is FREE to members; \$5 for non-members.
MUST PRE-REGISTER – SPOTS ARE LIMITED

MARK YOUR CALENDARS

Council Meetings

2nd Wednesday of the Month

January 9th, 2020

Website & Marketing Basics Workshop
with Carli Gidman

February 13th, 2020

Knitting 101: Basic Scarf
with Cathey Gidman

Thank you to all the artisans, visitors, and volunteers that came out to support our 4th Annual Holiday Artist Market. While the rain may have been falling outside, the Holiday Spirit was alive and well, making the event a complete success!

From all of us at the Ashford Arts Council we wish you and yours a
Happy New Year!

OUR SEARCH FOR ASHFORD'S POET LAUREATE

The Ashford Arts Council (AAC) requests applications for consideration as the Poet Laureate for the town of Ashford. Applicants should be recognized for a long-standing involvement in poetry and should demonstrate passion and expertise in poetry.

- The Poet Laureate, in coordination with the AAC, will be expected to fulfill several duties over a 3-year appointment, some of which may include:

- organize and / or participate in poetry readings open to the public
- read a poem at AAC and town events
- write or find poems about the community, historical events, figures, etc.
- visit schools and work with students
- present poetry workshops for the AAC
- facilitate the publication of an anthology of poetry by community members
- work with the local library to create a poetry corner or collection of poetry books by CT authors

An Honorarium of \$600 (\$200 per year) will be provided.

For more information visit our website www.AshfordArts.org