



September 27, 2013 Volume III - Issue 9

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## UPCOMING WORKSHOP: BOOKKEEPING FOR ARTISTS



**"Bookkeeping for Artists"  
with Howard Hudson  
Wednesday October 9th  
5 pm -7 pm  
Community Partners Center  
11 East Carrillo Street  
General Admission \$15  
Please pre-register [here!](#)**

What are the best bookkeeping methods for artists? As an artist, what types of books do I need to keep and why? How do I tackle computer software programs such as Quicken or QuickBooks to handle finances? These are some of the pressing questions that Howard Hudson, CPA, will discuss in this workshop.

Howard has been operating Howard Hudson & Co., CPA in Santa Barbara since 1975. He has a Bachelor of Arts, Business Administration with emphasis in Accounting from the University of Redlands.

He has extensive experience in the areas of auditing, accounting, and business consulting. In addition to leading two previous successful workshops on financial and tax issues for artists with AWoL, Hudson has served in a leadership capacity with Santa Barbara nonprofits, including: SB Dance Alliance, SB Beautiful, PARC Foundation, SB Zoo, First United Methodist Church and SB Host Lions Club.

## HOW TO WRITE A KILLER PRESS RELEASE



**"How to Write  
a Killer Press Release"  
with Julia McHugh  
Monday, November 4th,  
5 pm -7 pm  
Community Partners Center  
Union Bank  
11 East Carrillo Street  
General Admission \$15  
Please pre-register [here!](#)**

A news release makes all the difference in promoting your art and is vital to attracting an audience to any concert, opening, or

special event. Julia reveals the dos and don'ts of writing news releases and how to use them to your advantage. Join us and find out how to garner media coverage – and the recognition you deserve. "News releases are the major tools for publicity," says Julia, "they are like hammers for carpenters, or brushes for painters."

Julia studied to be an actress, and credits thespian skills in her success in public relations. She has spent nearly 30 years as a publicist for arts and environmental nonprofit groups, "from opera to ostriches," she says. She's the PR Director at the SB Zoo, and the Associate Producer and Publicist for Lit Moon Theatre Co. Other clients have included the Lobero Theatre, SB Symphony, Opera SB, Sings Like Hell, and the Music Academy. In 2009, Julia developed the first public relations course at Santa Barbara City College, which she teaches each semester. She earned her Accreditation in Public Relations (APR) from the Public Relations Society of America in 2010, and is the only accredited publicist between Camarillo and Monterey.



**UPCOMING WORKSHOP: Monday Dec. 2nd  
5 pm-7 pm**

Elizabeth Stewart will give a workshop on art appraisals, what your art is worth, and how to go about becoming a 'listed artist.'

## CHECK OUT OUR NEW WEBSITE!

The team at Art Without Limits has been dilligently working on a fresh new website these past few months. Special thanks goes out to Jeff Hudgins for his creativity in designing our new site. A former emerging artist, mentor and board member with AWoL, Jeff designed our logo and built our first website in 2011. We are lucky to have him with us! It will be up by Friday, October 4. While you are at it, check *Scene Magazine* in the *News-Press* on the same day.....

## ACDC 2013 LOGO CONTEST

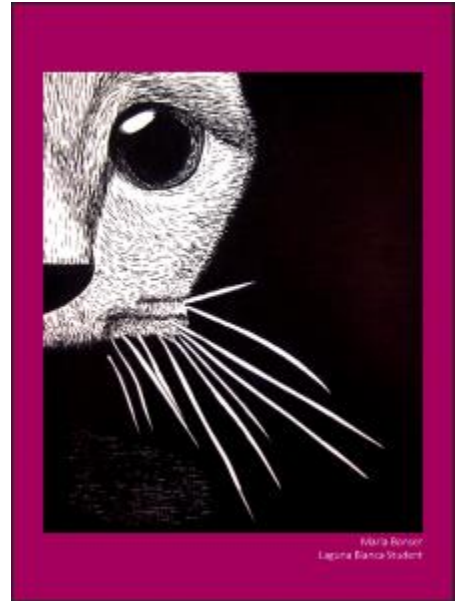
We are holding a contest for teens and young adults up to 22 years old to submit their visual art to be the logo for ACDC 2014.

It will go on our fliers, advertisements, and brochures for the conference. We are looking for something that will grab viewers' attention.



2012 logo designed by Marlon Castro  
Visual Arts & Design Academy SBHS

**Submissions are due by: December 1, 2013**  
**Send JPEG or PDF ( 300 dpi)**  
**with a short bio, age, school and title of the piece to**  
**[julie@awolsb.org](mailto:julie@awolsb.org)**



2013 ACDC logo designed by Marla Bonser, Laguna Blanca HS

## MENTORSHIPS

We are currently working on setting up five new mentorships. Our mentorship program pairs emerging artists with a professional mentor in the community for up to 100 hours of guidance. If you would like to be mentored or volunteer as a mentor yourself send us an email at [julie@awolsb.org](mailto:julie@awolsb.org). We would love to hear from you!



Macduff Everton mentored Elite Henenson in photography.

# COME PLAY WITH US

You can help to ensure the future of Santa Barbara artists by joining us:

- Become a mentor to an emerging artist
- Do a mentorship with a professional artist
- Become an advisory board member
- Lead a business workshop
- Volunteer for our events
- Join our board of directors

We usually meet the 2nd Tuesday afternoon of the month and do not ask for a great donation of time or money. We are looking for wisdom and guidance for our next generation of artists.

If you are interested in helping our organization please contact [julie@awolsb.org](mailto:julie@awolsb.org) or at (805) 565-1332. Let us know how you feel you can contribute to our team and join us in creating meaningful mentorships for aspiring artists in Santa Barbara!

Applications can be found on our website by clicking [here](#).

