



17th Annual  
**Meeting & Conference**

October 27 - 29, 2011  
Boston, Massachusetts

## **Materials List**

### **smART Business:Managing Your Artwork Liz Haywood-Sullivan**

[liz@haywood-sullivan.com](mailto:liz@haywood-sullivan.com)

**Thursday, October 27**

**1:15 - 4:15 pm**

**Newton Marriott**

This fast-moving class is packed full of tips and techniques on how to manage your artistic career – goals and goal setting, discussions on how to manage and keep track of your artwork, networking opportunities, framing and presentation options, the always difficult topic of pricing, and finally how to make sales.

#### **MATERIALS:**

Bring your notebook and questions.

Handouts will be provided.

#### **Bio:**

Liz Haywood-Sullivan (MA)

Liz Haywood-Sullivan, PSA, is a representational artist focusing primarily on pastel landscapes. Her paintings are consistently described as inspiring and are defined by strong contrast values and graphic compositions. She graduated from Rochester Institute of Technology in 1978 with a degree in Environmental Design and worked as an industrial designer, exhibit designer, and professional illustrator prior to spending 11 years operating Haywood+Sullivan, Inc., a full-service graphic design business with her husband.

[www.haywood-sullivan.com](http://www.haywood-sullivan.com)