

Art League of Leland (ALL) Workshop Series

MARKETING YOUR ART AND YOUR BRAND with Chuck Whitlock, Kari Feuer, Heather Harman

Saturday, March 4, 2023, 10 AM – 4 PM

Workshop Description

We are featuring a panel presentation with artists who have backgrounds in various business aspects of the visual arts. There will be plenty of opportunity for questions and information sharing. It might be helpful to have a laptop or tablet at hand, as we may be visiting some websites and to take notes!

Our three panelists and their subjects are:

Chuck Whitlock: "Finding your Market: Channels for Selling your Work": Strategies for getting gallery representation; Selling your art directly through niche marketing, online platforms and other outlets.

Heather Harman: "The Artist's Online Presence: Social Media and Websites": Using social media--hashtags, following, liking, and sharing, on both Facebook and Instagram, as well as an overview on Canva to create reels. A discussion of websites for artists.

Kari Feuer: "Your Tools for presenting yourself and your Art": Constructing the information that goes to galleries and shows, such as bios, cvs, and artist statements; Promotional materials; Working out your price structure; How to pull together an electronic portfolio.

About the Instructors:



Chuck Whitlock, an entrepreneur, is originally from Chicago. He has written 18 books and produced hundreds of investigational reports for national TV shows. After creating stained and fused glass artwork for many years, Chuck began combining his interest in photography and his love of glass. Using fusible ceramic ink, each unique project requires approximately 100 hours to complete. Chuck's artwork has been sold in West Coast galleries and regional art shows, and he has taught marketing at Clark College, UCLA Extension and UNCW.



Heather Harman is a fine artist and photographer, who loves the challenge of painting realism. Her favorite subjects are birds and flowers, but she also enjoys painting other nature scenes. She has a degree in Industrial Design from the Art Institute of Pittsburgh but has been drawing and painting since she was a child.

After almost 30 years working in the corporate world in marketing, graphic design and web design and development, Heather decided it was time to focus on what she really loves: creating art in many forms and media.

Heather, a Pennsylvania native, is now located in Coastal North Carolina with her two Italian Greyhounds. Heather is an Art League of Leland Board Member and a member of the Wilmington Art Association, Brunswick Arts Council and the Cape Fear Audubon Society.



Kari Feuer, an oil painter, has been immersed in nature’s beauty since her early days growing up in the Pacific Northwest, living in New York’s Hudson Valley and summering at the Outer Cape. Now, living in Coastal North Carolina, she continues her quarter-century of painting the scenery-- semi-abstracted views of clouds and water, always looking for the atmosphere and light in the vibrant paint colors that she is known for. Her work has received national recognition and is in collections on three continents. She has taught many facets of art in adult education in the past ten years. www.karifeuer.com

Registration Information

Dates: Saturday, March 4, 2023

Time: 10:00 AM - 4:00 PM (Doors open at 9:30 for set up)

Place: Cutlar Community Center
1120 East Cutlar Crossing #204
Leland, NC 28451

Cost: \$35 ALL Members, \$50 Nonmembers

Lunch: On your own during a 30-45-minute lunch break- bring a lunch!