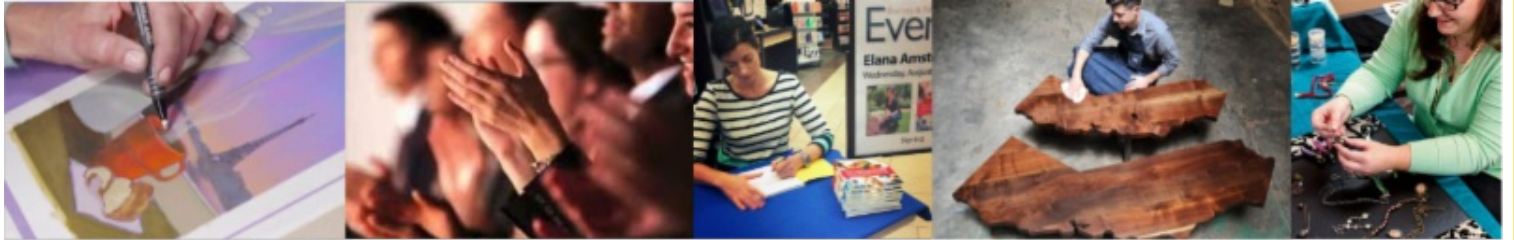


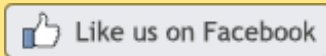
CREATIVE SONOMA

Currents

OCTOBER 2016



Stay Updated!



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GET NEWS: Stories and Updates

The mission of Creative Sonoma is to support and advance the creative community of Sonoma County. We define the creative community as individuals, organizations and businesses whose work is creative at its core. This includes artists, nonprofit cultural organizations, and creative enterprises such as design firms, galleries, recording and video studios, and more.

CONTACT

CREATIVE SONOMA

General Information

creativesonoma@sonoma-county.org

Kristen Madsen, Director

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(707) 565 6120

**Samantha Kimpel,
Program Officer**

Samantha.Kimpel@sonoma-county.org
(707) 565 6134

The Art of Cultural Traditions



Photo by Fred Davis, Petaluma Dia de Los Muertos

Over thousands of years, cultural traditions have found expression and longevity through artistic expression. Dance, music, theatre, and visual art traditions are passed from generation to generation to mark a specific culture's values, historical events, and celebrations. Artistic traditions are seen in every world culture: some of these are preserved by intentional keepers of culture, and are remarkably true to their origins, while others adapt to new life and meaning as cultures collide, merge and evolve.

LOCATION

141 Stony Circle, Suite 110
Santa Rosa, CA 95404

The e-newsletter CURRENTS is published on the first Thursday of each month: please submit potential items a week in advance to creativesonoma@sonoma.county.org.

The PDF version of this newsletter issue is [attached HERE](#).

IN CELEBRATION OF



WITH SUPPORT FROM



WE RECOMMEND



[Business of Art: An Artists Guide to Profitable Self Employment, 2nd edition](#), published by the Center for Cultural Innovation: a basic yet comprehensive, easy-to-follow workbook with exercises, resources and business essentials templates.

This month in Sonoma County, there are a number of opportunities to experience and witness traditional arts expression. This weekend, the Pomo Youth Dancers will perform sacred, ceremonial dances in traditional regalia on **Sunday, October 9, 2016** at 12:00pm in the Sebastopol Farmers Market Gazebo. This performance is part of the City of Sebastopol **Pomo Honoring Month**, during which which the Pomo Project highlights the history, traditions and contributions of Sebastopol's indigenous people. And if you are headed to Sonoma's North Coast, you may also attend the **Native Arts Expo** at Gualala Arts on October 22.



One of the most visible traditional celebrations expressed through the arts is **El Día de los Muertos** (Day of the Dead) occurring each year on November 1st and 2nd. It is a ritual celebration of life and a time to both remember and honor ancestors who have passed before us. This annual holiday celebrated in Mexico and Central and South America has increasingly been embraced across the United States as a multi-cultural family event.

Art brings memories to life during El Dia de los Muertos. Paintings and figurines depict laughing skeletons and calaveras, and are colorful representations of ancestors celebrating their former lives alongside the living. Processionals include giant skull puppets, traditional music, and costumed dancers, who simultaneously honor both personal and larger cultural memories. Ofrendas for ancestors are assembled and decorated. All of these elements highlight reflection, memorializing, and storytelling, which ensures the tradition continues.



There are many opportunities to participate in El Dia de los Muertos celebrations in Sonoma County throughout October, culminating on November 1 and 2 (and on Nombember 5 in Windsor). Here are a few!

- [Petaluma Historical Library and Museum](#)
- [History Museum of Sonoma County](#)
- [Occidental Center for the Arts](#)
- [Windsor Bloco and Windsor Town Green](#)
- [Sonoma Community Center](#)



What We're Up To

WE'RE EXPANDING: Now Hiring Administrative Aide

Creative Sonoma is seeking a full-time, one-year contract Administrative Aide to support its programs and services, with an emphasis on arts education activities. The position will assist with workshops and trainings, maintaining office systems, outside communications, research and events. Fluency in Spanish and experience in education are highly desirable for the position. Deadline to apply is **October 28, 2106**.

[More Information](#)

PARTICIPATE: Online Directories to Include YOU

CreativeSonoma.org will be launching soon, and it includes online directories that will serve as public portals for all that is creative in our county, and will encompass individuals, organizations, and public art.

Once launched, we will be inviting artists (all disciplines), artisans and

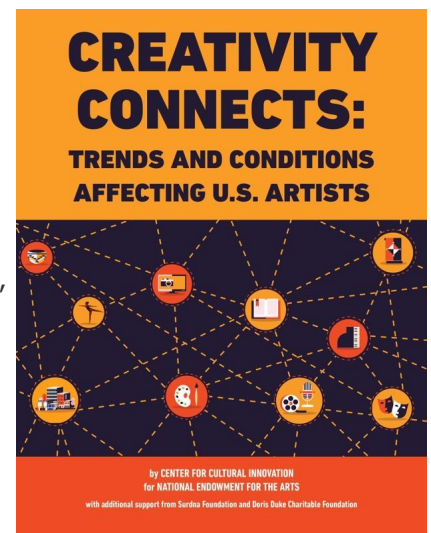
designers who live and/or work in Sonoma County to create a profile page in the directory titled **Creatives at Work**. Each profile can include a link to your website, space to promote your work or events, a place to list studio or business hours, upload photos, video, and sound files, and much more. As we grow this resource, we will be promoting **Creatives at Work** to our residents, tourists, local government and business networks to illustrate the extraordinary creativity that infuses our community.

At the **Coffee & Conversation Meetings** that we are holding in Santa Rosa over the coming weeks (see Get Knowledge, below for details), we will be introducing Creatives at Work, and **sharing a preview** on how to create your profile. Instructions will be also available online once the website is live, and we will be visiting communities around the county in the early part of next year to assist creatives in this endeavor.



What We're Reading

The newly released report, **Creativity Connects: Trends and Conditions Affecting U.S. Artists** (by the [Center for Cultural Innovation](#) for the National Endowment for the Arts), examines long-standing arts issues such as the need for funding and training, but also dives into the effects of other forces shaping the environment for artists, including technology, the gig economy, student debt, and the growth of cross-disciplinary work. In addition, trends that are pointed out as national--income inequality and rising median rents--are especially magnified in the Bay Area and Sonoma County.



The report also includes **18 essays** from the [Creativz.us](#) project, some of which are:

- *What Do Artists Need to Thrive* (p. 38)
- *Technology Isn't Magic: Let's Make It Work Better for Artists and Musicians* (p. 44)
- *The Art School of the Future* (p. 57)
- *Online Platforms are Not Enough, Artists Need Affordable Space* (p. 71)

Read or download the full report by clicking on the image or by visiting [this link](#).

GET KNOWLEDGE: Trainings and Conferences

CREATIVE SONOMA WORKSHOPS & EVENTS



The 2nd of four Coffee & Conversation meetings takes place at the Rincon Valley Library.

Coffee & Conversation Meetings: Santa Rosa

Please join us at one (or more) of four Creative Sonoma Coffee & Conversation meetings in Santa Rosa over the next few weeks. Offered at various locations and times, we hope all the artists, makers, dreamers, donors, audience members, arts organizations, and entrepreneurs will join us to discuss how Creative Sonoma can support and advance the Santa Rosa creative community.

PLUS: We will be going over brief instructions for artists, artisans, and creative businesses and organizations on how to **create a profile page in online directories** that are a component of our soon-to-be-live NEW website.

Please RSVP so that we know how much coffee to bring! And share [this flyer](#) with neighbors, friends, and colleagues.

[AFTERNOON] Mon, Oct 10, 4:30-6pm, Steele Lane Community Center
[RSVP NOW - STEELE LANE](#)

[MORNING] Thur, Oct 13, 10:30am-12pm, Rincon Valley Library
[RSVP NOW - RINCON VALLEY](#)

[EVENING] Thur, Oct 20, 6-7:30pm, Roseland Community Center
[RSVP NOW - ROSELAND](#)

[BROWN BAG LUNCH] Mon, Oct 24, 12-1:30pm. Chroma Gallery
[RSVP NOW - CHROMA](#)

Workshops

PUBLIC SPEAKING FOR CREATIVES

Thursday, October 27, 2016 -OR-

Thursday, November 10, 2016

Presenter: Kristen Madsen, Creative Sonoma Director

Time: 5:30-7:00pm

Location: Economic Development Board Conference Room

Fee: FREE (each session limited to 15 participants)

Need to give a speech for your organization, do a book reading or give a gallery talk? Registered participants will be asked to come prepared to give up to a 2-minute speech at the beginning of the session. Speeches will be videotaped and the group will work together to improve skills and provide encouragement! Limited to 15 participants due to interactive nature; please register for only one session.

[REGISTER NOW: OCTOBER 27](#)

[REGISTER NOW: NOVEMBER 10](#)

BUILDING CONSENSUS IN CREATIVE COMMUNITIES

Wednesday, November 2, 2016

Presenter: Brittany Lobo, MPH

Time: 5:30-7:00pm

Location: Guerneville Public Library

Fee: FREE

This workshop is developed for any collective or group of artists, performers, or community members who desire to reach a shared vision or decision, as well as for those who want to improve consensus building and decision making within a company or organization. During the 90 minutes, participants will learn about basic consensus building and decision making methods and skills, and then will practice them through fun, interactive exercises.

[REGISTER NOW](#)

MORE WORKSHOPS COMING SOON:

- RESEARCHING ARTS AND CREATIVITY GRANTS
- EVALUATION & IMPACT MEASUREMENT FOR ARTS ORGANIZATIONS
- LEGAL ISSUES FOR ARTISTS AND CREATIVE ENTERPRISES



Creative Sonoma workshops and events are published via this and other email blasts, and on our [Facebook Events Page](#). For questions, contact Samantha Kimpel, 707-565-6134 or Samantha.Kimpel@Sonoma-County.org.

OTHER NORTH BAY WORKSHOPS

SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD

<http://edb.sonoma-county.org/>

Year of the Entrepreneur: Check out the online calendar for upcoming training and networking opportunities for Sonoma County entrepreneurs. www.yote2016.com/calendar/

NAPA-SONOMA SMALL BUSINESS DEVELOPMENT CENTER

napasonomasbdc.org

Visit SBDC's [Events Listings](#) for a listing of upcoming classes and trainings.

VOLUNTEER CENTER OF SONOMA COUNTY

volunteernow.org

Visit the Volunteer Center's [Events webpage](#) to register for future workshops, as well as for regularly occurring Roundtables for nonprofit Social Media Professionals, Volunteer Managers, Financial Mangers and Executive Director Forums, among other events!

CONFERENCES / WEBINARS / RESOURCES

Resources for Wildfire-Affected Artists and Communities

With the recent and current wildfires in our state, there are a few resources to aide artists affected. Craft Emergency Relief Fund (CERF+) has emergency relief grants and interest-free loans available for eligible artists working in

craft disciplines. Guidelines and eligibility are available on the [CERF+ website](#). A wealth of information on emergency readiness for all artists can be found at www.studioprotector.org. For musicians in need, contact [Musicares](#).

Call for Ideas: Americans for the Arts Annual Conference 2017

Do you have ideas for sessions or speakers for the 2017 Americans for the Arts Annual Conference? Session ideas can address the following topics: Accessibility, Advocacy, Arts Education, Capacity, Community Development, Diversity, Access and Equity, Engagement, Evaluation, Fundraising, Grantmaking, Leadership, Private Sector Engagement, Public Art, Public Value, or Research. Idea submission deadline is **October 21, 2016**.

[More Information](#)

National Arts Marketing Project Annual Conference

FUELING CHANGE: As arts marketers, how do we successfully maintain organizational relevance while building sustainability in our rapidly changing world? How can we meet change with a responsive, creative, and flexible approach? How can we capitalize on change to fuel inventive and unconventional thinking, forward-thinking solutions, and a willingness to experiment? Explore these ideas in Austin, Texas, **November 11-14, 2016**.

[More Information](#)

LOCAL PODCAST: Culture Dept.

Culture Dept. is a weekly podcast that helps creators, artists and makers become their own businesses. In each episode, Daedalus Howell interviews the leaders, experts, innovators you need to guide your creative career into a sustainable venture. Listen in at cultureddept.com.

California Lawyers for the Arts

Attend workshops or conferences in the Bay Area, as well as access resources on arts and copyright legal issues and dispute resolution.

[More Information](#)

GET MONEY: Calls to Creatives, Grants, Jobs & More

CALLS TO CREATIVES

Sonoma County Arts Centers and Groups / Call, Deadline

Art Escape: [Call to Artists](#)

Healdsburg Center for the Arts: [Artist Opportunities](#) / **Gift Gallery, Oct 10**

Occidental Center for the Arts: [Gallery](#) / **Toute Petite, Nov 15**

Occidental Center for the Arts: [Writers](#)

Petaluma Arts Center: [Call to Artists](#)

Sebastopol Center for the Arts: [Call for Entries](#) / **Marvelous, Nov 11**

Sonoma County Literary Update: [Calls for Submissions](#)

Chroma Gallery: Visible Dreams - Surrealism and Fantasy

Imaginative art inspired by dreams and our creative unconscious mind. Non-juried group show open to all artists from all Bay Area counties. Submission drop-off on **October 20-22, 2016**.

[More Information](#)

Sebastopol Center for the Arts: Art at the Source 2017

All Sonoma County artists are invited to an informational meeting for Art at the Source, the spring open studio tour which provides a first-hand look at Western Sonoma County's working art studios. Informational meeting is **November 1, 2016, 6pm**; application deadline is **December 1, 2016**.

[More Information](#)

Sonoma Community Center: Artist Residency in Ceramics

One Artist in Residence will be chosen to spend six months living and working at the Sonoma Community Center. Deadline to apply for 2017 Winter/Spring residency is **November 21, 2016**.

[More Information](#)

Alameda County Arts Commission: Artist Registry (Public Art)

The Alameda County Arts Commission invites artists to apply for potential inclusion in an Artist Registry, a prequalified list of artists that will be used for upcoming public art opportunities. Open to artists from 14 counties of the greater Bay Area. Deadline is **November 30, 2016**.

[More Information](#)

GRANTS & AWARDS

National Endowment for the Humanities

Humanities Connections, open April 19, deadline **October 9, 2016**.

[More Information](#)

National Association of Latino Arts and Cultures: Fund for the Arts

The NALAC Fund for the Arts supports US-based Latino artists and arts organizations in development, creation, presentation and sustainability of artistic excellence, as well as the opportunity to participate in activities that contribute to professional/organizational growth. Deadline **October 13, 2016**.

[More Information](#)

National Association of Latino Arts and Cultures: Transnational Cultural Remittances

Transnational Cultural Remittances funding supports exemplary cultural exchanges that promote grassroots artistic collaboration and strengthen social networks between the United States, Mexico and Central America. Deadline is **October 13, 2016**.

[More Information](#)

National YoungArts Foundation

Are you a visual, literary, design or performing artist between the ages of 15-18? Win cash awards of up to \$10,000, an alternative to scholarships to spend as you wish. Take master classes with accomplished artists in your field. Become eligible for nomination as a U.S. Presidential Scholar in the Arts. Deadline to apply is **October 14, 2016, 11:59pm EST**.

[More Information](#)

Center for Cultural Invention: California Arts Leaders Investments

Emerging arts leaders throughout California may be eligible to apply for up to \$1,000 for professional development support. Applications are due on the **15th of each month**, with one-month turnaround.

[More Information](#)

The Ovation Foundation: Creative Economy InNOVATION Grant

The Ovation Foundation supports organizations that train young people in the creative industries. Deadline is **October 28, 2016**.

[More Information](#)

Creative Work Fund: Literary and Traditional Arts

The Creative Work Fund invites artists and nonprofit organizations to create new art works through collaborations, and is accepting proposals from either literary or traditional arts is this round. Artists are encouraged to collaborate with nonprofit organizations of all kinds, stretching boundaries and forging new partnerships. A free seminar for prospective applicants takes place Santa Rosa at the California Indian Museum and Cultural Center on September 28, 2016, 1:30-3pm: register [HERE](#). Deadline for Letter of Inquiry is **December 2, 2016**.

[More Information](#)

Puffin Foundation: Fine Arts, Video/Film Grants

The Puffin Foundation Ltd. has sought to open the doors of artistic expression by providing grants to artists and art organizations who are often excluded from mainstream opportunities due to their race, gender, or social philosophy. Requests for applications must be received via mail by **December 6, 2016**.

[More Information](#)

Fleishhacker Foundation: Small Arts Grants

The particular emphasis of the Small Arts Grants Program is to support the development and presentation of the work of living Bay Area artists; arts organizations with budgets of \$100,000-\$750,000 are eligible to apply. Deadline is **January 15, 2017**.

[More Information](#)

Local, National and International Arts Grants Listings

List curated by the California Arts Council of current arts grants available to California artists and organizations, all disciplines.

[More Information](#)

JOBS & MORE

WE'RE HIRING Creative Sonoma: Administrative Aide

Creative Sonoma is seeking a full-time, one-year contract Administrative Aide to support its programs and services, with an emphasis on its arts education activities. The position will assist with workshops and trainings, maintaining office systems, outside communications, research and events. Fluency in Spanish and experience in education are highly desirable for the position. Deadline to apply is **October 28, 2016**.

[More Information](#)

Luther Burbank Center for the Arts: Director of Education & Community Engagement

The Director is responsible for the development, execution and oversight of the daily operations, long-term vision and goals, and tactical strategies for the Education & Community Engagement programs of Luther Burbank Center for the Arts (LBC). See the [attached full job description](#).

Children's Museum of Sonoma County: Volunteer Coordinator

The Volunteer Coordinator will manage and develop all aspects of the CMOSC Volunteer Program, including recruitment, training, engagement, and evaluation. Posted September 30.

[More Information](#)



NEW Happening in Sonoma County: Calendar of \$25-or-Less Events

Post events, including concerts, festivals, films, shows, recreation and more that cost no more than \$25. Visit happeningsonomacounty.com to create your event posting, or to find something fun and affordable to do in Sonoma County.

Want to share your passion for art making? Think SenseiScout.



Do you have a passion for arts and crafts that you'd like to teach? [SenseiScout](#) is a new place to connect with and learn from experts and enthusiasts. We provide a happy medium between you, the teaching artist, and individuals seeking to learn a new craft. With SenseiScout, artists get a free personal page with advertising support and a platform with a low service fee to manage workshop registration. All you have to do is tell us what you want to

teach, when you want to host a workshop, name your price, and we'll take care of the rest for you! For more information about SenseiScout, contact Alec Weeks at alec@senseiscout.com and connect on [Facebook](#).

EDB Services Program

The Economic Development Board offers a wide range of business assistance programs in which for-profit, non-profit and individual entrepreneurs can participate. We are featuring the "On the job" training program that may be applicable to assist in your staffing and training needs. The "On-the-job" training (OJT) helps subsidize the onboard and training costs for new hires by reimbursing employers 50% of a new hires hire's wage for six months or \$10,000 (whichever comes first). Eligible costs for reimbursement also include production losses and supervision time. EDB staff work with the workforce Investment board and Job Link on this program, providing a 360 degree service for the employer and potential employees including candidate screenings and specialized trainings. To learn more about this program please contact the EDB Business Services Program Manager, Heather LoBue at heather.lobue@sonoma-county.org or (707) 565 6414.

California Arts Council, Arts Jobs Listings

Listing of current arts job openings from throughout California.

[More Information](#)

Creative Sonoma is a Division of the [Economic Development Board](#) of [Sonoma County](#).



"Creativity ignited a spark. In that moment, I saw that art is not peripheral, beauty is not optional, but a strategy for survival."

-Terry Tempest Williams



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