

# INTRODUCING CHF AND ITS PROGRAMS

**THE CLARK HULINGS FUND**  
 **For Visual Artists**

# INTRODUCING CHF!

**Who we are:** The Clark Hulings Fund for Visual Artists is a **501(c)(3)** nonprofit that was established in 2011. Currently, our roster is 44 strong, with an extended network of professionals who contribute as needed. Our constituency numbers over 15,000, with a focus on the US but a global reach of 72 countries.

**Who we serve:** CHF serves professional visual artists, equipping them to be self-sustaining entrepreneurs.

**Problem we solve:** Visual artists are twice as likely as the general population to have graduated college, and more than  $\frac{1}{3}$  are self-employed. 71% say they need entrepreneurial education. Yet only 26% receive any form of it in art school, and less than  $\frac{1}{3}$  fully support themselves through their art.

**How we do it:** CHF delivers an extensive, multi-pronged, nationwide, live, mobile, and digital suite of adult learning programs for visual artists. Sophisticated entrepreneurial learning is delivered in nearly every medium and by virtually every method – regional learning summits, remote digital education, intensive accelerators, 24/7 learning portals, and both electronic and in-person peer networks – all designed to turn working artists into thriving ones.

**Why it works:** CHF programs are designed with extensive end-user input, according to cutting-edge best practices in professional education and assessment, delivered by senior practice-area leaders with deep, proven subject-matter expertise, and improved through continual data-analysis and research.

**Why we do it:** American master painter Clark Hulings is a living inspiration to our educators and organization. Hulings never stopped pursuing his own artistic development, but he always understood that he was running a business. Hulings' legacy is our commitment to making visual artists as skilled at business as they are at their craft.

SEE OUR  
PROGRAMS



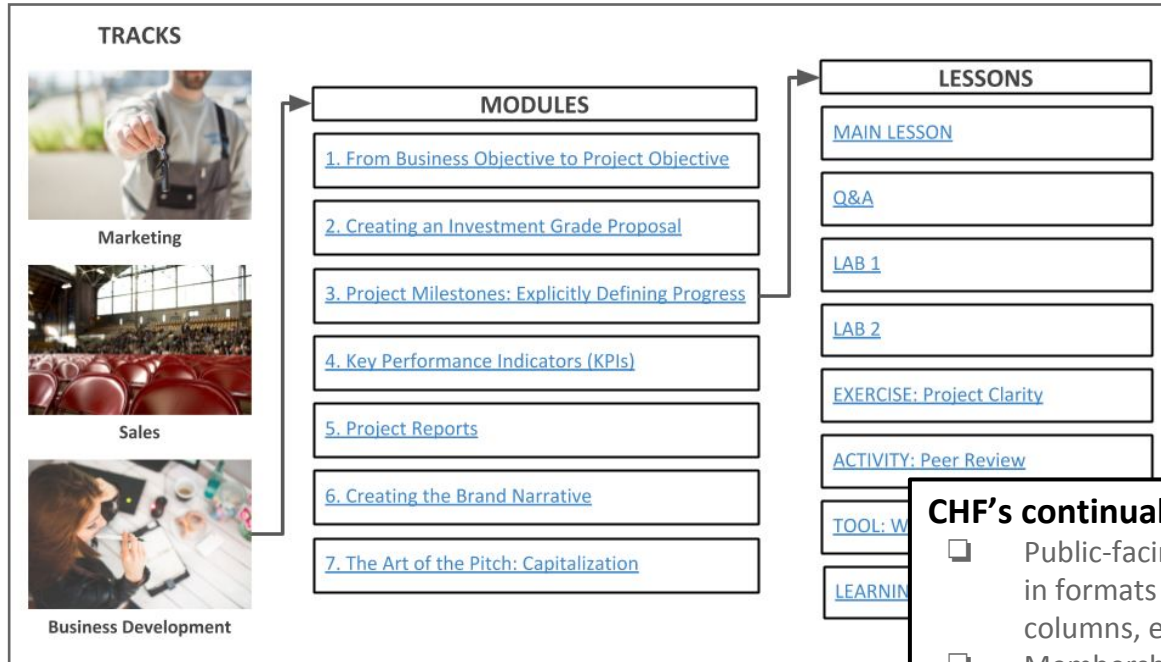
## SUMMITTS & LIVE EVENTS

**Each year, CHF conducts in-person learning events in local communities throughout the US:**

- ❑ Multi-day intensive learning summits
- ❑ A multi-week learning series
- ❑ One-day and half-day episodic workshops



# DIGITAL LEARNING PORTAL



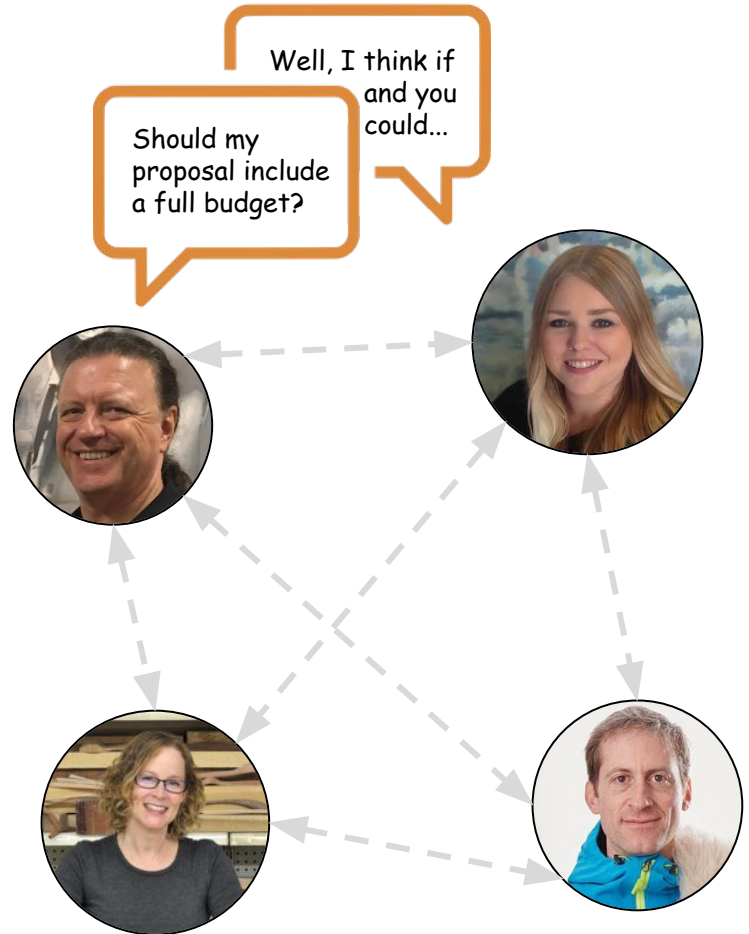
## CHF's continually updated e-learning venue includes:

- Public-facing 24/7 access to digestible educational content in formats artists already consume (podcasts, expert columns, etc)
- Membership access to structured multimedia learning modules (presentations, tools, activities, and assessments)
- Serial and episodic learning tracks (pursue a continuous course of study or a single module)

# LIVE LEARNER SUPPORT

Digital Portal learners and Accelerator Fellows benefit from ongoing synchronous learning support:

- ❑ office hours
- ❑ digital peer networks
- ❑ interactive labs (to which learners bring specific cases to solve)



# YEARLONG & MULTI-YEAR ACCELERATORS

**CHF conducts a yearlong graduate-level intensive learning track through remote learning with:**

- ❑ An emphasis on creating a powerful brand narrative and pivotal business project that accelerates artists' professional careers
- ❑ A range of practice area leaders across multiple, essential business practice areas
- ❑ A strong group-learning methodology, with opportunities for publicity and capitalization

“

*My sales have increased dramatically this quarter and I have already set up meetings to move my project forward.”*

—Gregg Chadwick  
CHF Business Accelerator Fellow



*“CHF has pushed me way out of my comfort zone and into a new reality. Tools. Tools change everything. And I’ve only just cracked the shell of what’s possible.”*

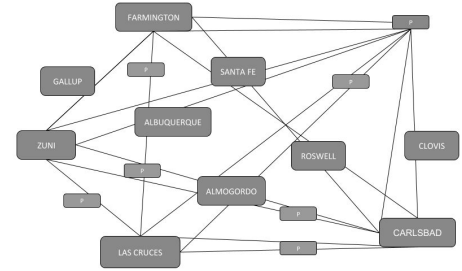
—Nadia Fairlamb, CHF Business Accelerator Fellow

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## PEER NETWORKS



**CHF sponsors local artist-formed, artist-led peer networks that engage in skill and contact exchanges, and collectively shape their industry.**

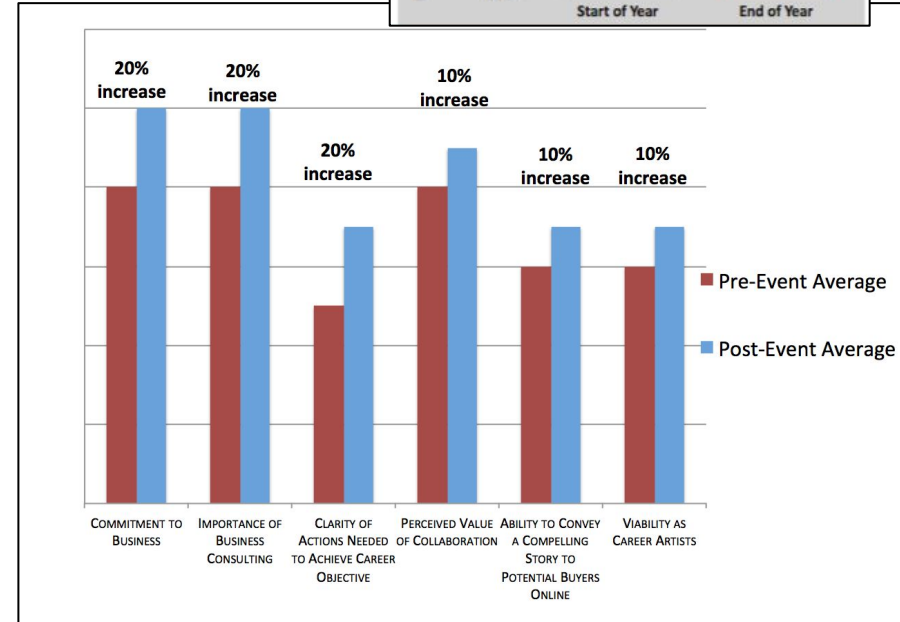
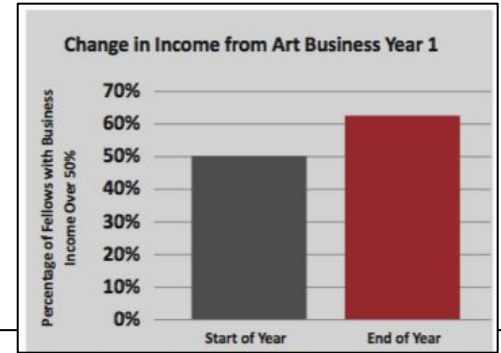
**CHF contributes:**

- ☐ Founder encouragement
- ☐ Logistics and structural support
- ☐ Publicity and branding support
- ☐ Best practices and consulting

# DATA ANALYSIS & ART-BUSINESS RESEARCH

CHF conducts sophisticated data analysis and impact studies using learner data from all CHF programs, collating it with existing industry research to:

- ❑ Shape the understanding of visual artists' entrepreneurial and learning needs
- ❑ Continually improve learning programs and inform other organizations with missions serving similar constituents
- ❑ Identify research gaps and needs





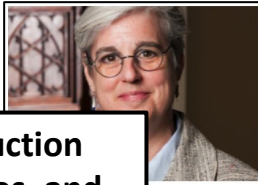

# PUBLIC-FACING EXPERT CONTENT

**CHF provides zero-barrier learning, with polished production values in digestible formats (podcasts, interviews, videos, and expert columns) that feature art-industry experts, seminal artists, collectors, and business leaders to:**


- ❏ Make art-entrepreneur learning ubiquitous
- ❏ Make inaccessible expertise accessible (More than half of CHF learners consume our educational content on mobile devices.)
- ❏ Create a central repository of art-business knowledge and entrepreneurial expertise

**THE CLARK HULINGS FUND**  
For Visual Artists


All Funding & Finance Inventory and Administration Legal & Negotiation Logistics Marketing & Sales Operations & Strategy



With Curators –  
Director of Curatorial  
Museum of Art in  
New York...




**Cook Better Sales Letters And You'll Bring More People to the Table**  
You hear this phrase, "the art of the sales letter" and it sounds like there's a magic formula, or that...




**The Gallery Model is Changing – Here's How Artists Benefit**  
Albuquerque-based gallery owner Nancy Zastudil emailed with CHF about the changes contemporary galleries are undergoing. Here, she explains the shifting...

**Listen on Your Favorite Device**

Amazon Echo, Google Home, Sonos, Bose



**30K DOWNLOADS**



iTunes

TuneIn

Stitcher

iHeartRadio

Android

Player.FM

# LEARNING PARTNERSHIPS

**CHF extends other organizations' missions and plugs into existing social responsibility and learning programs, offering:**

- ❑ Constituent learning community development
- ❑ Customized learning events and learner support
- ❑ Customized digital learning



# EDUCATIONAL LEADERSHIP

## Leadership of CHF educational programs ensures:

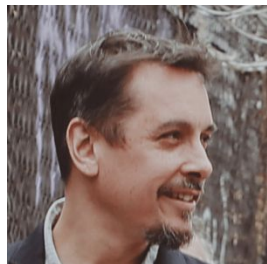
- ❑ Firm adherence to best practices in adult education
- ❑ Robust commitment to program efficacy and the integrity of learning environments
- ❑ Qualitative consistency across learning platforms and reliable standards for learning measurement and analytics



**Elizabeth Hulings**

**Executive Director**

Background: Fortune-500 mergers and nonprofits, including Human Rights Watch. M.A., Stanford. Founder: Counterpoise (business strategy).



**Daniel DiGriz**

**Education Director**

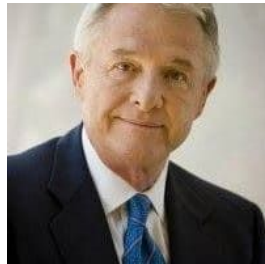
M.Ed. Instructional Design & Technology. Background: Fortune-500 Corporate Education Programs. Corporate Storyteller.



**Sofia Perez**

**Communications Director**

Background: journalist and editorial professional—*New York Times*, *Gourmet*, NBC *Today* & *Nightly News* shows. B.A., Princeton. Rainforest Alliance.



**Irv Diamond**

**Board of Directors**

Background: University of New Mexico Anderson Schools Foundation board and leadership. National CPA Financial Literacy Commission.



**Steve Pruneau**

**Chairman of Board**

Background: Enterprise Project Leadership. CEO of enterprise consulting firm Free Agent Source Inc. MBA Vanderbilt. IT Consultant.



**Carrie J. McIndoe**

**Advisory Board**

Capstone Advisor: Bard MBA Program. Instructor: Goldman Sachs 10K SMB Program. Founder: Economic Ventures & EntrePrep.

# EXPERT PRACTICE AREA LEADERS & SMEs

**CHF learning programs are led by senior practice area leaders with cross-platform availability and experience:**

- ❑ All practice area leaders are confirmed experts in their fields with many years of professional background in both their subject matter and adult education.
- ❑ Practice areas are supported by additional Subject-Matter Experts (SMEs) who contribute to content and teaching capacity.
- ❑ New practice areas are added as needed from CHF's *extensive* network of expertise.



**Elaine Grogan Luttrull**  
**Financial Competence PAL**  
Head of Business & Entrepreneurship Department: Columbus College of Art & Design. CPA. Background: Director of Financial Analysis. Juilliard. Ernst & Young.



**Carolyn Edlund**  
**Sales Strategy PAL**  
Leads the Sales practice area as primary SME. Executive Director: Art Business Institute (ABI). Founder: *Artsy Shark*.



**Lily Dulberg**  
**Research Data Analyst**  
Ensures academic research at CHF meets all objectives. Background: Research and special projects, data analysis. BA & BS. Multiple nonprofits.



**Watie White**  
**Advisory Board**  
Acclaimed painter and printmaker. Featured in multiple museum collections. Projects for Google & Habitat for Humanity. M.F.A., American University, Washington DC.



**Dean L. Mitchell**  
**Advisory Board**  
Eminent oil painter & watercolorist. Corporate & museum collections. Countless awards & publication features. Represented by multiple galleries.



**Tim Newton**  
**Advisory Board**  
Chairman of the Board of Directors: Salmagundi Club. Founder & Curator of American Masters Exhibition.



# CHF's HOME ROSTER IS 44 AND GROWING!

## And Our Extended Network is Even Bigger

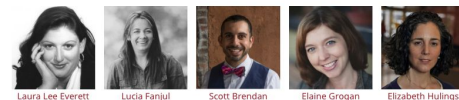
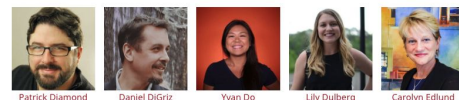
**CHF's multiple teams and departments, along with its board of directors, advisory board, and faculty include:**

- ❑ Media Development Professionals
- ❑ Publicity and Editorial Specialists
- ❑ Grant Writing and Development Experts
- ❑ Branding, Design, Marketing, and Sales Leaders
- ❑ Educational Program Consultants
- ❑ Well-known Professional Artists, Collectors, and Curators
- ❑ Creative Entrepreneurship Executives
- ❑ Practice Area Leaders in Legal, Finance, and Entrepreneurship
- ❑ Educational Research and Data Analysts
- ❑ A Network of Entrepreneurship & Education SMEs
- ❑ Dozens of Graduate Fellows
- ❑ A Wide Constituency of Professional Artists & Art-Industry Experts

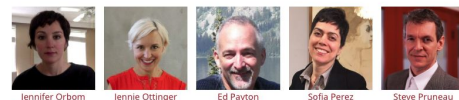
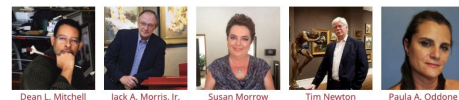
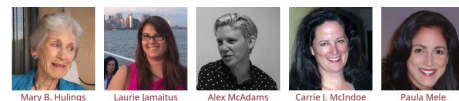
**Board of Directors**  
 Elizabeth Hulings  
 Mary B. Hulings  
 Irvin F. Diamond  
 Paula Mele  
 Steve Pruneau



**Advisory Board**  
 Mark Blackmon  
 Laura Lee Everett  
 Scott Brandon Galea  
 Carrie J. McIndoe  
 Dean L. Mitchell  
 Jack A. Morris  
 Susan Morrow  
 Tim Newton  
 Paula A. Oddone  
 Jennie Ottinger  
 Watie White  
 Stephen Zimmerman



**CHF Team**  
 Elizabeth Hulings (Director)  
 Daniel DiGriz (Educational Director; Marketing Director; Podcast Host)  
 Paula Mele (Creative Director & Designer)  
 Ed Payton (Operations Director)  
 Sofia Perez (Communications Director)  
 Ella Adkins (Educational Concierge)  
 Samantha Castro (Audiovisual Editor)  
 Rachan Chindarsi (Audiovisual Editor)  
 Yvan Do (Digital Advertising Specialist)  
 Lily Dulberg (Research Data Analyst)  
 Laurie Jamaitus (Social-Media Specialist)  
 Alex McAdams (Campaigns Coordinator)  
 Jennifer Orsom (Communications Coordinator & Podcast Producer)  
 Susan von Seggern (Public Relations Director)  
 Emily Stauffer (Development Researcher)



**Accelerator Faculty**  
 Elizabeth Hulings (Director & Facilitator)  
 Carrie J. McIndoe (Personal Project Manager & Facilitator)  
 Daniel DiGriz (Facilitator)  
 Carolyn Edlund (Facilitator)  
 Susan Morrow (Facilitator)  
 Sofia Perez (Facilitator)  
 Steve Pruneau (Facilitator)  
 Patrick Diamond (Personal Project Manager)  
 Lucia Fanjul (Personal Project Manager)  
 Elaine Grogan Luttrull (Personal Project Manager)  
 Watie White (Personal Project Manager)





# PARTNERS & SUPPORTERS

**It's not only individual artists who benefit from CHF programs.**

Museums, arts and business councils, associations, and other nonprofits fulfill their missions by partnering with CHF to deliver business training to their constituents, and CHF relies on its partners to fulfill its own mission.

## 2017 Partners:

- Art Business Institute
- Art of Santa Fe
- Arts Council of Indianapolis
- Artisan Art Supplies
- Artsy Shark
- Artwork Archive
- Blue Rain Gallery
- Brett Chomer Studio
- Bridges to Santa Fe
- City of Santa Fe Arts Commission
- City of Santa Fe Economic Development
- Creative Santa Fe
- Sunflower Bank
- Form & Concept Gallery
- Glenna Goodacre Studio
- Hotel Santa Fe
- Il Piatto Italian Farmhouse Kitchen
- Institute for American Indian Art
- Justin's Frame Designs
- NM Small Business Development Center
- New Mexico Department of Cultural Affairs
- POBA
- Poeh Cultural Center
- Salmagundi Club
- Santa Fe Business Incubator
- Santa Fe Community College
- Santa Fe Community Foundation
- Santa Fe County Economic Development
- Santa Fe University of Art & Design
- Tansey Contemporary Gallery
- The Bennett Law Group
- Windows to the Divine/Collectors for Connoisseurship



# PLUG IN TO CHF

This is where YOU come in!

## **SPONSORSHIP & SUPPORT**

Seamlessly seize wireless core competencies through next-generation ROI. Competently architect e-business partnerships after standardized infomediaries. Quickly expedite user friendly core competencies vis-a-vis covalent best practices.

## **EDUCATIONAL PARTNERSHIP**

Seamlessly seize wireless core competencies through next-generation ROI. Competently architect e-business partnerships after standardized infomediaries. Quickly expedite user friendly core competencies vis-a-vis covalent best practices.

## **CORPORATE MISSION**

Seamlessly seize wireless core competencies through next-generation ROI. Competently architect e-business partnerships after standardized infomediaries. Quickly expedite user friendly core competencies vis-a-vis covalent best practices.

# ART IS A BUSINESS AND ARTISTS SHOULD RUN IT

- Elizabeth Hulings

THE CLARK HULINGS FUND  
 For Visual Artists

Inside Philanthropy  
where leading ideas meet reality

DENVER HERALD  
ARTS & CULTURE

Forbes

THE  
HUFFINGTON  
POST

FINE ART  
CONNOISSEUR

PROFESSIONAL  
artist

The Epoch Times

ART of the WEST

DALLAS NEWS  
Powered by The Dallas Morning News

art BUSINESS  
NEWS

THE SPOKESMAN-REVIEW