INTRODUCING CHF AND ITS PROGRAMS
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 ⅓ are self-employed. 71% say they need entrepreneurial education. Yet only 26% receive any form of it in art school, and less than ⅓ 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.
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
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)
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)

Well, I think if and you could... Should my proposal include a full budget?
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

“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

“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 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
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
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

Daniel DiGriz
Education Director

Sofia Perez
Communications Director

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
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

Dean L. Mitchell
Advisory Board

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

[List of names and roles]
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 Piato 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.
CHF helps professional visual artists compete in an increasingly complex marketplace by providing them with strategic business support and targeted financial assistance. We also bring together artists, collectors, curators, and other industry experts to share knowledge and build an artistic community that benefits all.

ART IS A BUSINESS AND ARTISTS SHOULD RUN IT

- Elizabeth Hulings