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ArtsFairfax Announces Creative Entrepreneur Series

A Collaboration with the
Washington Area Lawyers for the Arts

Fairfax VA - ArtsFairfax is collaborating with the Washington Area Lawyers for the Arts to present WALA's Creative Entrepreneurs Series for creatives who want to take the next step in their professional career. The series comprises six sessions to be held on consecutive Tuesdays, starting September 15, 2020, and continuing through October 20, 2020, from 11:00 a.m. to 12:30 p.m.

The series explores the basics of forming a business for your creative endeavors, from deciding whether to incorporate as a non-profit or for-profit entity, understanding copyrights and trademarks, contract and negotiation skills, and finally to taxes and understanding the grants process.

Participants may choose to attend one session or experience the entire series. WALA provides the initiative in collaboration with ArtsFairfax, Alexandria Office of the Arts, Torpedo Factor Arts Center, and Arlington Arts.

ArtsFairfax is providing the series for free to all Fairfax County, City of Fairfax, and City of Falls Church creatives. Use the code **WALANOVAFX** or the **direct links** provided to register.

"Amidst the devastation of the pandemic, this is an exciting opportunity to collaborate with WALA and our neighboring arts organizations to provide critically needed educational information and tools for Fairfax creatives," said Lisa Mariam, ArtsFairfax Director of Grants and Services.

The series invites creatives to learn about the legal sides of the arts and includes presentations about copyright/trademark protection, business entities formation, contracts and licensing, negotiation strategies, tax strategies, and grants.

Attendees must register for each session. Register below or visit

<https://conta.cc/3hhk1yE>.

Session #1: Copyright/Trademark Protection & Use

Tuesday, September 15, 2020 - 11:00 a.m.

A presentation and Q & A with John D. Mason

<https://walanovacopyrighttrademark.eventbrite.com?discount=WALANOVAFX>

The session covers copyright registration, fair use, works made for hire, TrademarkRights management, creative commons, licensing, and protecting your creations.

Session #2: Business Entities Formation

Tuesday, September 22, 2020 - 11:00 a.m.

A presentation and Q & A with Cynthia Gayton

<https://walanovabusinessentities.eventbrite.com?discount=WALANOAFX>

The session covers an overview of business entities, types and organization, management and control, liability protection, tax-related issues, business agreements, shareholder and membership agreements, employment and independent contractor agreements, non-disclosure agreements, non-profit entities, types, IRS Form 1023 for tax-exempt status, and common mistakes for entrepreneurs.

Session #3: Contracts & Licensing

Tuesday, September 29, 2020 - 11:00 a.m.

A presentation and Q & A with Karl Means

<https://walanovacontractslicensing.eventbrite.com?discount=WALANOAFX>

The session covers "When is a deal a deal?" - offer, acceptance, consideration, "What can you license?" - ownership, contract considerations, royalties, "What happens if someone fails?" - remedies, deadlines, indemnification, governing law, and limitations on remedies.

Session #4: Negotiations Strategies

Tuesday, October 6, 2020 - 11:00 a.m.

A presentation and Q & A with Marjorie Conner

<https://walanovanegotiationstrategies.eventbrite.com?discount=WALANOAFX>

The session covers the fundamentals of interest-based negotiations and avoiding the zero-sum game, the power of language in negotiations, what mediation is...and is not, when to consider facilitated negotiations, how to facilitate meetings and avoid breakdown and deadlock, and how to plan, prepare for, and participate in negotiations.

Session #5: Tax Strategies

Tuesday, October 13, 2020 - 11:00 a.m.

A presentation with Q & A with Benjamin Grosz, Benjamin Takis, & Jonathan Holbrook

<https://walanovataxstrategies.eventbrite.com?discount=WALANOAFX>

The session will provide an overview of the federal income tax, a guide to the different business structures you should consider, as well as more advanced federal tax issues relevant to artists in the Washington, D.C. area.

Session #6: Grants

Tuesday, October 20, 2020 - 11:00 a.m.

A presentation with Q & A with Paul Marengo

<https://walanovagrants.eventbrite.com?discount=WALANOAFX>

The session will address the following questions: are you ready for funding; what kind of questions will they ask me and what do I need to apply; what kinds of grants are there and where should I look for them; once I get funded, what are the requirements and how do I manage my grant; and provide additional resources.

For more information about WALA and the WALA Creative Entrepreneurs Series, visit www.waladc.org/events or contact Danielle Stoebe with ArtsFairfax at dstoebe@artsfairfax.org.

About ArtsFairfax

ArtsFairfax is a 501(c)(3) nonprofit charitable organization, incorporated in 1964, as Fairfax County's designated local arts agency. ArtsFairfax is funded in part by Fairfax County, corporations, foundations, individuals, Virginia Commission for the Arts and the National Endowment for the Arts.

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