



**VITA**

**Alyson B. Stanfield**

## **PROFESSIONAL EXPERIENCE**

Founder & Principal, ArtBizCoach.com, 2002-present

President, Stanfield Art Associates, Golden, CO, 2001-present

Publisher, Pentas Press, Golden, CO, 2007-present

Gallery Assistant, Ernest Fuller Fine Art, Denver, CO, 2002

Director of Education, Wichita Art Museum, Wichita, KS, 1998-2001

Lecturer, Art Education, Wichita State University, Wichita, KS, 1999-2000

Curator of Education, Fred Jones Jr. Museum of Art, University of Oklahoma, Norman, OK, 1995-98

Adjunct Instructor, Art History, Oklahoma City Community College, 1994-95

Curator, Oklahoma City Art Museum (now the Oklahoma City Museum of Art), Oklahoma City, OK, 1992-95

Assistant Curator, Oklahoma City Art Museum, Oklahoma City, OK, 1991-92

Staff Assistant, Honorable David L. Boren, U.S. Senate, Washington, D.C., 1985-88

## **SELECTED WORKSHOPS & SPEAKING ENGAGEMENTS**

**2008**

"I'd Rather Be in the Studio! [But I Have to Eat]," produced by the Deer Path Art League, Lake Forest, IL

"How to Generate Buzz on a Shoestring Budget," for smARTist Telesummit, smARTist-telesummit.com

**2007**

"I'd Rather Be in the Studio! [But I Have to Eat]," produced by Central Florida Community College, Ocala, FL

"I'd Rather Be in the Studio! [But I Have to Eat]," produced by the Spencer Alliance for a Creative Economy, Spencer, IA

"I'd Rather Be in the Studio! [But I Have to Eat]," Omaha, NE

"Shameless Self-Promotion for Artists: The Artist's Marketing Plan," Jackson, MI

"Shameless Self-Promotion for Artists," produced by the Evergreen Arts Center, Evergreen, CO

"Shameless Self-Promotion for Artists," Art Center Manatee, Bradenton, FL

"How to Promote Your Art in the Real World," Ringling School of Art and Design, Sarasota, FL

"Museums and Artists: What You Need to Know," for smARTist Telesummit, smARTist-telesummit.com

"Shameless Self-Promotion for Artists," for the State of South Carolina Heritage Development Summit, Anderson, SC

2006

"Shameless Self-Promotion for Artists," Salida, CO

"Shameless Self-Promotion for Artists," produced by Brilliant Studios, Wilmington, DE

"Shameless Self-Promotion for Artists," Winthrop, WA

"9 Self-Promotion Tools Every Artist Must Have," Building Creative Businesses Expo, Denver, CO

"Shameless Self-Promotion for Artists," produced by the Women's Business Center of Southern Alabama, Mobile, AL

"Shameless Self-Promotion for Artists," Jackson, MI

2005

"From Frame to Fame: Planning Your Art Exhibit," with the Oklahoma Visual Arts Coalition, Tulsa, OK

2004

"From Frame to Fame: Planning Your Art Exhibit," Idaho Commission on the Arts, Coeur d'Alene, ID

"Self-Promotion Secrets for Artists," Colorado Metalsmithing Association, Salida, CO

"Setting Up Your Art Business," Idaho Commission on the Arts, Buhl, ID

"Shameless Self-Promotion," Idaho Commission on the Arts, Idaho Falls, ID

"Marketing Basics" and "Develop a Marketing Plan," This Business of the Art Business, Des Moines, IA

"Getting Your Name Out," Parker Artists Guild, Parker, CO

2003

"Getting Your Name Out," Center for Fine Art Photography, Fort Collins, CO

"Creative Marketing Strategies," City of Aurora, Aurora, CO

"Secrets to Selling Your Art," Fort Collins, CO

"Building Your Audience," Museum of Contemporary Art studio tour artists, Fort Collins, CO

"CPR for Artists," four workshops in conjunction with the Oklahoma Visual Arts Coalition, Oklahoma City, OK (Read article.)

2002

"Who's Who & What to Do: The Artworld," Northern Colorado Artist Association, Fort Collins, CO

"Building an Audience & Market," School of Art, University of Tulsa, Tulsa, OK

### **ONLINE CLASSES** (not all currently available)

The Artist Breakthrough Program

Promote Your Art with Confidence

Get Organized to Run a Successful Art Business

Exhibit Your Art: Venues to Openings

Choosing the Right Career Path

Museums & Artists: What You Need to Know

## **BIBLIOGRAPHY**

Dave Strupp, "Beach Cultural Center Teaches the Business of Art," Jacksonville Business Journal, Jacksonville, FL (January 25, 2008)

Dane Stickney, "Artist Statements Shed Light on Artists' Ideas," Omaha World-Herald, Omaha, NE (October 28, 2007)

Eric Ruth, "Artists Urged to Improve Sales Skills," The News Journal, Wilmington, DE (November 2, 2006).

Susanne Casgar, "Q&A with Alyson Stanfield: Meet Alyson Stanfield, Art Business News' Marketing Columnist and Founder of ArtBizCoach.com," Art Business News (July), pages 44-45.

Katie Niekerk, "Artist Takes Aim at Artists' Bad Habits Through Series of Classes," Golden Transcript (August 18, 2004), page 19.

Tricia Pemberton, "Web Site Helps Artists Develop Business Plan," The Daily Oklahoman (April 17, 2003), pages 1-2B.

## **SELECTED PUBLICATIONS**

In addition to those listed below, my articles have appeared in newsletters sent out by the following: individual artists; WESTAF's Artists Register; the Idaho Commission on the Arts; Maine Center for Contemporary Art; EBSQ Self-Representing Artists; FineArtStudioOnline; and others.

2007

"Bog Time," Art Business News (December)

"Energize Your Business with Effective Marketing Routines," Art Business News (November)

"Mastering the Message", Art Business News (June)

2006

"Send Newsletters, Part II," Art Business News (December)

"Send Newsletters, Part I," Art Business News (November)

"Be Bold; Think Themes," Art Business News (July)

"Cultivate Collectors and Reap the Benefits," Art Business News (May)

"Curating Your Exhibition, Part II: In Addition to the Work," Sculptural Pursuit (Spring)

"How Will You Spend Your Two Seconds? (Branding Your Art Business)," Art Business News (February)

2005

"Curating Your Exhibition, Part I," Sculptural Pursuit (Fall-Winter)

"The Architecture of Cloth," (ex. review) American Craft (Feb.-Mar.)

"Three Inspiring Stories about Artists & Creative Self-Promotion," Sculptural Pursuit (Winter)

"Trust but Verify Your Business Opportunities," Sculptural Pursuit (Spring)

*Cultivating Collectors: Communication Tools & Rules for Selling Your Art* (e-book)

2004

"Sometimes You Just Have to Say No (and Mean It)," Sculptural Pursuit magazine (Fall)  
"Know When to Show Your Prices," Sculptural Pursuit magazine (Summer)  
Bi-weekly art reviews for the Boulder Weekly newspaper (until September)  
"Your Artwork Doesn't Speak for Itself," Sculptural Pursuit magazine (Spring)

2003

"Museums & Collectors," Sculptural Pursuit magazine (Summer)  
"Museums & Artists," Sculptural Pursuit magazine (Spring)  
Weekly art review for the Fort Collins Weekly newspaper (through February 2004)  
"Sunni Mercer & The Living Room," brochure text for the Wichita Art Museum

2002

Weekly Do This! E-Newsletter for Artists, ArtBizCoach.com (started in 2002 and continuing to present)  
The Visual Artist's Kit  
"Identify & Understand Your Audience," Studio Art Quilt Associates newsletter  
"Book & Web Site Reviews: On Artists' Careers," Cross Currents (September-October)

2001

"How to Visit an Art Museum with Your Children," Wichita Kids! Newspaper  
"Revamping, Researching, and Reciting Focus Tours", The Docent Educator

1999

"The Twentieth Century's Best American Quilts" (five essays), Primedia, Golden, CO

1998

"Quilters Hall of Fame Inducts Yvonne Porcella", Fiberarts (Sept.-Oct.)  
"Spatial Ambitions: VisionMakers '98" (review), Cross Currents (July-August):9-10

1997

"Polka Dot Angels and Checkerboard Soles: DeLoss McGraw's Rambling Shoe Series", in As A Poem, So Is A Picture (ex. cat.), Scottsdale Center for the Arts  
"Eugene A. Bavinger, 1919-1997", Cross Currents (September-October):4-6  
"DeLoss McGraw: Imagining Home" in DeLoss McGraw: Oklahoma Gothic, Fred Jones Jr. Museum of Art  
"Where Did Everyone Go? A Review of the Painting Biennial", Cross Currents (July-August): 4-6

1996

"The State Department Collection," Fred Jones Jr. Museum of Art  
"Diversity! Art Quilts at Arrowmont" (review), Fiberarts (Summer):60  
"Sewing Comfort Out of Grief," Cross Currents (March-April):4-6  
"Out of the Ashes," Southwest Art (April): 28

## **SELECTED PAPERS & LECTURES**

2000

"Sewing Comfort Out of Grief: The Oklahoma City Children's Memorial Art Quilts" and "True Confessions: (Very) Personal Reflections on the Art of Quilts", Prairie Quilt Guild, Wichita, KS

1999

"An American Matisse? Milton Avery's Puzzling Simplicity", Wichita Art Museum, Wichita, KS

"The Art of Faith Ringgold", University Club, Wichita, KS

1997

"The Oklahoma City Children's Memorial Art Quilts", Museum of Fine Arts, St. Petersburg, FL

1995

"The Anatomy of an Exhibition", University Center, Tulsa, OK "Curating Your Own Exhibition", Business of Art Seminar, Oklahoma Visual Arts Coalition, Oklahoma City

## **EXHIBITIONS CURATED**

(Partial List)

1997

American Art Gallery, Fred Jones Jr. Museum of Art

1996

"Sewing Comfort Out of Grief: The Oklahoma City Children's Memorial Art Quilts", organized by Helias Foundation, Palo Alto, CA (traveling)

"From Sheep to Rug: The Making of Navajo Textiles" (educational exhibition), Fred Jones Jr. Museum of Art

1994

"Quilts Now: The Art of the Craft", Oklahoma City Art Museum

"A Century of American Graphics", from the collections of the Oklahoma City Art Museum

"Lasting Impressions: The Print in Oklahoma", ArtsPlace, Oklahoma City Art Museum

1993

"Conservation" (educational exhibition), Oklahoma City Art Museum

"Oklahoma Collects: The Artful Object", Oklahoma City Art Museum

"Magnificent Treasures: Decorative Arts and Furniture", Oklahoma City Art Museum

"Kinetic/Op" from the collections of the Oklahoma City Art Museum

"Familiar Faces" from the collections of the Oklahoma City Art Museum

## **EXHIBITIONS OVERSEEN**

(Partial List—all at the Oklahoma City Art Museum, now Oklahoma City Museum of Art)

1994

"Four Friends: Fischl, Gibson, Gornik, Hunt"

"Beyond Discovery: Pre-Columbian Art from the Lowe Art Museum"

"VisionMakers '94", Oklahoma Visual Arts Coalition

1993

"The Portraits of Yosuf Karsh"

1992

"Matisse's Secret: Kuba Textiles from Zaire"

"French Paintings of Three Centuries from the New Orleans Museum of Art"

"VisionMakers '92", Oklahoma Visual Arts Coalition

"The Rodin Bronzes: Selections from the B. Gerald Cantor Collection"

## **RELATED ACTIVITIES**

2001

Juror, Seven-State Biennial, University of Science and Arts of Oklahoma

Field Reviewer, Museum Assessment Program, American Association of Museums

2000

General Operating Support Grant Reviewer, Institute for Museum and Library Services

Guest Curator, "The 12 x 12 Show", Oklahoma Visual Arts Coalition

1999

Panelist, The Ultimate Quilt Search! The 100 Best American Quilts of the 20th Century

1998

Grant Panel Member for Arts and Education, Oklahoma Arts Council

Guest Curator, "The 12 x 12 Show", Oklahoma Visual Arts Coalition

1997

Grant Panel Member for Visual Art, Oklahoma Arts Council

"Fiberworks '97", juried exhibition, Kirkpatrick Center, Oklahoma City (artwork included)

1995

Juror, MayFair, Norman Assistance League

1994

Juror, "The 80th Annual Art Student's Exhibition", The University of Oklahoma

1993

Juror, "1993 Mixed Media Competition Exhibit", Individual Artists of Oklahoma

Juror, "1993 Fax Show", The Alumni and Friends of the School of Art, The University of Oklahoma

Juror, "Paint it Black", City Arts Center, Oklahoma City

## **MEMBERSHIPS**

Toastmasters International (2003-2007)

Colorado Independent Publishers Association (2004-present)

Americans for the Arts (2004-present)

Denver Art Museum  
Denver Museum of Contemporary Art  
Foothills Art Center

## **EDUCATION**

University of Texas at Austin, Austin, TX, M.A., Art History  
thesis: "Milton Avery and Naive Primitivism"  
University of Oklahoma, Norman, OK, B.A., Art History  
University of Wyoming, Laramie, WY