

UF College of Fine Arts collaborates with the Center for Entrepreneurship and Innovation to host JumpstART II!

OCT 10, 2009, GAINESVILLE, Fla. — It is not easy to survive as an artist, especially during today's challenging economic times. To be successful, artists must be dynamic and reactive, passionate and motivated, and innovative and entrepreneurial. On October 10, 2009, the College of Fine Arts and Center for Entrepreneurship and Innovation proudly hosted **JumpstART II: Going Solo! A Workshop in Creative Entrepreneurship**. This workshop was open to students and community members and was designed to equip artists in the visual and performing arts with the tools and skill sets needed to endure the demanding marketplace.

JumpstART II was a full-day workshop that engaged participants with interactive discussions, lectures and activities, allowing for the exchange of ideas and the development of networks among aspiring artists and local artists and entrepreneurs. Much of the workshop's discussion and experiential activities focused on entrepreneurial topics such as business planning, marketing and fundraising. The workshop was for both students and the diverse community of visual and performing artists in the Gainesville area. The workshop presenter was [Terri Lonier](#), president of **Working Solo, Inc.** Lonier is a recognized authority on the SOHO (small office/home office) market and entrepreneurship. She has been a business owner, consultant, author and advisor to solo professionals for more than 20 years. Lonier received her MFA from the University of Florida in 1976 and her Ph.D. from NYU in 2009.

In Terri's high-energy, interactive workshop, she shared insights on how you can build a successful business, including strategies she has used in guiding thousands of entrepreneurs around the world. Lonier's lecture was followed by specialized panel discussions hosted by successful local artists in their respective fields. The afternoon panel discussion featured [Scott Wilson](#), [Margaret Ross Tolbert](#), and [Nina Cameron](#). Wilson is a Gerhard Baier Trumpet Artist, founder of the online Jazz Education Store and first-year Assistant Professor in Jazz at the University of Florida. Tolbert is a painter based in Gainesville, Florida. Over the last twenty years she has executed series of paintings, drawings and lithographs from studios in the U.S., France and Turkey. Cameron has taught dance in Gainesville for 40 years. In 1983 she opened her own studio, "The Dancenter" and founded "The Danscompany."

The workshop was made possible with support from the Center for Entrepreneurship and Innovation in the UF Warrington College of Business Administration, the UF College of Fine Arts which includes the School of Art + Art History, School of Theatre and Dance, and School of Music, and the Harn Museum of Art. Additional sponsors included Alta Printing and private donors.

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