



The RAD Art Club

Why are we Radical? We love our disability or challenge - it doesn't stop us!

This means we are Determined Individuals Striving And Beating Limitations Encountered Daily, the D in RAD.

We sift through the rocks, learn from each other and as a team discover the gems as the **Fun, Artistic Success Centered Club** under Rocky Arts Unfolded or in short RA. So that makes us the RAD Art Club!

Meeting Detail Available at: www.rockyartsunfolded.com/Services/ClubsMeetings

March 2015 – Issue III

BUSINESS PLAN

By Lisa B. Corfman

Becoming successful is hard. That's why a good business plan is important. Here are some highlights of the RAD Art Club business plan:

Objectives:

- 1) Meet Monthly
- 2) Have an enthusiastic audience
- 3) Create a monthly newsletter
- 4) Broaden our marketing and artistic talents

SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats

S: great location, near train, and works well with Umbrella's First Thursdays, free space

W: low attendance, occurring partly during work day

O: network at Umbrella and other local art groups, article for newspaper

T: failure to meet objectives

Strategies: Analyze the SWOT situation and tactically network and send email invites.

Then, with all this in mind it is time for the Action Plan. Come to our meetings and develop your marketable self!

As president, I hope this Business Plan analysis is of benefit to you!

MEMBERS DIRECTORY

Lisa Corfman: A mixed-media origami artist, I am the president of the RAD Art Club and dream of opening an interactive museum with a store and classroom.

Mei-Lin Po: I am a friend of Lisa's via Gateway Arts studio. My creative endeavors span a variety of media in both the visual and performing arts- from drawing and sculpting to musical theater and storytelling- although my focus lately has been more on the performance side. My primary interest as an artist is in what (I guess) might be called "Moral Beauty"; in finding ways to bring greater depth, content, and substance to mainstream culture- the books, movies, plays, and tv shows "out there"- and to refute the common (and I believe, false) idea that Good is somewhat boring, while Evil is more exciting or fun.

Tamara Safford: I am an abstract expressionist artist, working acrylics and watercolor. I like to paint and draw landscapes, portraits and occasionally I work with collage. My pleasure in life is creating art. Art is a statement of being in the here and now.

Michael Ventura: I'm a film major who enjoys drawing in pencil and painting watercolors. I want to learn about marketing. I like to do paintings of nature that concentrate on how the objects relate to each other spatially and to the frame.



Cartoon by Lisa B. Corfman