March Madness: See an inspiring student-run fashion show

Cabral seminars teach the business side of selling art

"What you wear says a lot about who you are." — TAYLOR FRIEND

A fine invitation student designers to participate in the first annual San Lorenzo Valley High School Fashion Show actually pre-dated by one year the premier of Project Runway on Dec. 1, 2004 — the TV show that initially turned the fashion spotlight from the runway to the school. The designers are interested in fashion design, we want you," the firm's president, said. "We're looking for people who are interested in designing clothes."

In January, Valerie Foudhoul, a parent of two, also joined the group. "We're trying to give our students a guideline and a direction. But when they say 'student' they mean 'student.'" The leaders are also passionate about the future of business education. "Even though most of this year's designers are serious, none are sure of what they want to do after graduation. They're all majoring in fashion and business, but they're still trying to find out what they want to do."

THE BUSINESS OF ART

"If you're not making money, you're not in business." — Keith Holtzay

If you're a struggling to make ends meet as an artist, your career is as precious as your artwork. However, you may have to return to a day job to support your art. For just $5 per seminar, you can attend the "Business of Art Seminar Series" offered over the next three weeks through Cabrillo College Extension, and find out what it takes to establish a true business selling your art.

The leadoff seminar in the series, held last month, "The Business of Art, 101," was led by Keith Holtzay, a Small Business Development Center certified business advisor, artist, and co-founder of Pizza My Heart.

"Nothing enhances creativity more than not having to worry about money," he told the sell-out crowd. Holtzay is a proponent of the one-page business plan, which can clarify a business concept in a concise way. "What are you looking for? What will you build? Why does this business exist? What will make it work? What results will you measure? How will you get it done?"

The audience applauded a colorfully adorned jacket at the 2008 San Lorenzo Valley High School fashion show.

TINA BAIN/ Special to the Sentinel

From left, designers Taylor Friend, Nicole Bullock and Mary LeFrancoe converse at Friend's home one Sunday morning in February to work on their designs.

FASHION SHOW

Continued from F4

advisers — a school requirement. Finally, they found Debbie Wambough, the parent of a SLVHS senior and fiber artist, who has helped with the school's fashion show for several years. "In mid-October, I found there was no going to a fashion show, so I stepped up," said Wambough.

In January, Valerie Foudhoul, a parent and teacher, also volunteered. "Wambough said her mother, a fashion designer, is to inspire and nurture us." "We're trying to give our students a guideline and a calendar. But when they say 'student' they mean 'student.'" Even though most of this year's designers are serious, none are sure of what they want to do after graduation. They're all majoring in fashion and business, but they're still trying to find out what they want to do."

"The whole process is about measurement and having good data," he said. "You can't make good choices based on bad information."

Some inexpensive resources Holtzay recommended were:

• A free weekly business newsletter available at www.articleshotdrive.com
• Jim Huett's book, "The One Page Business Plan"
• Squarespace.com — a way to accept credit cards on your mobile phone
• Creativemuseos.com — a step-by-step approach to starting a creative business
• The next seminar in the series, Pricing Your Art, will be a panel discussion led by the very successful local muralist and artist, James Aschenbach. This is an invaluable opportunity to not only learn from the vast experience of four local artists who are actively making and selling their work, but to get your specific questions answered by experts. "There's nothing like real life experience to learn from, so you don't make the mistakes we all make starting out and on your careers."

Contact Tina Bain at tinabain@afterdarknetwork.com. Visit tinabain.blogspot.com for more information.

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HOME GARDEN

SATURDAY MARCH 10, 2012

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THE ACTION

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