



creativity CON2012

**Ignite Your Creative Fire - October 20, 2012
The Candy Factory, Lancaster, PA**

8:00am to 9:00am - Registration & Breakfast

9:00am to 9:15am - Welcome

9:15am to 10:15am

Create, Sustain, Grow - Guidelines for the Creative Life

by Andrew Zahn

Using tenants from his new e-book *Ten Commandments for Creatives* (releases September 15, 2012), actor, writer, and 9-5er Andrew Zahn ignites and incites you to reframe your creative work and play.

Weaving stories from his own experience as a creative and the stories of other artists, you'll receive a spark to fan the flame of your own creativity.

10:15am to 10:30am - Break

10:30am to 11:30am

Transforming the Past: Making Peace with our Ancestors and the Legacy of Slavery

by Dr. Amanda Kemp

Amanda will lead an interactive session where participants explore and learn how delving into our collective and personal histories leads to an explosion in creativity and inspired action.

11:30am to 1:00pm - Lunch

Please take advantage of discount coupons in your conference folder to visit one of the fine eateries near The Candy Factory. We're allowing a little extra time for attendees to network with other creatives!

1:00pm to 2:00pm

Free Art: I Made This For U

by Chad Martin

Last year potter Chad Martin gave away 50 one-of-a-kind wood-fired vases to the people of Lancaster City. The vases were labeled with information inviting passers-by to keep the artwork for themselves, give it away to someone else or leave it for others to find. The project sparked a burst of happy interchanges between the artist and grateful recipients of these unexpected gifts.

This session will explore concepts of gift-giving, art as commodity, the real need for revenue from art sales and the creative life artwork takes on after leaving the studio. Stories and conversation about Martin's giveaway project will be the context of this exploration.

2:00pm to 2:15pm - Break**2:15pm to 3:15pm**

Slaying the Dragon: Getting and Staying Focused in a World of Distractions

by Alyson Earl

You are surrounded by distractions, undermined by fear, and hobbled by a powerfully repetitive history. The dragon appears every day ready to scare you back into a corner of life, scoff at your dreams, and annihilate the life energy you are supposed to incarnate in this world. You want so much to change this. Your life is your story. Make it a good one!

Join Alyson as she shares some of the gory details of her ongoing quest for meaning and authenticity. She will share what she has tried, the books she has read, the courses she has taken, the lessons she has learned - whatever it takes to make your creative journey easier. Ample time is built into the presentation for you to ask questions and craft your own list of ideas and action items that apply to your personal and unique story.

3:15pm to 3:30pm - Break**3:30pm to 4:30pm**

The Artistic Temperament vs. Collaboration

by Erich Goldstein

Very few art forms rely entirely on one person, alone, doing his or her thing. As artists, we must collaborate, work with others. Musicians have other band members, actors need writers and directors, and even the individual painter must cooperate with gallery owners.

But as artists, our souls go into our works. How do we temper our temperaments so that we can hear what others have to say without getting defensive? How do we tactfully filter out new ideas that don't improve our vision, while synthesizing other ideas that can benefit the work? And how do we give our criticisms and suggestions to our collaborators in a way that makes art not war? At this session, Erich will have some ideas, and hopefully you will too. He'll try not to get too mad if you don't always agree with him!

4:30pm to 5:00pm - Wrap Up