

Thursday, June 9, 2011

6:00 pm - 8:00 pm  
(Panel Discussion starts at 6:30 pm)

# SELL IT !

## A Quick Course on How to Market Your Art Panel Discussion and I/ACT Fundraiser

Wholesale selling is a whole different can of paint from selling to consumers. Three of metro Detroit's top retailers will teach you how to sell to stores and galleries, the difference between selling and consigning your work and how to invoice. They'll also share success (and perhaps horror) stories from the retailer's point of view.

Whether you are a seasoned veteran or just starting out, this presentation will help you build your wholesale business.

Panelists:

**Mary Liz Curtin**

Leon and Lulu, Clawson, MI  
[www.leonandlulu.com](http://www.leonandlulu.com)

**Anne Kuffler**

Ariana Gallery, Royal Oak, MI  
[www.arianagallery.com](http://www.arianagallery.com)

**April McCrumb**

Catching Fireflies, Berkley, MI  
[www.catchingfireflies.com](http://www.catchingfireflies.com)

Refreshments will be provided.

Cost: \$20 Pre-registration  
\$25 at the door.

(Make checks payable to NWCF-I/ACT Fund)

Location / Sponsor:

**Leon and Lulu**

96 W 14 Mile Rd - Clawson, MI 48017  
[www.leonandlulu.com](http://www.leonandlulu.com)

(Located on the N side of 14 Mile Road, just W of Main Street in Clawson. Parking is available in the lot behind the building.)

**I/ACT - Image & Arts Council of Troy**

I/ACT's mission is: "To enhance Troy's Image through Arts, Culture and Urban Design". Our added purpose is to provide networking opportunities for local artists. [www.TroyArts.org](http://www.TroyArts.org)

**Event Contact Person: Linda Shears**

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