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## **EDUCATION**

University of California, Los Angeles, B.A., Fine Arts, 1973  
Graduate work - Fine Arts/Education, 1973-1975

## **WORKSHOPS/LECTURES**

- 2005 "Managing Your Art Career", San Francisco, CA  
"Managing Your Art Career", Ventura County Artists Association, Ventura, CA  
"Managing Your Art Career", San Fernando Valley Arts Council, San Fernando Valley, CA
- 2004 "Marketing Your Work," Thousand Oaks Art Association, Thousand Oaks, CA  
"Creating Connections in the Cultural Community," City of Ventura, City Hall, Ventura, CA  
"Using Contemporary Art to Solve Design Problems," LA Mart, Los Angeles, CA  
"Managing Your Art Career," Los Angeles County High School for the Art, California State University, Los Angeles
- 2003 "Career Management for Visual Artists," City of Ventura, Ventura, CA  
"Call to Arts," Panel Moderator "Marketing your art," California State University Northridge, Northridge, CA
- 2002 "Career Management for Visual Artists", City of Ventura, Ventura, CA
- 2001 "New Career Management Strategies for Visual Artists of the Millenium," The Artists Gallery, Santa Monica, CA  
"Career Development for Visual Artists," City of Ventura, Ventura, CA
- 2000 "New Career Management Strategies for Visual Artists of the Millenium," California State Northridge, Northridge, CA  
"Career Development for Visual Artists," TAG, The Artists Gallery, Santa Monica, CA
- 1999 "New Career Management Strategies for Visual Artists of the Millenium," College Art Association, Los Angeles, CA  
"Career Management Strategies," Pacific Palisades Women's Club, Pacific Palisades, CA
- 1998 Kansas City Arts Coalition, Kansas City, MO  
Culture Finder Host/Art Advisory Member, America Online
- 1997 "Career Management for Visual Artists," Brooklyn Waterfront Artists Coalition, Brooklyn, NY
- 1996 Pasadena Society of Artists, Pasadena, CA  
"Fundraising for Individual Artists," Columbia County Council on the Arts," Columbia County, NY  
"Presenting Yourself," Guild Hall, South Hampton, NY  
"Career Management for Visual Artists," Pasadena Art Alliance, The Armory Center for the Arts, Pasadena, CA  
"Career Management for Visual Artists," Art Initiatives, New York, NY
- 1995 "Presenting Yourself," California College of Arts & Crafts, Oakland, CA  
"Career Development for Visual Arts," La Sierra University, Riverside, CA  
"Career Management for Visual Artists," ProArts, New Jersey City, NJ

- 1994 "Presenting Yourself," California College of Arts & Crafts, Oakland, CA  
 "Stop, Look, and Listen: What is Art," Pepperdine University, Malibu, CA  
 "Career Management for Visual Artists," Loma Linda University, Riverside, CA
- 1993 "Presenting Yourself: Tips for the Visual Artist," California College of Arts and Crafts, Oakland, CA  
 "Professional Practices for the Visual Artists," University of California, Los Angeles, CA
- 1992 "The Responsible Collector," Oakland Museum, Oakland, CA  
 "Professional Practices for the Visual Artists," California State University, Los Angeles, CA  
 "Professional Practices for the Visual Artists," University of California, Los Angeles, CA
- 1991 "Showing Your Work: A Survey of Options," California College of Arts and Crafts, Oakland, CA  
 "Getting Down to Business: The World of Art Commerce," California College of Arts and Crafts, Oakland, CA  
 "Career Options," Rancho Santiago College, Santa Ana, CA  
 "Professional Practices for Visual Artists," University of California, Los Angeles, CA
- 1990 "Career Management for Visual Artists," Jersey City Artists Coalition, Jersey City, NJ  
 "Artists' Lecture Series," Chapman College, Orange, CA  
 "Law and the Visual Arts," Pepperdine University, Malibu, CA  
 "Career Management," Regional Surface Design Conference, Columbus, OH  
 "Career Management for Visual Arts Professionals," Artists Equity Association, Los Angeles, CA  
 Woman's Equal Opportunity Conference, (W.E.O.C.), Los Angeles, CA
- 1989 "Career Management," National Surface Design Conference, Arrowmont School, Gatlinburg, TN  
 "Career Development for Visual Artists," Santa Cruz Arts Commission, Santa Cruz, CA
- 1988 California Sculpture Alliance, Los Angeles, CA  
 Public Television Interview, Century Cable, Santa Monica, CA  
 "Career Development for Visual Artists," Claremont Graduate School, Claremont, CA  
 "Career Management for Visual Artists," Los Angeles, Printmaking Society, Golden West College, Huntington Beach, CA  
 "Career Development for the Visual Arts," California State University, San Bernardino, CA  
 "The Role of Agents in the Visual Arts," California Institute of the Arts, Valencia, CA
- 1988 "Los Angeles Galleries," Santa Cruz Cultural Commission, Santa Cruz, CA  
 "Gallery Approach and Presentation," Irvine Fine Arts Center, Irvine, CA
- 1987 "Alternate Careers for Teachers," University of California, Los Angeles, CA  
 "Career Options for Visual Arts Professionals," California State University, Long Beach, CA  
 "Career Management," Mount St. Mary's College, Los Angeles, CA  
 "Professional Development in the Arts," California State University, Northridge, CA
- 1986 "Career Management for Visual Artists," University of California, Irvine, CA  
 "Career Management for Visual Artists," University of California, Los Angeles, CA  
 "Marketing Your Art," Palos Verdes Art Center, Palos Verdes, CA  
 "Career Management for Visual Artists," Gilbert Gallery, Riverside, CA  
 "Exhibition and Marketing Strategies for the Crafts Professional," University of Southern California, Los Angeles, CA  
 "Options for the Visual Arts Professionals: Methodology and Resources," University of Southern California, Los Angeles, CA  
 "Alternative Careers for Teachers," University of California, Los Angeles, CA  
 "The Responsible Collector," Otis Art Institute of the Parsons School of Design, Los Angeles, CA
- 1985 "Presenting Yourself," California Institute of the Arts, Valencia, CA  
 "Career Management for Visual Artists," California State University, Long Beach, CA  
 "Alternative Careers for Teachers," University of California, Los Angeles, CA

- "Career Development in the Fine Arts," University of Southern California, Los Angeles, CA  
 "The Working Artist: Resumes and Portfolios," California Institute of the Arts, Valencia, CA  
 "Self-Marketing for the Visual Arts Professional," University of Southern California, Los Angeles, CA  
 "Senior Seminar: Galleries and Jobs - Presenting Yourself," University of Southern California, Los Angeles, CA
- 1984 "Career Management for Visual Artists," Scope Gallery, Los Angeles, CA  
 "Alternative Careers for Teachers," University of California, Los Angeles, CA  
 "Career Management for Visual Artists," California State University, Los Angeles, CA  
 "Studio Art Career Options," University of California, Irvine, CA  
 "Career Management for Visual Artists," California State University, San Bernardino, CA
- 1983 "Alternative Careers for Teachers," University of California, Los Angeles, CA  
 "Career Day: Options for Artists," University of Southern California, Los Angeles, CA  
 "Career Management Skills Workshop," Otis Art Institute of the Parsons School of Design, Los Angeles, CA  
 "Career Management for Visual Artists," University of Southern California, Los Angeles, CA
- 1982 "Career Management for Visual Artists," Claremont Graduate School, Claremont, CA  
 "Funding in the Arts," Los Angeles Municipal Art Gallery, Barnsdall Park, National Endowment for the Arts and California Arts Council  
 "Business and Legal Issues in the Arts," University of Southern California, Los Angeles, CA  
 "Career Management Skills Workshop," California State University, San Bernardino, CA  
 "Switch: Career Change Workshop for Teachers," California State University, Los Angeles, CA
- 1981 "Visual Artists' Symposium," University of Southern California, Los Angeles, CA  
 "Career Management Skills Workshop," San Francisco Art Institute, San Francisco, CA  
 "Career Management Skills Workshop" Los Angeles Institute of Contemporary Art, Los Angeles, CA  
 "Funding for the Arts: New Connections for the 80's," University of Southern California, Los Angeles, CA  
 "Career Management Skills Workshop," California State University, Fullerton, CA  
 "Women, Art, and Careers," Mount St. Mary's College, Los Angeles, CA
- 1980 "Survival Skills in the Arts," California Institute of the Arts, Valencia, CA  
 "Management for Artists: The Use of Professional," Los Angeles Contemporary Exhibitions (L.A.C.E.), Artists' Equity Association, Los Angeles, CA

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### **CURATORIAL EXPERIENCE**

- 2001 "Mayfair Arts Festival," Fred Jandl Family Pavilion, Allentown, PA
- 1998 "The Horse Show: Images of the Horse in Contemporary Art," Sylvia White Gallery, Santa Monica, CA  
 "Matchmaker, Matchmaker," Sylvia White Gallery, Santa Monica, CA
- 1996 "The Horse Show: Images of the Horse in Contemporary Art," Morris Museum, Morristown, NJ
- 1995 "Constructions & Excavations: Collage, Painting, and Sculpture," Dan Beckerman Gallery, Redlands, California Gensler & Associates, Los Angeles, CA  
 "The Horse Show: Images of the Horse in Contemporary Art," Sylvia White, contemporary Artists' Services, Santa Monica, CA and New York, NY  
 "The Horse Show: Images of the Horse in Contemporary Art," Susan Street Gallery, San Diego, CA

- 1994 "West Coast Sculptors," Artyard, Denver, CO  
 "No Common Denominator," Mount St. Mary's College, Los Angeles, CA  
 "Brand Library Invitational," Brand Library, Glendale, California City of Burbank, Burbank, CA
- 1993 "Sylvia White Selects," City of Brea Gallery, Brea, CA  
 "The Figure: Fact, Fiction, and Fragment: Elizabeth Moore, David Jeter, Geraldine Neuwirth,"  
 Mount San Antonio College, Walnut, CA  
 "4: Marta Chaffee, Tanya Ragir, Betty Sheinbaum, Beth Weissman," Brandstater Gallery, La Sierra  
 University, Riverside, CA  
 "Humor and Art: William Wegman, Todd McKie, John White, Martin Mull," Mount St. Mary's  
 College, Los Angeles, CA  
 "10 West Coast Artists," Total Art Museum, Seoul, Korea
- 1992 "Selections from the Lubner Studio," The Art Store Gallery, Los Angeles, CA  
 "Michael Hughes, David Jeter, Elizabeth Moore, Geraldine Neuwirth, Netty Sheinbaum," Brand  
 Library Art Galleries, Glendale, CA  
 "3 California Artists: Tanya Ragir, Marta Chaffee, Beth Weissman," Sun Cities Museum, Sun Cities,  
 AZ
- 1991 "The Dark Side: Soonja Kim, Madden Harkness, Lee Waisler," California State University, San  
 Bernardino, CA  
 "Contemporary Artists' Artists," Mount San Antonio College, Walnut, CA  
 "Passages: From Abstraction to Realism," Century Gallery, Sylmar, CA
- 1990 "Contemporary Artists' Artists at Contempo," LA Arts Festival Open Festival, Los Angeles, CA  
 "Spring Break," Gensler and Associates, Los Angeles, CA
- 1989 "Inside the LA Artist," Boritzer/Gray Gallery, Santa Monica, CA
- 1987 "Richard Godfrey: Site Specific Installations," Seawrite Gallery,  
 Los Angeles, CA  
 "Weisberg, Harkness, and Chan," Artspace Gallery, Fresno, CA
- 1986 "Les Biller and Liga Pang," University of Southern California, Los Angeles, CA

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**RELATED PROFESSIONAL EXPERIENCE**

Consultant, Contemporary Artists' Services, Santa Monica, California, New York, NY, 1979 - Present  
 Founder and Director of a management consulting organization specializing in the visual arts. Services  
 provided to artists, galleries, and art organizations include: curatorial development; grant writing; contract  
 negotiations; resume preparation; pricing strategies; organization and maintenance of files, documentation  
 and correspondence; career assistance for emerging artists; and information on Los Angeles galleries and  
 resources.

Commentator, "Tips for Emerging Artists"

Acquisitions Curator, "As We See It: An Art Collection Of, By and For Women," Westside Women's Clinic,  
 Los Angeles, CA

**RELATED PROFESSIONAL EXPERIENCE cont.**

Juror, Malibu Art Association, Frederick R. Weissman Museum, Pepperdine University, Malibu, CA 2002

Program Coordinator, Professional Practices Seminars, California College of Arts and Crafts, Oakland, CA, 1991 - 1992

Docent Committee Chairperson, Venice Art Walk, Venice, CA 1988 - 1992

Curatorial Consultant, Dentsu, Inc., Los Angeles/Mitsukoshi Museum, Tokyo, Japan, 1991

Fine Art Coordinator, Marina Marketplace, GBW Properties, Los Angeles, CA, 1991

Acquisitions Curator, Payden and Rygel, Los Angeles, CA, 1987

Advisory Board, Westside Arts Center, Los Angeles, CA, 1991 - 1992

A.S.I.D. Conference Coordinator, Kraus Sikes, Inc., New York, New York, 1986

Expert Witness, Meyers, Bianchi and McConnel, Los Angeles, California, 1985 - 1986

Assistant Professor, "Professional Practices for Visual Artists, California State University, Long Beach, CA, 1982 - 1986

West Coast Representative/Consultant, Kraus Sikes, Inc., New York, New York, Publishers of The Guild: A Resource Book of American Craft Artists, 1984 - 1986

Outreach Coordinator, Los Angeles Municipal Art Gallery, Barnsdall Park 1984 - 1985, Funded by the California Arts Council

Southern California Representative, Artweek, Oakland, CA 1983 - 1984

Instructor, "Professional Practices for Visual Artists," Otis Art Institute of the Parson School of Design, Los Angeles, CA, 1980 - 1983

Visiting Professor, California State University, Los Angeles, CA, 1982

Instructor, University of California Extension, Los Angeles, CA, 1982

## **BIBLIOGRAPHY**

Beller, Thomas, "Some Skeptical About Art Agents, Latest Players in the Game," *The Journal of Art*, (June - July 1989), Vol.1, No. 6.

Jarell, Joe, "'Spring Break' In Century City," *Village View*, (April 20-26, 1990), Vol. 4, No.37.

Kapitanoff, Nancy, "Works Speaking of Life," *L.A. Times*, (December 24, 1993), Calendar Section, p.7.

Keston, Linda, "Browsing in Brentwood," *The Brentwood Villager*, (December 1991), Vol. 1, No.5, p.9.

Levinson, Bob, "LA Artscene," *Los Angeles Magazine*, December 1989 (unpublished).

"Making It in the Art Business," *A.E.A. Los Angeles Artists Equity Newsletter*, (Spring 1990), p.1.

Maslon, Laura Stevenson, "Art Chatter About Art Matters...," *Art Talk*, (October 1989), p.42.

Maslon, Laura Stevenson, "Art Chatter About Art Matters...," *Art Talk*, (January 1992), p.28.

Nixon, Bruce, "Professional Practices: Artist Survival Skills," *The C.C.A.C. News*, (Winter 1992), Vol.2, NO.2, p.7.

Rohrer, Trish, "The Art World," *Buzz Magazine*, (May 1994), p.34.

Schulte, Andrea, "...Something New," *L.A. West*, (November 1991), Vol.12, No.6, p.11.

Swanson, Debbi K., "Westwood Playhouse Now Surrounded by Art," *The Outlook*, (December 7, 1990), 115th year, No. 293.

White, Sylvia, Contributor to *StudioNotes.org*, the journal for working artists, November 2000.

White, Sylvia, "Tips on How to Conduct Studio Visits and Gallery Interviews," *Lubbock Art Association Newsletter*, (February 2000) Lubbock, Texas.

White, Sylvia, "How To Decide Which Galleries Are Right For You To Approach," *ArtistsRegister.com*, Colorado Council on the Arts, December 1999.

White, Sylvia, "Working Artist," *Artweek*, (May 5, 1994), Vol.25, No.9.

White, Sylvia, "Working Artist," *Artweek*, (July 1995), Vol.26, No.7

White, Sylvia, "The Responsible Collector," *A Collector's Journal*, (Fall 1987), Vol.1, No.1, p.1; *Lubbock Art Association Newsletter*, (February 2000) Lubbock, Texas.

White, Sylvia, "Selecting a Gallery," *American Fine Arts Foundry*, (1993), No.2.

White, Sylvia, "Ann Thornycroft," *A Collector's Journal*, (Fall 1989), Vol. 3, No.1, p.8.

Wolverton, Terry, "Catching Up on the Cultural Lag," *ArtWire*, (Winter 1989), Vol. 6, No.1, p.1.