

## Canvas Paper and Stone Gallery

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FOR IMMEDIATE RELEASE  
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### Artist Strategic Workshop Gets a Big Thumbs Up

New York: A sampling of the comments from the Artist Strategic Workshop Preview event held on Sunday, December 9, 2007:  
"great workshop. This is needed." "speaker motivational energy was excellent." "I love it." "Let's go forward to success."

Based on preliminary research and the enthusiastic response of workshop participants, Canvas Paper and Stone Gallery will be holding a series of six Sunday workshops beginning January 2008. Artists will walk away with strategies to grow their business, brand their business and increase their profitability, thereby enhancing their business and marketing skills while boosting their creative capital.

Each session will open with a short legal talk by Averlyn Archer, attorney and gallery owner, followed by in-depth discussions from either one of two business coaches or a branding coach. The first workshop will be held on Sunday, January 13, from 3PM to 5PM in the Gallery located at 2611 Frederick Douglass Blvd, Studio 2N in Harlem, New York 10030. To take advantage of the \$79 offer, participants must pay online with PayPal or call the gallery (212-694-1747) to pay by Visa/MC by Wed., 12/19/07 by 9pm. For the full schedule and more information, go to [www.canvaspaperandstone.com/artistsws.html](http://www.canvaspaperandstone.com/artistsws.html).

#### About the Speakers

##### Everaldo Gallimore

Branding Coach with Gallimore Design, [www.gallimoredesign.com](http://www.gallimoredesign.com). He provides branding strategies, graphic design, print and online marketing and animated electronic postcards. He helps people brand their business success by design. Satisfied clients include ABC Television, American Express, Avon products, BCT Partners (Randal Pinkett from "The Apprentice"), Essence Magazine and Motown Records. Everaldo is authoring the book: Brand Not, Brand New, Brand Known.

##### Franne McNeal

Significant Business Results Coach with HR Energy, [www.hrenergy.com](http://www.hrenergy.com). She has coached over 1000 professionals and executives for improved people, performance, planning, process and profits. Franne is authoring the book: From Possibility to Profitability: 10 Seeds of Success to Grow Your Business. Her media appearances include: NBC10-TV, KDKA-TV, BET, Black Enterprise Magazine, Diversity Inc. Magazine and the Bev Smith Radio Show.

##### Andrew Morrison

Founder of Small Business Camp, [www.smallbusinesscamp.com](http://www.smallbusinesscamp.com), an entrepreneurial training, coaching and marketing services firm. In New York City, Andrew hosted a weekly show on 98.7 KISS-FM called, "Money Making Mondays." He was featured in the Wall Street Journal, Entrepreneur Magazine, Crain's Magazine 40 under 40 and Advertising Age. He also appeared as a "Young Millionaire" on the Oprah Winfrey show.

#### About the Gallery

Canvas Paper and Stone is the successor to American Vision 145, a gallery originally established in April 1999. The Gallery is a contemporary fine art venue located in Harlem NY which focuses on emerging and mid-career artists in all media. Among its objectives is educating its client base about contemporary visual art.

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