



Susan Koblin Schear, consultant, speaker, educator, and leader, founded ARTISIN, LLC in 1995 to offer comprehensive business development, management and implementation services to the arts and cultural sector.

ARTISIN, LLC is proud to introduce **a2a**® / **Artist-to-Artist**®, a new program designed to help artists, arts-related/creative-sector businesses, and artists in hybrid careers, develop the business side of their creative practices. Structured as a series of professionally-guided peer groups, **a2a** guides participants in goal-setting, accountability, creative problem-solving and entrepreneurial skill-building.

Ms. Schear draws on her many years of prior corporate experience when consulting with artists and arts and cultural organizations, as she believes they need to be leaders within their communities and strategically connect to other sectors. Her passion for and participation working in diverse, continually evolving and changing communities benefits her clients by customizing services for implementation and examining the practice or organization from a holistic base rather than piecemeal.

Ms. Schear's visionary strengths and grassroots approach allow her to be particularly resourceful to artists, arts-related and creative businesses and hybrid careers. She specializes in planning, developing, implementing and presenting business / entrepreneurship programs. She has the unique ability to develop strong relationships, "translate" business / entrepreneurial skills and practices for artists and creative professionals in order for them to understand and feel comfortable with business ownership and responsibilities, keep her "finger on the pulse" of the external environment, "connect the dots" that are often not obvious; and, "see" missed opportunities for the many with whom she has been engaged. She is able to quickly develop trust to assist her clients in moving forward by understanding their needs and then helping them to set and realize their goals, particularly during difficult times.

Ms. Schear is an established speaker, moderator, facilitator and trainer and provides workshops and seminars as part of her practice. During the past four years, she served as the National Professional-Development Workshop Consultant for the College Art Association, funded by the Emily Hall Tremain Foundation, leading and guiding the planning, creation, and implementation of professional-development workshops at selected universities and alternative spaces broadly distributed throughout the country. She also designs and presents professional development workshops throughout the country. She is a visiting assistant professor at Pratt Institute's Graduate Arts and Cultural Management (ACM) Program for the past eleven years where she has also been a thesis advisor to ACM students. She recently returned to F.I.T's Creative Entrepreneurship Program where she teaches marketing.

Ms. Schear is also a noted participant in disaster planning and response in arts communities beginning with her participation in relief efforts after 9/11 and later organizing and participating in relief efforts after Hurricanes Katrina, Rita and, most recently, Superstorm Sandy, where her work included convening leaders from the New Jersey arts community to facilitate its mobilization, and sharing resources with New Jersey and New York arts leaders continually along the way.

Ms. Schear has served on several boards, most notably CERF+, where she was extremely involved in emergency planning and response. She currently is a board trustee of Craft in America and also serves on several advisory committees.

Ms. Schear has received several awards and honors. She is proud to be honored in May 2013 by ArtPride NJ as a Distinguished Arts Advocate in recognition of her advocacy in supporting the arts in the state of New Jersey. In 2010 she was recognized as one of the top 50 Women Business Owners in New Jersey.