



the
new
dynamics
of art licensing™

It's time to invest
in YOUR business!

*"Between the three of us,
we've invested over \$200,000
plus years and years of time
to learn the ins and outs
of art licensing.*

*We are offering you a
one-time only deal!*

*By investing less than \$200,
you will learn many
valuable time and money
saving tips. This offer, at this generous
low price
will never be available again."*

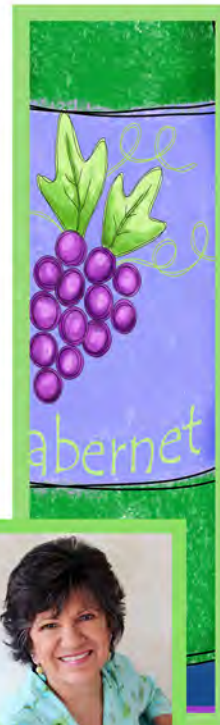


A business seminar presented by
Karen Embry, Brenda Pinnick & Phyllis Dobbs.

Do you want to license your designs or art?
Get up-to-date on the recent & drastic changes
that have occurred within art & design licensing!
Three successful, industry experts generously
share the new path to creating your own
successful art and design licensing business.

Saturday, January 28, 2012
Annabella Hotel, Anaheim, CA
from 6:30 pm to 8:30 pm,
after CHA events

go!





Presented by Karen Embry, Phyllis Dobbs and Brenda Pinnick

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In our new, global marketplace, the need for unique, inspired art & design continues, however, the playing field has drastically changed in the last few years. While art and design remain at the core, there are new expectations and new challenges you need to understand before investing your time, energy and money into marketing your creative works and your brand.

You won't want to miss this business building seminar hosted by three successful art & design licensors! Karen, Phyllis and Brenda each have been the recipient of the prestigious Plaid New Horizons award, have over 50 cumulative years of working in art licensing and marketing, and are currently licensing their work in many categories such as home goods, stationery, rugs, textiles, tabletop, gifts and crafts. Each of them exhibit in varying venues including Surtex, America's Mart, CHA & The Licensing Show.

You will receive first hand advice, insider information and tips, along with the challenges posed in the new, art licensing arena. The topics covered will be an invaluable resource for your business!

You will learn:

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| <ul style="list-style-type: none">•How to approach and present yourself to a manufacturer•Creating licensable art•Marketing materials - must haves•How to prepare and present a portfolio - what manufacturers expect to see•Deliverables- what manufacturers will expect from you | <ul style="list-style-type: none">•Investing in your business•Defining and finding your place in the crowded field of licensing•How color and trends relate to your business- the importance of color, plus, trends vs. fads•How to wear a business hat and still be a "nice girl"- when and how to say "no" to bad deals, plus, let's talk about money. |
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"In our seminar, you will receive realistic first hand information to help you succeed in pursuing your goals in licensing, presenting your work, meeting with manufacturers, getting paid and more! For a small, additional fee, you'll also have the opportunity to get a personal portfolio or art review, consultations by one of us and the opportunity to view our personal portfolios, the same one which we use to get the deals!"

Can you afford NOT to invest in this business building seminar?

karen@karenembry.com

brenda@brendapinnick.com

phyllis@phyllisdobbs.com

- When - January 28th from 6:30 - 8:30 p.m.
(This will follow the Exhibitor Welcome Event at CHA which ends at 6:00 p.m.)
- Where - Annabella Hotel, Azalea Room, Anaheim, CA
- Seminar Cost- Early Bird Special; \$132.00 (ends Jan. 14th) \$147.00 after Jan. 14th.
- Optional Portfolio Consultation Cost - \$50.00 for class participants
\$100.00 a la carte, one-on-one guidance and constructive critique, plus,
presenter portfolio viewing, - 8:30 - 9:30 p.m.

Between the three of us, we've invested over \$200,000 plus years and years of time to learn the ins and outs of art licensing. We are offering you a one-time only deal! By investing less than \$200, you will learn many valuable time and money saving tips. This offer, at this generous low price will never be available again.

Seating is very limited so we
encourage you to commit to this business investment now.

YES!!! I'll be there!
I'd like to go pay now please.





- How to approach and present yourself to a manufacturer
- Creating licensable art
- Marketing materials



Phyllis Dobbs™

- How to prepare and present a portfolio - what a manufacturer wants to see
- How to deliver - what a manufacturer will expect from you
- The cost of doing business



- Defining and finding your place in the crowd- what's your story?
- How color and trends relate to your business- the importance of color plus, trends vs. fads
- How to wear a business hat and still be a "nice girl"- when and how to say "no" to bad deals plus, let's talk about money.

Brenda Pinnick™





<http://www.brendapinnick.com>

Brenda Pinnick is an award winning artist and graphic/product designer who has worked in-house for Hallmark Cards and Plaid Enterprises as a designer/ art director in product development, including licensed art. Brenda offers beautifully colored “sophisticated whimsy” art and design and in 6 years has over 3 million wholesale dollars in sales of her products, including crafting, home goods, stationery, fabric & more. She has had her own hour long crafting show on QVC and is now a regular on HSN, presenting her various craft products. Brenda is a color expert & offers webinars & workshops plus consulting & speaking services.



<http://www.karenembry.com>

Karen is an award winning artist, designer, speaker and author who has licensed her art for numerous products in the gift, home decor and craft industry. Some of Karen's career highlights include teaching at the United States Pentagon for the "Take Your Child to Work Day", designing two swans for the public art project "Swansation" that raised over \$200,000 for children's foundations. Karen has also appeared as a guest host on the Home Shopping Network. Karen is a member of CHA and is a recipient of the Plaid Enterprises 2011 New Horizon's Award.



<http://www.phyllisdobbs.com>

Phyllis Dobbs has a 27 year career in art and design, with 20 of those years involved in product and art licensing. Her art is licensed extensively as fabric collections for both mass and independent markets. Phyllis' art and design is also featured on kitchen textiles, garden and gift products. Phyllis has extensive computer skills with Photoshop and Illustrator and is the author of “Create Product Mock ups”, a digital template aid for artists. Phyllis is also a speaker and has a passion for quilt design.