

# THOMAS MANN



East Stroudsburg University Art Department and the Pocono Chapter of the PA Guild of Craftsmen are pleased to present **Thomas Mann: Design for Survival, a presentation and workshop on design thinking, entrepreneurship and small business** at East Stroudsburg University on February 8 and 9, 2012.

This workshop was developed by Thomas Mann to answer a continuing demand from artists for access to small business management know-how. Tom has been presenting his "Design for Survival" workshops continuously since 1989 for schools, universities, guilds, art councils and art centers all around the US and Canada. The content of these workshops and lectures is applicable to artists working in ALL media

The event is funded by the Pocono chapter of the PA Guild of Craftsmen, the East Stroudsburg University Art Department and a grant from the PA Council on the Arts Partners in Art regrant program, administered in Monroe County by the Pocono Arts Council.

## February 8 from 9 – 4 p.m.

Three lectures, approximately 2 hours each:  
**Design Vocabularies:** what are they and how to use them.

### De-Mystifying Public Relations

**Pricing your Work:** the Pivot Point of Success

## February 9 from 9 – 4 p.m.: Small Workshop

10 – 12 participants will be selected to make presentations of their own work and business practice for a positive critique by Tom and fellow workshop members.

The lectures and workshop are free to Pocono chapter PA Guild of Craftsmen members and the East Stroudsburg University community. For all others, there is a charge of \$10 per lecture and \$50 for the small workshop.

Pocono Chapter members and East Stroudsburg University students/faculty will have priority selection for this workshop. If there are openings available, a random drawing will be held. Up to 20 observers can be accommodated in addition to the presenters.

**Registration is required for presentation and workshop.** For information or to register, e mail: [oyebenintende@gmail.com](mailto:oyebenintende@gmail.com) (preferred) or phone (570)422-3216 with name, address, email and indicate **Feb. 8 only or Feb. 9 Small Workshop.**

Notice of Nondiscrimination: East Stroudsburg University of Pennsylvania does not discriminate on the basis of race, color, national origin, religion, sex, disability, age, sexual orientation, gender identity or veteran's status in its programs and activities in accordance with applicable federal and state laws and regulations. The following person has been designated to handle inquiries regarding this policy: Director of Diversity/Ombudsperson, 200 Prospect Street, 115 Reibman Building, East Stroudsburg, PA 18301, 570-422-3656.



# STORM CYCLE

AN ARTIST'S RESPONSE TO HURRICANE KATRINA  
SCULPTURE BY THOMAS MANN



February 1 – March 9, 2012  
Reception: February 8, 5 – 7 p.m.  
Madelon Powers Art Gallery  
Fine and Performing Arts Center  
East Stroudsburg University of PA

