

The Business of Being an Artist

Virtual Workshop Series

PRESENTED BY



The New Jersey State Council on the Arts is pleased to offer The Business of Being an Artist workshop series. This free professional development series is open to any artist, teaching artist, or folk artist who lives and/or works in the state of New Jersey. Our February workshops are presented in partnership with the NJ Business Action Center and the NJ Small Business Development Centers.

Business Essentials & Knowing Your Resources

February 21, 2024 | 11:00 AM - 1:00 PM

This workshop is designed to give artists the essential business knowledge and resources they need to succeed. Participants will learn about the importance of operating like a business, how to write a business plan, and the various business structures available. They will also be introduced to a variety of small business resources in New Jersey.

- Understand the importance of operating like a business as an artist
- Learn the basics of writing a business plan
- Explore different business structures and choose the one that is right for you
- Identify and access small business resources in New Jersey

Financial Literacy & Best Practices

February 28, 2024 | 2:00 PM - 4:00 PM

This workshop is designed to provide artists with the financial knowledge and skills to manage their businesses effectively. Participants will learn to track their business expenses and income, use QuickBooks or Intuit to manage their finances, price their work appropriately, and do taxes.

- Learn how to track your business expenses and income
- Get a hands-on tutorial on using Quick Books or Intuit
- Learn how to price your work appropriately
- Understand the basics of doing your taxes for your arts business

Both workshops will be facilitated by Jackeline Mejias-Fuertes and Don Newman.



Jackeline Mejias-Fuertes serves as the Regional Director for NJ Small Business Development Centers at Brookdale Community College, covering Monmouth and Ocean counties. She brought the center into the spotlight through her forward-thinking, cutting-edge approach to entrepreneurship. Under her leadership, the center has assisted in the growth of multiple businesses. It has won numerous awards ranging from Economic Development for its impact in Monmouth and Ocean counties to winning national pitch competitions. She is a leader, seasoned business advisor, changemaker, strategist, speaker, and entrepreneur. Throughout her career, Jackeline has demonstrated an abiding interest in the people she works with, sharing her knowledge, experience, and entrepreneurial spirit. She does it with equal facility in English and Spanish to top off her outstanding abilities.



Don Newman serves as the Manager of Small Business Advocacy within the New Jersey Department of State, Business Action Center. As Manager, he provides services to businesses of all sizes and at all stages of development, from startups through maturity. These services include identifying specific programs for which businesses are eligible and helping them locate the resources that best meet their needs. In addition, Don manages the NJ Business Helpline (1-800-JERSEY-7) and a new live chat. This year, through both platforms, his team responded to over 75,000 business questions. With over 17 years of experience as a business advocate, Mr. Newman has assisted countless businesses grow and prosper in our state. Prior to joining state government, Don managed and worked for several small businesses, gaining valuable experience in such varied fields as inventory management, sales, business planning, and marketing.



Susan Justiniano | RescuePoetix is a self-taught bilingual, globally published performing poet, advocate, spoken word artist, recording artist, teaching artist, playwright, event producer, curator, technology educator, public arts creative collaborator, and arts administrator. In 2006 RescuePoetix™ emerged as a professional artist entrepreneur. She developed into a creative entrepreneur focused on the business of the arts through marketing recognition, mastering behind-the-scenes work, project management, grant writing, professional development, and soft skills. As a recognized business, she has presented at globally attended festivals, presenting on a vast array of professional artistic skills. As an advocate, she serves on the boards of several organizations and is deeply immersed in the arts across communities throughout NJ, NY, CT, MA, PA, and MD, and is developing a body of work that focuses on artist as entrepreneurs, equity, inclusivity, collaboration, and community.