

**Aletta de Wal, M.Ed.
Artist Advisor, Artist Career Training
101 First Street, #103, Los Altos, CA 94022-2750**

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www.artistcareertraining.com**

"I help artists build a better living from their art."

Business Experience

2002- Present

Artist Career Training, Los Altos, California

**Artist Advisor
www.artistcareertraining.com**

Responsible for A.C.T. business operations, career development programs, A.C.T. marketing and business development; advisor to A.C.T. Members and Graduates, arts organizations; A.C.T. representative for community relations; manager of ACTs of Generosity Scholarship Fund; A.C.T. juror.

1998 - 2002

Future Tools Inc, Toronto, Canada.

Co-founder & Executive Vice-President

Assessed, designed and delivered executive development, management consulting, team development; designed coaching systems; provided career mentoring for Fortune 100 - 500 companies.

1989 - 1998

deWal Learning Design, Toronto, Canada.

Owner.

Managed group professional practice for course design and delivery to Fortune 500 companies;; designed and delivered management training in all business sectors across Canada; designed and delivered train-the-trainer workshops and authored reference manuals.

Corporate Experience

1985 - 1989

The Bank of Montréal., Toronto, Canada.

Senior Manager, Operations Training and Management Development.

Reported to VP, Training worldwide.

Executive development for 10,000 management up to and including the Vice-Chairman; career development for 30,000 staff in 2,000 locations in 10 provinces; needs assessment, design, development and delivery of independent study product training (in both French and English).

1977 - 1985

The Trust Companies Institute, Toronto, Canada.

Assistant Director.

Reported to Director of the Institute

Corporate responsibility for technical education for 40,000 trust

company staff in 40 companies; strategic management responsibilities; curriculum design; accreditation and university liaison; national marketing; staff and volunteer management of 500 people in 10 provinces; instructor for management training Programs.

1973 – 1975

**The National Bank of Canada, Toronto, Canada.
Assistant Personnel Director.**

Reported to Director of Personnel bank wide
Corporate responsibility for personnel management and teller training for all bank locations in Canada.

Educator Experience

1993 – 1996

**Ryerson Polytechnical University, Toronto, Canada
Instructional Advisor, Designer & Instructor**

Created curriculum, designed and taught the first undergraduate degree credit course in Ontario on instructional design; authored professor's teaching guide.

1977 – 1990

York University, Toronto, Canada.

Course Manager, Interpersonal Communications Reported to Director of Management Development Institute, York University. Responsible for managing curriculum design, course delivery, student liaison and instructor recruitment and training.

1975 – 1977

**Institute of Canadian Bankers, Toronto, Canada.
Regional Council Coordinator**

Reported to Chairman of Council and Director of Institute
Responsible for managing continuing education programs for 45,000 bankers; volunteer management of 100 people; accreditation and university liaison.

Art World Experience

1996 – 2001

**The Loft Gallery, Toronto, Canada.
Artist-Owner**

Handled design, marketing, sales, exhibitions, artwork inventory, business management for own work and other local arts professionals.

1996 – 2001

**Artistic Intelligence, Toronto, Canada.
Founder & Service Provider**

Provided career development, professional education, and workshops for creative entrepreneurs; designed and facilitated art-based career-life management workshops for "non-artists".

1993 – 1996

**Artistic In•Sanity, Toronto, Canada.
Artist-Owner**

Created, produced and sold original art and fine crafts.

Art Marketing

**Workshops, Seminars,
TeleClasses,
Conference Panels**

2004

Art Methods and Materials Show (Pasadena, CA) seminars: "Your Professional Portfolio", "Developing and Marketing Your WebSite", "Mastering Mailing Lists", "Developing a Gallery Strategy", "Clarify Your Artistic Voice", "UpGrade Your Art Exhibitions", "Expand Your Art Audience", "The Artist's Time System", "Become Your Own Publicity Person", "Effective Sales from Your Studio"

A.C.T. TeleClasses, Seminars & WorkShops: GoalMinding, CareerMinding with Chris Welsh, Mastery of Learning, "Painless Self-Promotion for Artists" with Ilise Benun, "Computers for Non-Technical Artists" and "Electronic Communication for Non-Technical Artists" with Robin Sagara, "The Legal Side of Art with Ami Jaeger, Part 1: Copyright and Trademark and Part2: Licensing Your Work", "16 Tools for Self-Promotion", "ArtMinding", "Sales 101 for Artists", "Pricing Your Work", "Artist Profile: Jane Chavez", "Your Professional Portfolio", "Mastering Mailing Lists", "Developing a Gallery Strategy", "Negotiating Gallery Contracts", "Juried Shows Build Visibility", "Postcarding Secrets for Fine Artists", "A.C.T. Virtual Opening", "Marketing Strategies 101", "Ten Tips For Success as a Professional Artist".

2003

Art Methods and Materials Show (Pasadena, CA) seminars: "Your Professional Portfolio", "Developing and Marketing Your WebSite", "Mailing Lists for Survival", "Why Work With Galleries?", "Become Your Own Publicity Person", "Effective Sales from Your Studio"

Call to Arts! Expo 2003, Fullerton, CA. : Panel Moderator & presenter "Fine Arts Marketing" with Lorraine Pasquali and Gregory Victoroff.

A.C.T. TeleClasses, Seminars & WorkShops: "Essentials of Accounting" with Bonnie Nagayama; "Nitty Gritty of Websites" and "On-Line Juried Shows" with Lorraine Pasquali; "The 6 Stages of Creativity" with Chris Welsh, "Your Professional Portfolio", "Mastering Mailing Lists", "Developing a Gallery Strategy", "Web-Sites From A - Z", "Marketing Strategies 101", "Open Studios Open Markets", "Art Work\$hop\$", "The Art of Self-Promotion"; "Inter-Net-Working", "Essentials of Law for Artists", "Licensing Your Work", "Express Yourself: Artist's Statements", "ArtWorld UpDate", "Selling in Alternative Spaces", "Ten Tips For Successful Artists".

2002

A.C.T. TeleClasses: "Successful ArtWorld Relationships", "Ten Tips for Successful Artists".

1998- 2001

Artistic Intelligence WorkShops: "Drawing a Life that Matters" (Series: "Make Your Mark", "Slaying Dragons", "Picture = 1000 Words"). "ArtLab!", "JumpStart Your Thinking!"

Art Community Activities

- 2004 "Off the Wall" Fundraiser
Pacific Art League, Palo Alto, CA
- 2003 "Off the Wall" Fundraiser, Development Committee,
Pacific Art League, Palo Alto, CA
- 2002 ArtSpan, San Francisco, CA: Youth Program; Open Studios sign-in.
Pacific Art League, Palo Alto, CA: Sign-in, volunteer recruitment;
catering.
- 2001 Toronto School of Art, Toronto, Canada: Curriculum Development
- 2000 Millennium Women Arts Festival, Toronto, Canada: Event Design

Education

Professional Certification: Peter Block (Consulting), Bob Mager Design, KOLBE Profile.

Certificate Courses: Toronto School of Art, Toronto, Canada.

Master of Adult Education: University of Toronto, Toronto, Canada.

Bachelor of Arts: University of Western Ontario, London, Canada.

Certificat: Centre Universitaire Méditerranée, Nice, France.

High School Certificate (Upper Sixth Form) and University Scholarship Award, Fairfield College, Hamilton, New Zealand.

Elementary School: E. J. James Public School, Oakville, Ontario, Canada.

Pre-School: Immersion French classes. Mme. Bays & Mme. Widmer.