

# VANGUARD CULTURE

FOR IMMEDIATE RELEASE

**PRESS CONTACT:**

Inna Yang, Vanguard Culture  
(909) 816-8488 [vanguardintern8@gmail.com](mailto:vanguardintern8@gmail.com)

## **VANGUARD CULTURE CONTINUES TO INSPIRE WITH UNIQUE VIRTUAL PROGRAMS FOR ITS 2020 SEASON, 'RIPPLE EFFECT'**

*The season includes business workshops for creatives, a “Salon Series” with regional curators and artists, and a highly-anticipated industry symposium designed to bring creatives from all professions together.*

SAN DIEGO, CA (May 26, 2020) What happens when a global pandemic strikes the arts community? Artists persevere and stay inspired. At least that's what Vanguard Culture, a local nonprofit dedicated to advancing the creative industries, aims to accomplish. Its 2020 season, 'RIPPLE EFFECT', was programmed as a year-long conversation with San Diego's Creative Community about the human capacity to effect positive change. Now gone virtual, the organization's theme and programming seems more relevant than ever as it expands to include virtual events and professional development that directly responds to a new post-COVID-19 world. The next event in Vanguard Culture's RIPPLE EFFECT season supports local arts industries which are among those hit hardest by the pandemic. **"The Forum: Money Making for Creatives - Adapting and Thriving in Uncertain Times with Shaun Cassidy"** will help artists maneuver through the dozens of available resources and will take place via ZOOM on Friday, June 12, 2020, from 12:00 p.m. - 1:30 p.m. The full season calendar can be found [here](#).

The FORUM is Vanguard Culture's Professional Development series designed to support San Diego's creative workforce. Workshops with industry leaders are designed to provide the necessary tools and resources to help creatives make a living doing what they love.

"In uncertain times, it can be difficult to stay hopeful and inspired, especially for artists and arts organizations whose events and exhibitions have been cancelled indefinitely. But what we've actually seen from our local arts sector is perseverance and a willingness to thrive. It's very gratifying and heartwarming to see creatives finding ways to adapt to this new normal," states Susanna Peredo Swap, Executive Director of Vanguard Culture. "We will continue to highlight the incredible work of these creatives

and to host events, virtual or otherwise, that are nothing short of captivating and worthwhile.”

## **2020 SEASON RIPPLE EFFECT CALENDAR**

### **June 12: The Forum: Money Making for Creatives - Adapting & Thriving in Uncertain Times with Shaun Cassidy**

Join a candid conversation with Founder of Cassidy Creative Solutions, Shaun Cassidy, about how to make one's art practice both marketable and profitable; maximizing available resources in a post-COVID-19 world. This workshop is designed to support creatives in need of business development support or guidance and is geared toward painters, musicians, sculptors, architects, poets, vocalists, dancers, actors, applied artists, potters, filmmakers, glassworkers, jewelry makers, photographers, and designers.

**DATE: Friday, June 12, 2020**

**TIME: 12:00 p.m. - 1:30 p.m.**

**COST: \$5.00 suggested donation**

**TICKET LINK: [bit.ly/vc-moneymaking](https://bit.ly/vc-moneymaking)**

---

### **June 24: Brain Candy: A Virtual “Salon Series” - The Curators -**

Dust off your tea set and join us for delicious treats and creative conversations with some of the region's best curators. Inspired by the French salons of the early 18th century, Brain Candy is a contemporary version of this Enlightenment-era institution which provided a safe place for men and women to congregate for intellectual discourse. Join some of the region's most exciting curators as they gather virtually to discuss their approach to the curatorial craft, how they are addressing the new limitations of the pandemic, and how storytelling will be more important than ever as we consider exhibitions in the future. Guests will have an opportunity to purchase artfully-crafted boxed treats from our friends at [Sugar & Scribe](https://Sugar & Scribe). 100% of the proceeds from these boxed sets will go towards supporting their restaurant during this uncertain time.

**DATE: Wednesday, June 24, 2020**

**TIME: 12:00 p.m. - 1:30 p.m.**

**COST: \$10.00 suggested donation (Salon Only) \$25-\$75 with Boxed Sweets**

**TICKET LINK: [bit.ly/vc-braincandy](https://bit.ly/vc-braincandy)**

---

### **August 17 & September 7: MOMENTUM: A Creative Industry Symposium**

Two unforgettable days of community, creativity, and inspiration. From incredible film and theatre professionals to dancers and visual and culinary artists, the region's most notable creative leaders share how their industry has created positive change (or has the capacity to do so). Don't miss these inspiring quick-format presentations about the human capacity to (creatively) make the world a better place. Co-moderated by Jonathon Glus (Executive Director, City of San Diego Commission for Arts & Culture), James Halliday (Executive Director, A Reason to Survive), and Susanna Peredo Swap (Executive Director, Vanguard Culture).

**DATE: Mondays, August 17, 2020**

**TIME: 11:30 a.m. - 1:30 p.m.**

**COST: \$10.00 suggested donation**

**TICKET LINK: [bit.ly/vc-momentum](https://bit.ly/vc-momentum)**

### **August 31: The Forum: Marketing & Branding for Creatives**

Join us for a dynamic conversation about how to develop strong marketing and branding skills in the arts/nonprofit world. If you are a creative industry professional in need of the necessary tools to advance your arts business or nonprofit organization, these workshops are for you. Conceived in partnership with [Tiny Opera House](#) and led by its founder and CEO T. Hampton Dohrman.

**DATE: Monday, August 31, 2020**

**TIME: 12:00 p.m. - 2:00 p.m.**

**COST: \$5.00 suggested donation**

**TICKET LINK: [bit.ly/forum-MB](https://bit.ly/forum-MB)**

**ABOUT VANGUARD CULTURE:** Vanguard Culture is an inclusive nonprofit dedicated to advancing San Diego's Creative Industries. We provide [award-winning arts journalism](#), industry mixers, public events, and [professional development](#) that create arts jobs, bring diverse communities together, and [inspire creative collaboration](#) among industry professionals from the visual, performing, and culinary arts.

### **ABOUT CASSIDY CREATIVE SOLUTIONS / SHAUN CASSIDY:** Shaun Cassidy,

Founder of Cassidy Creative Solutions, holds 20+ years of experience in the fields of Sales & Marketing, E-Commerce and Social Media technologies. Cassidy Creative Solutions is a speaking, training, and consulting firm that helps professionals, nonprofit organizations and corporations leverage social media, internet sales and marketing strategies through storytelling across platforms. Many years prior to founding Cassidy Creative Solutions, Mr. Cassidy worked with the internet company Travelocity as a customer relationship brand manager. He participated in the development of the contact pilot training program that led to customer service training manuals for over 1,500 Travelocity employees. While with Travelocity in the early years of e-commerce and social media, Mr. Cassidy was asked to beta test a software that would become the first social media format called LinkedIn. Today he holds one of the largest

professional networks in the nation with over 30,000 professional contacts and has trained over 500 professionals and over 100 businesses and organizations on how to leverage the tool.

**ABOUT TINY OPERA HOUSE/FOUNDER & CEO T. HAMPTON DOHRMAN:** T. Hampton Dohrman is a social entrepreneur and nonprofit director with ten years of experience building startup communities, teaching entrepreneurship, and managing mission-based startups. Dohrman has a deep and unique understanding of the small nonprofit marketplace and expertise in the finance, accounting, and operations space.

[www.VanguardCulture.org](http://www.VanguardCulture.org) - [@VanguardCulture](https://twitter.com/VanguardCulture) - [@CulturallySavvy](https://twitter.com/CulturallySavvy)

# # #