

# Keshet's Ideas & Innovation Community Arts Business Workshops

at Keshet Center for the Arts, Albuquerque, NM

**February 20-24, 2023**

**Monday Feb 20th 4:30-6:00pm**

## ***Business Plan Development***

Shira Greenberg,  
Keshet Founder & Artistic Director

**Tuesday Feb 21st 4:30-6:00pm**

## ***Intellectual Property Law***

Justin Muehlmeier, J.D., Peacock Law

**Wednesday Feb 22nd 4:30-6:00pm**

## ***Grant Funding/Research***

Shira Greenberg,  
Keshet Founder & Artistic Director

**Thursday, Feb 23rd 4:30-6:00pm**

## ***Branding and Marketing***

Dovya Friedman, Utility Agency,  
Carolyn Tobias, Bernalillo County  
Economic Development &  
Co-Owner of Empty House Studio

**Friday, Feb 24th 4:30-6:00pm**

## ***Grant Proposal Writing***

Shira Greenberg,  
Keshet Founder & Artistic Director

**March 6-10, 2023**

**Monday, March 6th 4:30-6:00pm**

## ***Business Plan Development***

Shira Greenberg,  
Keshet Founder & Artistic Director

**Tuesday, March 7th 4:30-6:00pm**

## ***Budgets & Cash Flow***

Shira Greenberg,  
Keshet Founder & Artistic Director

**Wednesday, March 8th 4:30-6:00pm**

## ***Grant Funding/Research***

Shira Greenberg,  
Keshet Founder & Artistic Director

**Thursday, March 9th 4:30-6:00pm**

## ***Branding and Marketing***

Dovya Friedman, Utility Agency,  
Carolyn Tobias, Bernalillo County  
Economic Development &  
Co-Owner of Empty House Studio

**Friday, March 10th 4:30-6:00pm**

## ***Grant Proposal Writing***

Shira Greenberg,  
Keshet Founder & Artistic Director

### **LOCATION:**

Keshet Center for the Arts  
4121 Cutler Ave NE, ABQ, NM 87110

**All workshops are FREE to attend! Registration is encouraged. Visit [KeshetArts.org](https://KeshetArts.org) to register!**

**Masks are required for all Keshet visitors.**

Questions: [info@KeshetArts.org](mailto:info@KeshetArts.org),  
505.224.9808

Join the Keshet Community  
for FREE arts business  
workshops!



**Thank you to the City of Albuquerque's  
Urban Enhancement Trust Fund for your  
investment in our community's artists!!**