

JUMP START YOUR ART

MARKETING, RESOURCES, & GUIDES

A CAHA WORKSHOP

Isla Rae

Pacific • Art • Life • Style

Presented by

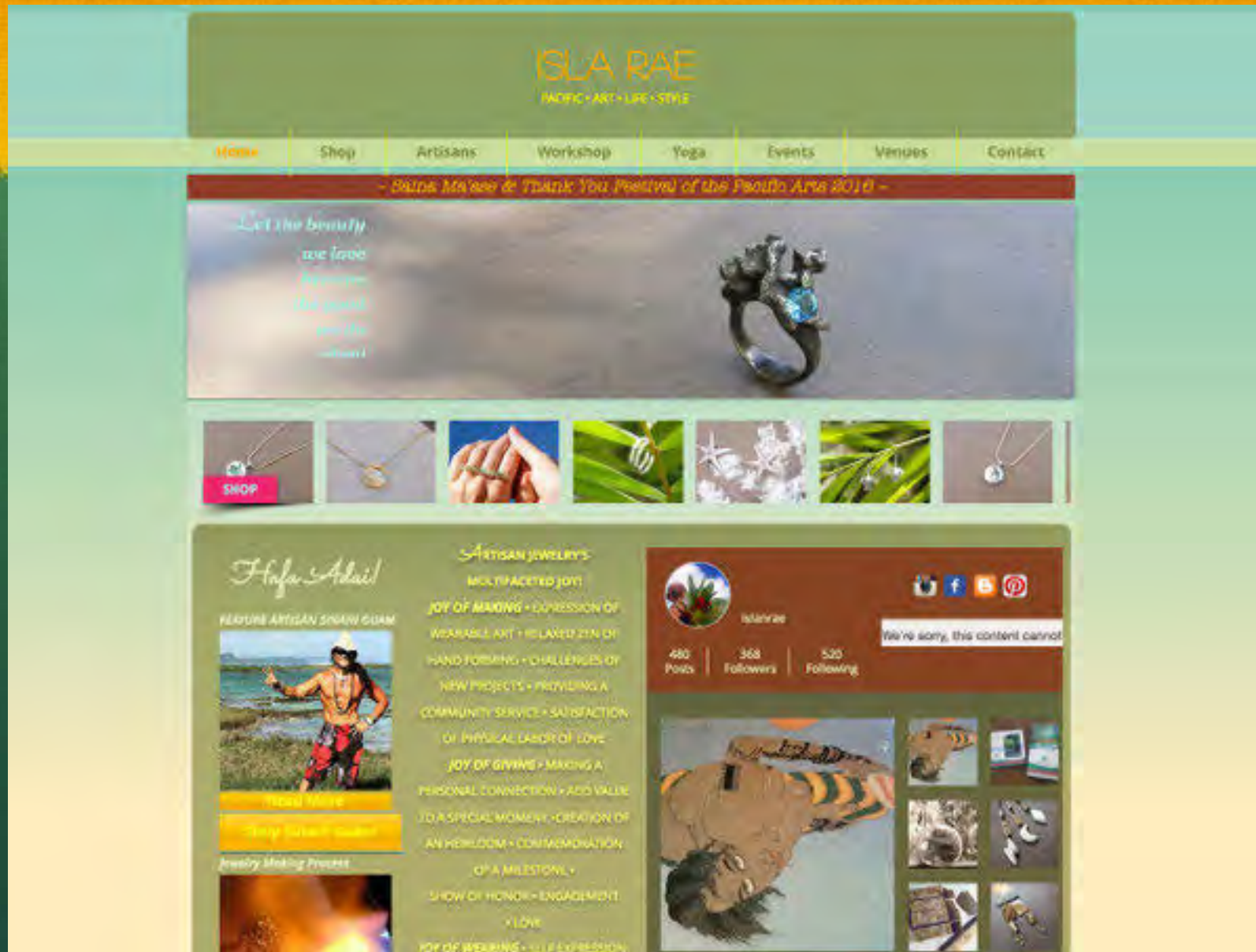
Rebecca Davis
Artist and Owner, Isla Rae

Sponsored by





GUAM CAHA



ISLARAE JOURNEY 1999 ~ 2016

Guam-grown ~ 70s baby, 80s kid, **GATE**, UOG Theater
Pro model, Manny C. Ambassador to Japan, NYC
1992+ Exhibiting Local Artist, Art Student & Teacher
1998 BFA Sculpture, Print-making & Wood Carving
Corcoran College of Art & Design Washington .D.C.



ISLARAE JOURNEY 1999 ~ 2003



1999-2003 Local Freelance Artist/Designer
Graphic design, sign making, set design, v.m., tatu, murals, SPG, GHRA, JATA, GPT, dabble in wire wrap, beaded jewelry, html/flash web design for arts portfolio

ISLARAE JOURNEY 1999 ~ 2010

2003-2010 Yoga Instructor Certification, Bali
Freelance Artist in San Diego & Hollywood LA 3yrs
Back-shed studio in Encinitas, Ca. 2yrs
GIA Jeweler/Gemologist Certifications 2006
Custom jewelry design gallery Monterey, Ca 4yrs.
*Startup Skills & Exit Strategy
Shiva Rea's Yoga Dance Certification 2010



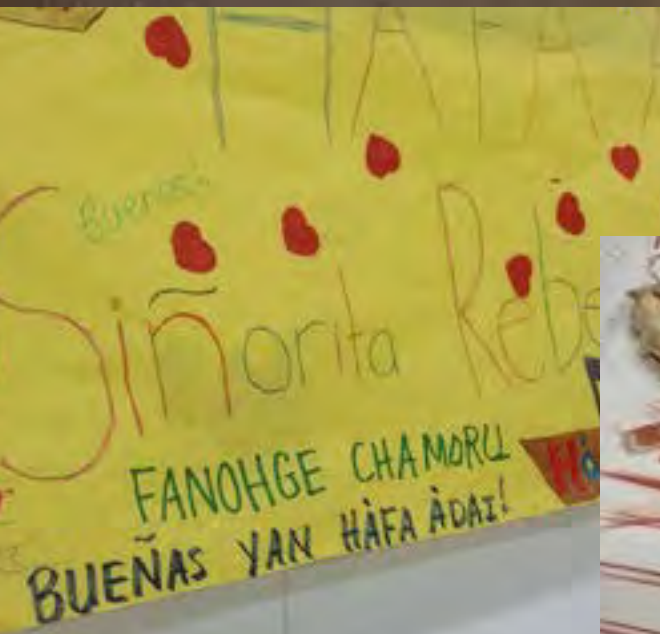
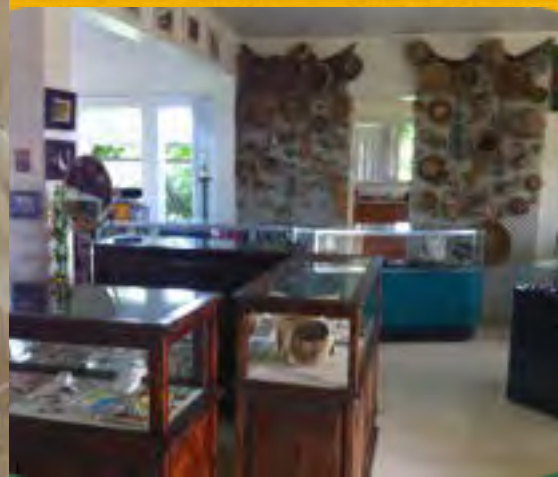
ISLARAE JOURNEY 1999 ~ 2016

2010 Return home as DFS Feature Artist Isla Rae



ISLARAE JOURNEY 1999 ~ 2016

2016 Survive & Thrive





My Lessons ~ Navigation

How it Feels ~ Being an Artist in the Marketplace

like an acrobat balancing many plates in the air while tightrope walking over fire. You have your main meal, your side plates, keep them going, & maintain balance, center stage.



Unique Entrepreneur Style ~ Freelance, Corporate, Public, Private, Artisan... Introvert, extrovert, production, distribution... personality & skill search all personal choices. Knowing Yourself helps to refine your goals.

IT'S PERSONAL.

Lifestyle v/s Rat Race ~ Quality of Life As the Goal

Don't be in a race to get "there" ...start to Live it now & you will Arrive naturally.

Question: How do I want to spend the next 10 years of my life?"

...hustle in NY or community betterment in guam? building from the heart.

SLOW DOWN, BE DISCRIMINATE, CHOOSE YOUR ENVIRONMENT

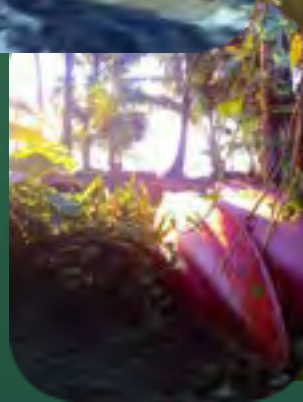




SIMPLICITY ~ YEARS OF REFINEMENT

What is Success ~ Defining your Journey, Aligning with your Values

Figure out what you are NOT ... my existential crisis in the jewelry industry- the more i learned, the less i liked it. Mass production, consumption of earth for resources, glamour facade... each step toward "Success" brought me farther from connection with myself and my values. Time for Realignment. May not make sense to others. Follow your heart.



Direction Foresight ~ To take a look at where you are going & plan your next steps

The trade show lifestyle, schmoozing, glam, model exploitation & glossy magazines.... not the lifestyle i wanted my brand to represent. Let your business reflect your values- in my case- cultivating a connection to nature, giving to a community i love, doing activities that enrich and fulfill, in the place that most resonates.



"Everything in
the universe is
within you.
Ask all from
yourself."
- Rumi



The Yoga of Business ~ Build from Within,
stress less.

Start from your own Roots, Resources and Connections.
Solidity builds from the inside, out.

Innovation v/s Emulation ~ Capturing the Market
with an emulated style/aesthetic/innovation is not the
same as the pained Labors of Birthing it. Ideas take years
of development to come to fruition.
Respect the Innovation of Others
Have faith that you can make your Own.

PROTECT YOUR GOLD



BUILD A VESSEL FOR YOUR AUTHENTIC SELF TO GROW



My Lessons ~ Empire

"YOU HAVE AWOKEN A MONSTER, AND THAT MONSTER IS NOT ME. THE MONSTER IS YOUR OWN EMPIRE. THE EMPEROR DOES NOT RULE THE EMPIRE, THE EMPEROR SERVES THE EMPIRE. REMEMBER THIS ALWAYS, AS YOU ASCEND."

Building Entrepreneurial Desires ~ Creating Dragons

Like a child to feed and care for, one must have energy and time to serve the dragons you create, and put yourself first.

Energy Assessment ~ holding up an image, conforming to expectations takes a lot of energy when you build from the outside, in. Let all flow from your Foundation, stick to your guns, persevere & trust.

Take time out. Even though you put your All into your business, **YOU ARE MORE THAN YOUR BUSINESS.** Moments of Gestation create Power.

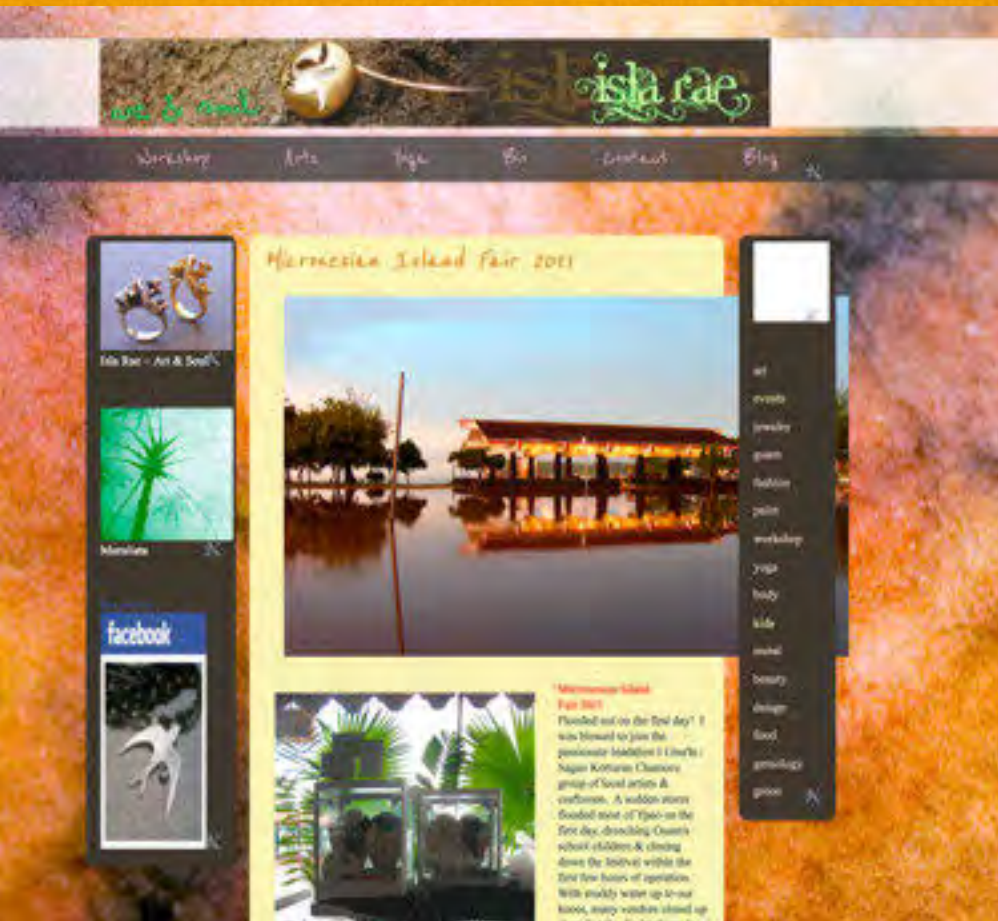
Living It ~ Consistency - Easiest way is to just be yourself. When each action is connected to your Foundation, your heart and soul will shine through in your work. Every Movement becomes strong and stress free. As Seed... Tree, Zen... Ninja



YOUR ART BECOMES YOUR OFFERING, BECOMES YOUR PRACTICE, BECOMES YOUR BUSINESS.

Global Arena ~ Online Presence

islaraearts.blogspot.com



Blogging Builds Background

Love Writing, good at it, would write and publish for someone else, why not do it for yourself?

DON'T HOLD BACK Everyone has a unique voice & story Guam needs exposure, publicity, awareness, documenting Connect with other writers, podcasts, live interviews,...



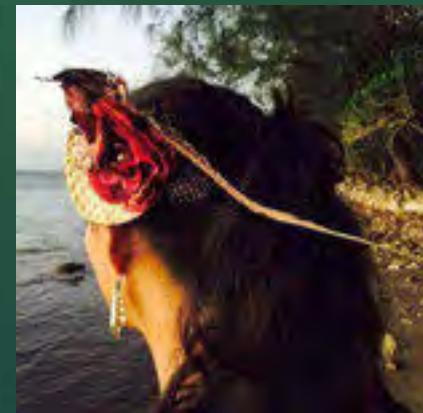
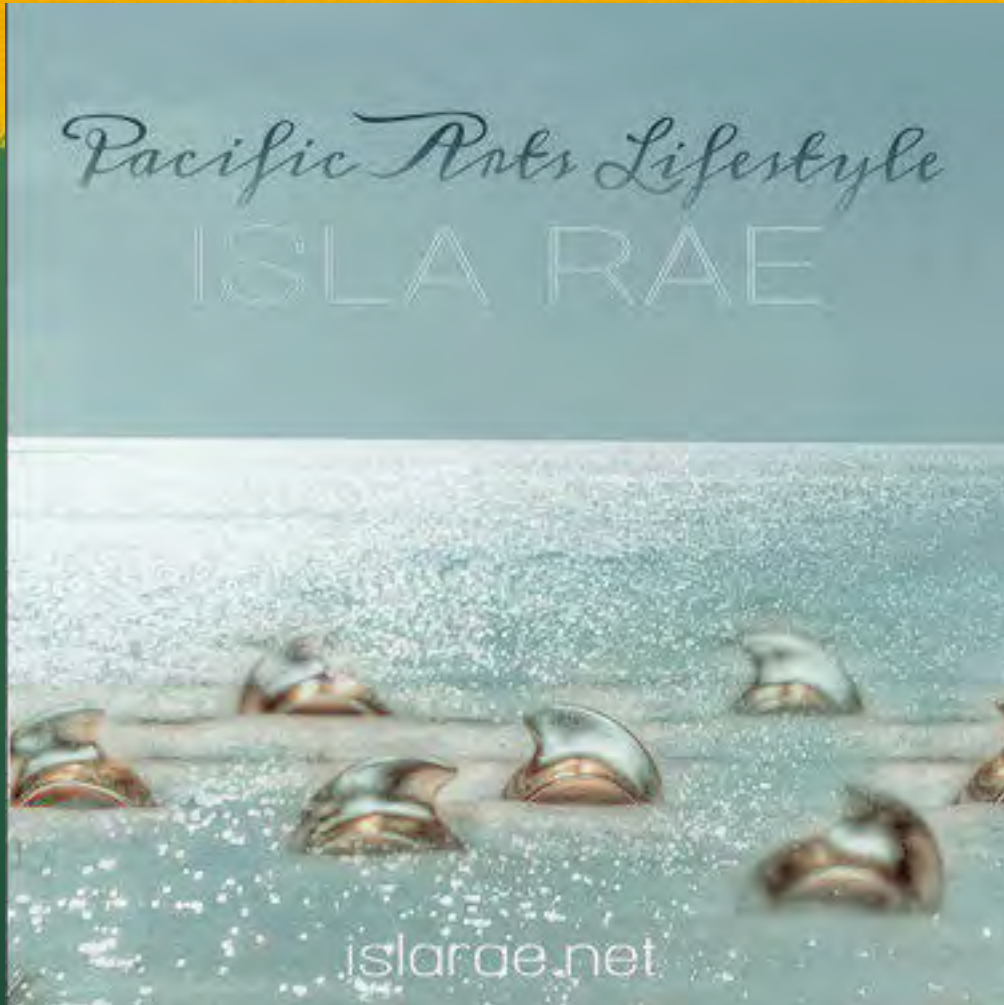
The grid contains the following images:

- Top row: A necklace with a large green leaf pendant and a white crescent moon pendant; a close-up of yellow and orange beaded jewelry; a collection of small, round, patterned pendants on a white surface.
- Second row: A person's hands clasped in prayer against a warm, orange-hued sunset background; a close-up of a necklace with large, round, orange and yellow beads; a necklace with small, round, orange beads on a white mannequin.
- Third row: A collection of small, round, patterned pendants on a white surface; a close-up of a person's hands wearing multiple beaded bracelets; a sunset scene over a body of water.
- Fourth row: A necklace with large, round, orange and yellow beads; a person sitting on a white sofa; a close-up of a necklace with large, round, orange and yellow beads.
- Fifth row: A collection of small, round, patterned pendants on a white surface; a person's hands wearing multiple beaded bracelets; a sunset scene over a body of water.
- Sixth row: A collection of small, round, patterned pendants on a white surface; a person's hands wearing multiple beaded bracelets; a sunset scene over a body of water.

Isla Rae

Most jewelers use their own name, i didn't want that.
Isla Rae was born from my mahālang for home,
I made a virtual island online... a destination...Isla Rae

A Timeless Sense of Place



#fin #sea #islanrae #pacificartslifestyle
#alahasislanrae #cuttingthroughtheveil #finring
#islaraeфинring #shark #dolphin #justkeepswimming
#wearparadise #practiceyou

My Lessons ~ Foundations



RESOURCE

Resource Pool Equation ~ start w/ what you have

Non-monetary assets: skills, talents, connections, materials...

(always still good, u never have nothing)

Business as a Service ~ Humanities Perspective, Blessings

Saonao Your Sainas ~ Actively Recognize & Pay Respect

Those in your industry who have come before, assist & learn from them.

They have Gold you may never have thought of, & set you on a better path.

Strengthens the bond between generations, helps each other level up.

Leadership by Integrity

As a Consistent Integral Source of Creativity, Skill & Resource

in a community, those who emulate will in time continue to return to you for Guidance and Inspiration. What you create becomes part of the Collective Consciousness, embrace the flow.

Competition ~ Market Saturation & Leveling Up

“Don’t be afraid of opposition. Be like a Kite, Rise against the Wind.”

Go within, go within, go within... niche & grow... root & bud.

System-Fearing v/s Aspiring Sovereign Trade

If, As a pioneer of Change, De-Colonization, Dis-Indoctrination, we have the Power to Choose how much to adhere to business standards, systems, hoops, requirements. Decide the degree of being “linked in” to POS systems, accounts... how simple or complex you want your business to be.



LOVE THE WORK

Si yu'os ma'ase!

