



**For Immediate Release:** July 1, 2011  
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**Santa Fe Community College Announces  
Grand Opening of Student-Run Red Dot Gallery  
Opening Reception  
Friday, July 8, 2011, 4:30-7:30 p.m.**

SANTA FE, NM – Santa Fe Community College is pleased to announce the opening of **Red Dot Gallery** at 826 Canyon Road in Santa Fe. Red Dot Gallery is a student-run and operated art gallery that exhibits work created by SFCC students, alumni, faculty and staff. The grand opening is Friday, July 8, from 4:30 to 7:30 p.m. The inaugural exhibition will feature work from all media.

Red Dot Gallery is a cross-campus entrepreneurial collaboration that provides real-life business experience to participating students from across disciplines including arts, business, media arts and culinary programs. The new venture is the result of a generous donation of space from Sandy Zane, owner of Zane Bennett Contemporary Gallery. Her support of SFCC's Gallery Management program and her belief in the importance of work-study experiences for students, especially in the arts, have been instrumental.

"This is an ambitious and creative undertaking that will have far-reaching results – for the college and beyond," said Dr. Ron Liss, SFCC's Vice President of Academic and Student Affairs. "Students will learn not only how to enhance their artistic capabilities, but will further their understanding of the entrepreneurial side of making art: preparing for sale, marketing, selling, budgeting, accounting, etc. It's a complete education so students can participate fully in the entire process of being an artist and be successful. We appreciate the local support we've received on this project. It's a great fit for Santa Fe, one of the nation's top art markets."

The Red Dot Gallery space will function as a hands-on learning environment incorporating gallery management, business and marketing. Through internships and practicums, students will assume leading roles in gallery operations, sales, web design and marketing.

"This is a priceless opportunity for the students to gain real-life entrepreneurial experience before they get out into the real world." said SFCC's Red Dot Gallery Project Coordinator Kathy Eagan.

Red Dot Gallery is about more than an opportunity for students, faculty and alumni to show artwork. It is an opportunity for SFCC students studying diverse disciplines (art, accounting) to collaborate in creating and maintaining a viable gallery business. The Santa Fe Small Business Development Center has been extremely proactive providing business development guidance and knowledge and assisting the students to get the gallery up and running. and SBDC's Deborah Collins helped develop a business plan and a budget.

Students initiated soliciting college community input for the new gallery's name and logo. The selected name was submitted by SFCC student and faculty member Joe Long. The submitted logo designs were reviewed by a jury of professional graphic designers, and three finalists were submitted to SFCC President Dr. Sheila Ortego for final selection, which is designed by student Randy Moreno.

For more information, contact SFCC's School of Arts and Design Interim Dean Mechele Hesbrook at 505-428-1664 or [mechele.hesbrook@sfcc.edu](mailto:mechele.hesbrook@sfcc.edu) or visit [www.red-dot-gallery.com](http://www.red-dot-gallery.com).

**About the Santa Fe Small Business Development Center:** SBDCs provide no cost confidential management assistance, business resources and low cost entrepreneurial education to current and prospective business owners. The New Mexico Small Business Development Center Network has 20 centers statewide, an International Business Accelerator and a Procurement Technical Assistance Program. The Network is a partnership of the US Small Business Administration, the State of New Mexico, the New Mexico Association of Community Colleges, the New Mexico Association of Independent Community Colleges and the private sector; building New Mexico's economy one business at a time.

**About Santa Fe Community College:** *For more than 28 years, Santa Fe Community College has served as the gateway to success for individuals and our community. The College provides affordable, high-quality educational programs that serve the social, cultural, technological and economic needs of Santa Fe's diverse community. More than 15,000 students are served each year in its credit, noncredit and adult basic education programs. Offering more than 72 degree and certificate programs, SFCC caters to the academic, career and personal-enrichment needs of local residents, businesses, government and public service organizations. More than 274 full-time and 587 part-time employees are employed by the college. For further information, visit [www.sfcc.edu](http://www.sfcc.edu) or call (505) 428-1000. Follow SFCC on [Facebook](#) and [Twitter](#).*

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