

# TATIANA GARMENDIA

Tatianagarmendia.com/ACES

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## Who We Are:



**Catalina Cantu  
La Sala**

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**Elisheba Johnson  
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**Tatiana Garmendia  
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**Dan Paz - Curator, Seattle U**

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**Philippe Hyojung Kim - Specialist  
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## Mastermind Group Rules: 9-Point Checklist

Every mastermind group must have rules and guidelines for participation and behavior.

Without them, your group will flounder and ultimately fail.

Here's a nine-point checklist of what to include in your mastermind group rules:

1. **Attendance requirements** – It's up to you to decide what the rules are around attendance. Must the member attend 100% of meetings, or will 80% do?
2. **Attention** – Members should be completely focused on what's happening in meetings. No cell phones or email. No side conversations.
3. **Participation** – There are two places where participation is crucial: in brainstorming/peer advisory Hot Seats, and in action planning/accountability. Mastermind groups ask members to step up to the plate; if they aren't willing to participate fully and give it everything they've got, they have no place in your mastermind group.
4. **Participation level** – Let's face it, we've all met people who talk too much, and those who are quiet. The rule is that conversation should be balanced. Every member gets 15 minutes to ask for feedback or help. The facilitator can keep over-talkers from dominating feedback sessions.
5. **Accountability** – If a member makes a promise to complete a task, they should be held accountable to do so. Regular check-ins during meetings keep members on track. Each group must decide how rigid the accountability needs to be, and the Facilitator must keep that accountability true. (It helps to ask each member: How do you want me to hold you accountable?) Consider creating some sort of shared document or message forum where members can report promised actions and results.
6. **Connection** – Mastermind groups can yield networking opportunities, but they are organic rather than structured. Most mastermind groups have rules about members marketing to each other. Member want to feel safe in the group, not the recipient of an onslaught of marketing messages.
7. **Confidentiality** – Mastermind groups are intentional safe spaces where members can bring their problems, challenges and concerns. Nothing that's said inside the mastermind group can be shared outside it. If you must, create a Non-disclosure Agreement that members sign. Additionally, do not allow gossip inside your mastermind group meeting. A simple definition of gossip: talking about someone when they're not in the room or part of the conversation.
8. **Honesty** – If members are not willing to be honest about what's going on in their lives, and if they're not honest in their conversations among group members, the group will crumble. Remind members that they're here to grow – which means they must be vulnerable and ask for help. And remind members that giving someone "honest feedback" means clear, simple, productive feedback, not brutal or demeaning feedback.
9. **Membership** – Typically, the Facilitator decides who can join the group, whether a new member can join an existing group, and how people exit a group. Put this rule in writing so that everyone is aware.

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Members of the Mastermind: 4-8

Name

Contact Info

Business

Focus of Group:

Frequency of Meeting:

Days for meeting: (schedule three now)

One actionable goal each member commits to meeting and reporting on at the first meeting:  
(example: I will make XXXX number of inquiries for exhibition venues by \_\_\_\_\_ date.)

## Elevator Speech Worksheet

The elevator speech comes from the business world, and is based on the idea that you may only have the time it takes to get between a few floors to introduce yourself or talk about your work. This is an exercise designed to get you comfortable with talking about your work during these short meetings.

Template:

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## Step 1: What you do

I am a \_\_\_\_\_ who creates \_\_\_\_\_...

Examples: I am a painter who creates abstract, impressionistic landscapes...

I am a printmaker who creates pointillistic patterns...

I am a photographer who creates art noir photos of couples...

## Step 2: Who you do it for (this will change depending on your intended audience)

(I am a \_\_\_\_\_ who creates \_\_\_\_\_)... for \_\_\_\_\_.

Examples: ...for art collectors looking for investment pieces.

...for those looking for mid-range priced prints for their home.

...for business owners looking to create an out-of-the-box environment.

## Step 3: Why you are unique=. Your "why" can be just about anything. Think about it as a random fact you would share about your business in a "get to know you" game.

Examples: I sell in sets of three so you can create a cohesive look in a room.

I donate 25% of sales to homeless artists.

I choose my subject matter from images submitted from fans on my Facebook page.

## Putting it all together:

-I am a painter who creates abstract, impressionistic landscapes for those looking for mid-range priced prints for their home. I choose my subject matter from images submitted from fans on my Facebook page.

-I am a photographer who creates art noir photos of couples for art collectors looking for investment pieces. I donate 25% of sales to homeless artists.

-I am a printmaker who creates images of patterns using thousands of microscopic dots for business owners looking to create an out-of-thebox environment. I sell in sets of three so they can create a cohesive look in a room.

Write your elevator speech for a curator or other gatekeeper here:

Write your elevator speech for a layperson at a party or communal gathering:

Share with at least two people in your group, and get feedback. Take notes on the back of this sheet to craft more elevator speeches.

## **King Street Station Application group**

The Project must:

- take place at ARTS at King Street Station, 303 S. Jackson Street. The majority of programming will take place in the gallery space on the top floor.
- have a significant arts and culture component
- be free and open to the public \*please note Sundays and Mondays are generally not available for events.
- align with the Office of Arts & Culture's [commitment to Race and Social Justice](#)
- NOT be a for-profit, commercially touring event.

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• NOT rely on sales of artworks or event tickets. ARTS at King Street Station cannot directly sell artwork, though exhibitors may place identification and contact information such that buyers may arrange for sale outside of ARTS at King Street Station. All events are to be free and open to the public

## Narrative Questions:

- Background: Who are you? Please describe what excites, influences, encourages, or builds you/your group? What has inspired your proposal? If your background plays/has played a role in your proposal, share how. (300 words or less)
- Racial Equity: What does racial equity mean to you? What is your experience with racial equity? (300 words or less)
- Proposal Concept: Describe what you want to do at ARTS at King Street Station. What is your idea/concept/artistic statement? Why should your event/exhibition be at ARTS at King Street Station? Why would somebody be interested in this proposal? (500 words or less)
- Community Building: Describe who would be interested in this proposal. Who do you hope will attend what you are proposing, and what is your relationship to this audience? How will you benefit if your proposal is selected, and how will others? Will your budget pay artists and other creatives? Describe your efforts to reach diverse populations. Describe how your proposal will be experienced by people of all ages and abilities. (500 words or less)
- Logistics: What kind of event/exhibition do you want to host at ARTS at King Street Station? Provide information on the logistics of the event/exhibition including audience, format, timeline and other sources of support. Please note ARTS at King Street Station is open: Tuesday – Saturday 10 a.m. – 6 p.m.; First Thursdays 10 a.m. – 8 p.m.
- Work Samples: Please include up to 8 examples of things you have made or done that relate to this project, or that will help the Advisors understand you and your work.

## Group Members:

Name	Contact Info	Type of work