



**Project Success Comes from the Heart : An Artist’s Point of View**

Of Special Interest:

- Project Success: **an Artist’s Point of View**
- Free download for PMI members
- New Project Management Minor offered at SFC

Inside this issue:

- PDU Opportunities 2
- Silver Lining of Project Uncertainty 3
- How can you participate? 4

**Art and Arts  
by Professor Sintia Molina**

Every year, in celebration of Hispanic Heritage Month, one of the activities I enjoy organizing is the art exhibition which has become a tradition over the last five years. And, as beautiful and relaxing as it is, the process of organizing an art exhibition is complex and the tasks are numerous; being methodical and organized are important keys to success. In simple steps I will lead the readers through the process.

Like any project one commits to, an art exhibition requires time, dedication and knowledge but more important, passion and love. I have dedicated my career and my life to study and the teaching of Hispanic/Latino art, culture and literature. Coming from a cultural tradition of great art and artists such as Goya, Velazquez, Soroya, Picasso, Dali, Zequeiro, Kahlo, Lam, Carrington, Varo, and many more, I believe people not only enjoy beauty, but also find meaning in art. For me, it is important to present Hispanic/Latino culture from the perspective of art since it defines and identifies us as nations, and as

people. Hispanic/Latino art speaks of our history, records our present, and determines our future. My interest as an educator is to introduce young generations, as well as a more experience audience, to the Hispanic/Latino culture through art in order that they may come to understand us better and appreciate our contributions through expressive and significant works of Hispanic/Latino art. Understanding the importance of art for Hispanics/Latinos/as because in the soul of every Hispanic/Latino/a there is an artist, and the need for artists to have a space where they can exhibit their works, every year at St. Francis College, in celebration of Hispanic Heritage Month, an art exhibition opens the month-long activities. Artists, whose art deals with, or is inspired by Hispanic/Latino motives have been invited to exhibit at St. Francis College. The main purpose of the exhibition is to bring to the college community and the general public art of emergent local artists and



Art and Arts (continued from page 1)

sometimes artists from abroad. The large population of Hispanic/Latino in the tri-state area, and the many resident artists facilitate contact and invitation to present their work at our college. Many of the artists are well known here and abroad, other are lesser known. Most of the artists have studied and trained in the United States while others developed their talents at prestigious Arts School in their home countries and in Europe. Hispanic/Latino/a artists in the United States continue with this legacy of the great masters, creating excellent

and significant artworks, mainstreaming their art, exhibiting in galleries and museums and opening art studios all over the country. A year, and sometimes two years is required to organize this event at St. Francis College. In order to make a good selection and decide whom to invite, I participate in and attend local art shows, art openings, collective art exhibitions, visit studios, galleries, art farms and museums. I get to know the artists and their work. An excellent way to find good artists is by contacting friends who are artists who may be able to provide me with a referral to other artists. In spite of all these, my final decision is based upon art content, message and how the artwork relates to people's lives and reality, and how it makes people reflect on their life and connect to others. Before an artist is invited to exhibit, I meet with her/him, visit the studio or, if an exhibition is taking place, I attend the event just to understand the essence of the art and gauge the public reception. I become immersed in the artwork to ensure a positive reception from the college community. I meet with the artist several times to coordinate the event, design the flyer and brochure, to write a biographical sketch and a narrative about the event.

PDU Opportunities

Did you know that you can earn PDUs for the following activities?

- Attend a webinar (Category A)
- Contribute to a wiki or discussion thread (Category C)
- Give a webinar (Category D)

- Present at an event (Category D)
- Write a blog or article (Category D)

If you would like to write an article for this newsletter, please contact me at **bedington@sfc.edu**

## Art and Arts (continued from page 2)

So far, organizing art exhibitions at St. Francis College, Callahan Center Gallery as well as at other city's galleries have been successful. I believe that my love and respect, and my dedication to teaching the values and greatness of Hispanic/Latino culture is at the heart of such success. Any project without passion and love is meant to fail.

*Many thanks to Professor Molina for sharing her experiences. Professor Molina is an author of many books and articles and a respected educator. Her perspective of managing a project is compelling in that it is not biased by knowledge of industry "standards" or "best practices." It is written from with passion for the project which is not currently a knowledge area in the PMBOK©! Perhaps project management professionals should consider the value of passion in projects!*

## Free for Members of PMI.....

By virtue of their unique nature, projects are mired in uncertainty. And many project managers would tell you that this uncertainty represents risk. In *The Silver Lining of Project Uncertainties*, researchers from two prestigious universities put forth the idea that uncertainty isn't a risk to be avoided... it's an opportunity to be exploited.

This eye-opening new work is presenting nothing less than a new project management paradigm, one which understands that not only are uncertainties conceptually different from risks, they are associated with opportunities that have the potential to generate profits and benefits.

These game-changing results emerge from more than two years of inquiry, which found the researchers interviewing project managers and scrutinizing documentation for projects in a wide range of areas, including business and organizational change, construction, information systems,



Download the free file for this monograph at [www.PMI.org](http://www.PMI.org)

It is free for all current PMI members.

product and service development and R&D.

Careful analysis revealed that there were four distinct types of opportunities and six classes of uncertainties visible across this diverse body of projects. They also discovered that the project manager was the greatest source for identifying and exploiting opportunities... and for misperceiving them as well.

*The Silver Lining of Project Uncertainties* provides readers with a critical foundation for how to differentiate the management of project risks and uncertainties, how to differentiate project success from project value and how to clearly identify the key elements of project risk, uncertainty and value opportunity.

Authors: Lechler, Edington and Gao



## Management & Information Technology Department

### Center of Excellence in Project Management

Center of Excellence in  
Project Management

Email:  
bedington@sfc.edu

St. Francis College  
Management and Information Technology  
180 Remsen Street

We offer weekend  
executive style classes  
so you can earn your  
Graduate Level Project  
Management Certificate  
while you work.

*St. Francis College, Department of  
Management and Information  
Technology is proud to announce a  
new minor in Project Management  
for its undergraduate students.  
Please contact [bedington@sfc.edu](mailto:bedington@sfc.edu)*



For more information on the Graduate Level Project Management Certificate:  
<http://www.sfc.edu/academics/Graduate/projectm#ProjM>

### How Can You Participate? (and earn PDUs?)

The Center of Excellence in Project Management is always looking for new ideas and input from all members of the community.

Here are a few of the ways you can participate. Please forward your comments, suggestions, proposals to:

[bedington@sfc.edu](mailto:bedington@sfc.edu)

- ◆ **Volunteer to write an article for the next newsletter.** We are open to a broad range of topics associated with the general principles of project management. If you have an example, an idea, an experience you would like to share, send us an outline. Earn PDUs.
- ◆ **Participate in the Film Research Project**—check page two for details. It would only take two hours of your time and can be completed via phone or in-person.
- ◆ **Conduct a workshop or seminar** on a topic in your area of expertise. We will work with you to develop a short (one or two day) interactive learning opportunity. Send us a proposal with the topic, your expertise in this area, and your ability to help generate an interest in this seminar.