



FOR IMMEDIATE RELEASE
February 7, 2006

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SECCA HOSTS BOOKSIGNING FOR PHIL HANES'
How to Get Anyone to Do Anything

Winston-Salem, NC— The Southeastern Center for Contemporary Art will host a book signing and reception honoring Phil Hanes on the occasion of his 80th birthday and for his newly published book *How to Get Anyone to Do Anything* on Tuesday, February 28 at 5:30pm. The reception and celebration is open to the public. For more information, call SECCA 725.1904 or visit www.secca.org.

In his book, Hanes shares his strategies for how to jump-start the impossible by recounting a lifetime's worth of experience doing just that. Divided into four parts -- Networking, Risk-Taking, Fund-Raising, and Problem-Solving -- *How to Get Anyone to Do Anything* will inspire readers to see challenging opportunities instead of insurmountable odds. "If you want to learn how to network yourself into the 'win' column, read this book!" --LAWRENCE FERLINGHETTI, artist and poet.

Also, in celebration of Mr. Hanes' birthday, SECCA is pleased to host *Lawrence Ferlinghetti: Life Stories* in the Living Room Gallery February 15 – April 7, 2006. According to Mr. Hanes, it was Ferlinghetti who in 1963 directed him to the Haight-Ashbury neighborhood of San Francisco, home to the Flower Children, as they were called then. And, Mr. Hanes credits Ferlinghetti with helping him find SECCA's first director, Ted Potter and points to this artist as a major influence in Hanes' major effort in the revitalization of downtown Winston-Salem.

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SECCA is supported by The Arts Council of Winston-Salem and Forsyth County and by the North Carolina Arts Council, an agency funded by the State of North Carolina and the National Endowment for the Arts.



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SECCA HOSTS FERLINGHETTI EXHIBITION IN HONOR OF PHIL HANES' 80TH BIRTHDAY

Winston-Salem, NC--In honor of Phil Hanes' 80th birthday, the Southeastern Center for Contemporary Art is pleased to host *Lawrence Ferlinghetti: Life Stories* in the Living Room Gallery February 15 – April 7, 2006. An Opening Reception and book signing for Mr. Hanes newly published book *How to Get Anyone to Do Anything* will be held Tuesday, February 28 at 5:30pm. The reception and celebration is open to the public. For more information, call SECCA 725.1904 or visit www.secca.org.

Famous Beat poet, publisher, *City Lights* bookstore owner, radical, and artist, Lawrence Ferlinghetti defies categorization and even classification. Now in his eighth decade, the artist continues his crusade into the realms of creativity and continues to act as a beacon for dissident culture. In honor of Philip Hanes' 80th birthday, SECCA will be showcasing 10 works by the artist. According to Mr. Hanes, it was Ferlinghetti who in 1963 directed him to the Haight-Ashbury neighborhood of San Francisco, home to the Flower Children, as they were called then.

Hanes originally asked Ferlinghetti to speak at Salem College in 1960 after reading his autobiography. During his stay in San Francisco, Hanes was introduced to Ted Potter and was so impressed by his "golden eye" in choosing artworks for a Flower Children exhibition that he helped bring Potter to SECCA as the organization's first director. Hanes not only credits Ferlinghetti with helping him find Potter but points to this artist as a major influence in Hanes' major effort in the revitalization of downtown Winston-Salem.

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