Sessions by Day

WED
JUNE 15
8:00 a.m.–7:30 p.m.
Public Art Preconference
UNIVERSITY OF CALIFORNIA, SAN DIEGO
PRICE CENTER

Times Vary
Council & Partner Meetings
LOCATIONS VARY

5:00 p.m.–7:00 p.m.
Registration & CenterStage Open

9:00 p.m.–10:00 p.m.
Public Art Five in Five
INDIGO 202

THURS
JUNE 16
7:30 a.m.–11:30 a.m.
Public Art Preconference
HILTON SAN DIEGO BAYFRONT

8:00 a.m.–6:30 p.m.
Registration & CenterStage Open

8:30 a.m.–11:30 a.m.
Council & Partner Meetings
LOCATIONS VARY

9:30 a.m.–11:00 a.m.
Newcomer Orientation
AQUA 306 B

11:00 a.m.–12:00 p.m.
Arts Action Fund Briefing
INDIGO 202

11:30 a.m.–12:00 p.m.
Book Signing with Erika Doss
CENTERSTAGE

12:00 p.m.–2:00 p.m.
Opening Keynote
Address & Awards Luncheon
INDIGO BALLROOM

2:30 p.m.–4:00 p.m.
CONCURRENT SESSIONS
Tap into Your Digital Entrepreneur and Make an Impact
INDIGO A/E

9:00 a.m.–11:00 a.m.
Public Art & Creative Placemaking
AQUA 304

Impact of Mid-Term Elections: New Reality of Congress
AQUA 306

Increasing Demand for the Arts: Success Stories Worth Sharing
INDIGO 202

Building the 21st Century Agenda for Cultural Democracy
INDIGO 204

4:00 p.m.–4:30 p.m.
Networking Break
CENTERSTAGE

4:30 p.m.–6:00 p.m.
CONCURRENT SESSIONS
Dynamic Incubators for Artists and Artistry
INDIGO A/E

Ready to Innovate: Cultivating Creativity for Strong Workforces
AQUA 306

Technology and Technical Assistance
AQUA 308

Partnerships for Vibrant Communities
AQUA 304

Managing Media Mayhem
INDIGO 202

Cultural Affairs to Creativity Affairs
INDIGO 204

6:30 p.m.–8:30 p.m.
Opening Reception
MUSEUM OF CONTEMPORARY ART SAN DIEGO

12:30 p.m.–5:30 p.m.
ARTVenture Tours

10:00 p.m.–1:00 a.m.
Evening Jam Session
INDIGO 202

FRI
JUNE 17
8:00 a.m.–6:30 p.m.
Registration & CenterStage Open

8:00 a.m.–9:00 a.m.
Continental Breakfast
CENTERSTAGE

8:30 a.m.–10:00 a.m.
Network & Peer Group Meetings
LOCATIONS VARY

10:30 a.m.–12:00 p.m.
CONCURRENT SESSIONS
Building Bridges: International Cultural Exchange
INDIGO A/E

Developing Current and Future Donors in the New Normal
AQUA 306

Cultural Tourism with an Eye on Impact for the Visitor, the Artist, and the Local Economy
AQUA 304

Making the Case for the Arts
AQUA 308

The Intersection of 21st-Century Skills and the Arts
INDIGO 202

Dismantling Professional Development: Benefits of Classroom vs. On the Job Learning
INDIGO 204

12:45 p.m.–2:30 p.m.
Dine-Around Lunches
VARIOUS SAN DIEGO VENUES

12:30 p.m.–4:00 p.m.
Career, Organization, & Community 360
INDIGO BALLROOM

10:30 a.m.–11:30 a.m.
One-to-One Coaching
LOCATIONS VARY

10:00 a.m.–1:00 a.m.
AfterWords Lounge
ODYSEA LOUNGE

SAT
JUNE 18
8:00 a.m.–12:00 p.m.
Registration & CenterStage Open

8:00 a.m.–9:00 a.m.
Continental Breakfast
CENTERSTAGE

8:30 a.m.–10:00 a.m.
CONCURRENT SESSIONS
A Healing Environment: Arts and Wellness
AQUA 308

Bringing Arts Education Home: Creating Local Action through Local Dialogue
INDIGO 202

Migrating from Arts Leader to Community Leader
INDIGO 204

Future of Public Support for the Arts at the Federal, State, and Local Levels
AQUA 306

Write Competitive Grants: Unlocking the Great Mysteries of Receiving Funding
INDIGO 202

10:00 a.m.–10:30 a.m.
Networking Break
CENTERSTAGE

10:30 a.m.–11:30 a.m.
One-to-One Coaching
LOCATIONS VARY

10:30 a.m.–11:30 a.m.
Forum: Our Voices, Our Future
INDIGO BALLROOM

11:30 a.m.–12:30 p.m.
Closing Keynote
INDIGO BALLROOM
The John F. Kennedy Center for the Performing Arts Education Department through its Partners in Education program provides a free, valuable online resource for education directors, arts presenters, teachers, and other arts educators. The Touring Programs and Resources site provides a listing of resources (some free of charge) that include professional development workshops for teachers, seminars for artist development, classroom materials for teachers and students, workshops for parents and community members, and much more.

For more information, call (202) 416-8806 or view the Kennedy Center Education Department Partners in Education program at www.kennedy-center.org/education/partners.

Funding for the Kennedy Center’s Partners in Education program is provided by the U.S. Department of Education.

PHOTOS (clockwise from upper left): Audience at a National Symphony Orchestra Young People’s Concert; Kennedy Center Theater for Young Audiences production of Alexander, Who’s Not, Not, Not, Not, Not, Not Going to Move, photo by Carol Pratt; Professional Development for Teachers workshop; Community Partnership program.
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COVER: All portraits of 2010 Annual Convention attendees courtesy of Baltimore Office of Promotion and the Arts; Montego Glover in Memphis at La Jolla Playhouse; Martin Luther King Promenade; San Diego Trolley; Mariachis; Sun God by Niki de Saint Phalle in the Stuart Collection; Pleasure Point by Nancy Rubins at Museum of Contemporary Art San Diego; Gaslamp District sign; San Diego skyline; Linda Vista Multicultural Fair and Parade; Balboa Park

All San Diego photos throughout the program are courtesy of the City of San Diego Commission for Arts and Culture.
The Cultural Planning Group

We are pleased to announce the expansion of our firm.

Our field faces unprecedented challenges and a pace of change that is increasingly fast and unpredictable. Our primary focus is helping our clients address change and discover appropriate solutions.

Our consulting services include:
- Cultural planning
- Strategic planning
- Public art planning and project management
- Cultural facilities planning
- Creative economy planning
- Organizational and program assessment
- Organizational capacity building
- Best practices research
- Research in the nonprofit sector

Jerry Allen  |  Soquel, CA  |  831.465.1953
Mark Anderson  |  Los Angeles, CA  |  310.600.3117
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Karen Masaki  |  Volcano, HI  |  808.985.7595
David Plettner-Saunders  |  San Diego, CA  |  213.500.6692

www.culturalplanning.com
Welcome to San Diego!

We are so glad that you are here with us for the 2011 Americans for the Arts Annual Convention, a one-of-a-kind San Diego experience. We are embracing and expanding on the concept of creativity this year. The convention focuses on creative communities and creative workforces. We are digging deep into creative development and creative economies. Your voice is vital to these conversations and we look forward to hearing your ideas, strategies, and solutions for making the arts a focal point for innovative and vibrant communities across our country.

Our top-notch professional development workshops focus on skill-building and practical tools to allow you to return to your community with applicable and relevant lessons to share with your board members, staff, and community partners. We’ve squeezed in even more small-group informal learning opportunities and more places to actively participate in conversations. New this year, we’re offering recordings of more than 40 hours of educational sessions so you can share your convention experience with your colleagues at home. With more than 50 educational opportunities, this convention will increase your effectiveness at a local level and prepare you to even better serve and support the arts across America.

Fun and vibrant San Diego is the perfect place for you to connect with peers and an ideal showcase for how arts and culture are integral to the success of a community. From Balboa Park to the Museum of Contemporary Art San Diego, from the wide range of public art installations along the waterfront to the Village at Market Creek, you are surrounded by inspiring artistic variety at every turn.

We are indebted to the City of San Diego Commission for Arts and Culture for the vision and effort that has gone into making the Annual Convention a success. I hope you enjoy this year’s convention, and I look forward to seeing you in San Antonio in 2012.

Sincerely,

Robert L. Lynch
PRESIDENT AND CEO, AMERICANS FOR THE ARTS

Greetings!

Welcome to San Diego, an ideal setting to gather for the 2011 Americans for the Arts Annual Convention. We are honored to be hosting this important convention in San Diego and sharing our rich cultural assets with the national arts community. Our vibrant culture is a product of commitment and innovation, and reflected in the excellent quality of life that the region’s residents enjoy. Here in San Diego, the arts are also contributing to the transformation of our community and our economic future. Arts and culture organizations funded by the City of San Diego Commission for Arts and Culture support a workforce of more than 7,000 people and generate more than $173 million in direct economic impact.

While you are here, I encourage you to explore San Diego and experience our diverse arts districts, museums and galleries, theaters and performance groups, public art and innovative programs. Our city is home to nationally recognized theaters and experimental dance; world-class university art programs and small, neighborhood-based art studios; top-notch mariachi players and inventive new music ensembles. Whatever your interest may be, you are sure to discover something memorable in this cultural paradise and feel compelled to come back for more.

Please accept my best wishes for a successful convention, and a pleasant stay in San Diego. I hope that you will come back and visit us again soon.

Sincerely,

Jerry Sanders
MAYOR OF SAN DIEGO
**Where is the Public Art Preconference? How do I get there?**

**PUBLIC ART PRECONFERENCE: JUNE 15 ONLY**

**University of California, San Diego**

The Price Center  
3350 La Jolla Village  
San Diego, CA 92161-0002  
858.534.2230

The Public Art Preconference will be held at University of California, San Diego (UCSD) Price Center on Wednesday, June 15. Bus transportation will be provided from the Hilton San Diego Bayfront to UCSD’s Price Center on Wednesday, June 15. Busses will also be provided from UCSD back to the Hilton San Diego Bayfront starting at 7:00 p.m., departing from the Price Center.

Preconference sessions will be at the Hilton San Diego Bayfront in Indigo A, 202, and 204 on Thursday, June 16.

**Where are the convention sessions?**

**HILTON SAN DIEGO BAYFRONT**

1 Park Boulevard  
San Diego, CA 92101  
619.564.3333

All Annual Convention sessions will take place at the Hilton San Diego Bayfront, on levels 2 and 3. Please refer to the floor plans on page 37 for specific room locations. Please refer to the Daily Schedule for other event locations.

**I’m a presenter. What do I need to do?**

All convention session presenters are required to check in at the Presenter Prep Room, located in Aqua 303-305 on the third floor of the Hilton San Diego Bayfront, at least two hours prior to their scheduled session in order to meet with AV technicians, load presentations onto the proper session and Convention On-Demand equipment, and review technical needs. This is a mandatory appointment and we will require that presenters bring their presentations on a portable drive or CD. The Presenter Prep Room will be open:

- Thursday, June 16  
  8:00 a.m.–4:30 p.m.
- Friday, June 17  
  8:00 a.m.–4:30 p.m.
- Saturday, June 18  
  7:30 a.m.–8:30 a.m.

**How do I bring a guest to the Opening Reception, one of the keynote addresses, or on an ARTventure Tour?**

Tickets for guests must be purchased in advance from the Registration Desk. All guest tickets must be associated with a convention registrant. Check in with registration staff for applicable pricing and availability. Please note that ticket sales will not be available at off-site event locations.

**I didn’t register for an ARTventure, but I’d like to now. What should I do?**

ARTventure Tours tickets will be sold at the Registration Desk for $30 on a space-available basis until Thursday, June 16 at 4:30 p.m. This fee includes lunch. No sales or substitutions will be allowed past this point.

**Can I change the ARTventure Tour I registered for?**

Yes, if space is available. If you have already registered for an ARTventure Tour, but would like to change to a different tour, please visit the Registration Desk before Thursday, June 16 at 4:30 p.m.

**Where is the nearest drug store?**

**CVS PHARMACY**

645 Market Street (Market & 7th Avenue)  
619.234.5900  
0.7 miles, approximately three blocks

**SAV ON DRUGS (IN ALBERTSONS)**

655 14th Street (Market & 14th Avenue)  
619.237.1247  
1.1 miles, approximately seven blocks

**How can I get online?**

**NEW THIS YEAR!** Americans for the Arts is providing complimentary wireless Internet access in all convention meeting.
spaces. Make sure to pick up the log in and password information in CenterStage.

- For your convenience, Americans for the Arts provides a Cyber Café in CenterStage with complimentary PCs for e-mailing and other Internet-based needs. If you need to access a printer, please visit the UPS Business Center on the Aqua level.
- Complimentary wireless Internet access is available in the hotel’s public spaces such as the main lobby.
- All guest rooms have high-speed Internet access for $13.95 for 24 hours or $6.95 for one hour.
- Internet access is available for a fee in the UPS Business Center on the Aqua Level.

Where can I print, fax, or mail something?
The hotel’s in-house UPS Business Center on the Aqua Level offers a complete range of services including photocopies, faxing, printing, and shipping. If you have a large number of items that need to be mailed, or require shipping materials, please contact the UPS store at 619.321.4201. Hours are 7:00 a.m.–7:00 p.m. Monday through Friday; 9:00 a.m.–4:00 p.m. Saturday and Sunday.

What is your recording policy?
Events, functions, sessions, and award ceremonies hosted and/or produced by Americans for the Arts may not be recorded, either in video or audio format, by any organization, entity, or person without the expressed written consent of Americans for the Arts. Consent to record Americans for the Arts events will be given to credentialed press as requested and will be coordinated by Americans for the Arts staff on site. Many of the events and sessions at the 2011 Annual Convention will be recorded by Americans for the Arts either through photographs, video, or for Convention On-Demand. Americans for the Arts may use this material for any purpose, on the web, or in print.

Who do I tell about my special needs or dietary restrictions?
Attendee comfort is important to Americans for the Arts. Attendees with special accessibility needs are encouraged to make Registration Desk staff aware of any concerns, needs, or special accessibility requirements they may have during the convention.

**When will food be available?**
Throughout this program, we have indicated when food and/or beverages will be provided with special icons.

<table>
<thead>
<tr>
<th>FOOD</th>
<th>BEVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THURSDAY, JUNE 16</strong></td>
<td></td>
</tr>
<tr>
<td>11:00 a.m.–12:00 p.m.</td>
<td>Coffee provided during Arts Action Fund Morning Briefing in Indigo 202</td>
</tr>
<tr>
<td>12:00 p.m.–2:00 p.m.</td>
<td>Lunch provided during the Opening Keynote Address &amp; Awards Luncheon in the Indigo Ballroom</td>
</tr>
<tr>
<td>4:00 p.m.–4:30 p.m.</td>
<td>Light refreshments provided during the networking break in CenterStage</td>
</tr>
<tr>
<td>6:30 p.m.–8:30 p.m.</td>
<td>Drinks and heavy hors d’oeuvres provided during the Opening Reception at the Museum of Contemporary Art San Diego</td>
</tr>
<tr>
<td>10:00 p.m.–1:00 a.m.</td>
<td>One drink ticket and cash bar provided during Evening Jam Session in Indigo 202</td>
</tr>
<tr>
<td><strong>FRIDAY, JUNE 17</strong></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m.–9:00 a.m.</td>
<td>Continental Breakfast provided in CenterStage</td>
</tr>
<tr>
<td>12:30 p.m.–5:30 p.m.</td>
<td>Lunch will be provided on all ARTventure Tours</td>
</tr>
<tr>
<td>4:00 p.m.–4:30 p.m.</td>
<td>Light refreshments provided during the Networking Break in CenterStage</td>
</tr>
<tr>
<td>6:00 p.m.–7:30 p.m.</td>
<td>Light hors d’oeuvres, one drink ticket, and cash bar provided during Professional Members Reception on the Indigo Terrace</td>
</tr>
<tr>
<td>6:45 p.m.–8:30 p.m.</td>
<td>Light hors d’oeuvres and cash bar provided during the Emerging Leaders Reception at Alexander Salazar Fine Art Gallery</td>
</tr>
<tr>
<td>10:00 p.m.–1:00 a.m.</td>
<td>One drink ticket and cash bar provided during AfterWords Lounge in the Odysea Lounge</td>
</tr>
<tr>
<td><strong>SATURDAY, JUNE 18</strong></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m.–9:00 a.m.</td>
<td>Continental Breakfast provided in CenterStage</td>
</tr>
<tr>
<td>10:00 a.m.–10:30 a.m.</td>
<td>Light refreshments provided during the Networking Break in CenterStage</td>
</tr>
</tbody>
</table>
Welcome to CenterStage

CenterStage is located on the lobby level of the Hilton San Diego Bayfront in the Indigo Ballroom West Foyer and is the central hub of convention activity.

**CenterStage Hours**

- **Wednesday, June 15**
  5:00 p.m.–7:00 p.m.
- **Thursday, June 16**
  8:00 a.m.–6:30 p.m.
- **Friday, June 17**
  8:00 a.m.–6:30 p.m.
- **Saturday, June 18**
  8:00 a.m.–12:00 p.m.

NEW THIS YEAR! Americans for the Arts staff can help you get connected. Intrigued by Twitter, but not sure how it can enhance your convention experience? Curious about Facebook Causes, but not sure how to get involved? Stop by the Resource Center and Social Media Bar for some quick pointers and training. This station will be set up with power sources to juice up your devices while you learn!

NEW THIS YEAR! CONVENTION ON DEMAND
Get unlimited access to more than 40 hours of recorded content, audio presentations synchronized to PowerPoint presentations, downloadable MP3 files, the Public Art Network Year in Review, handouts, and much more, available for release to attendees for only $39. Professional development and education just got easier! Stop by the Convention On-Demand booth in CenterStage to see a demonstration of this new product and see all of the ways it can be a resource for you and your organization. Purchase Convention On-Demand before the meeting concludes—after June 18, the price for Convention On-Demand will increase to $59 for attendees. This icon indicates the session will be available on-demand.

**What’s On in CenterStage**

**REGISTRATION DESK**
Do you have a question? Need to replace a name badge or pick up additional materials? Stop by the Registration Desk and Americans for the Arts staff can help with whatever needs you may have.

**AMERICANS FOR THE ARTS RESOURCE CENTER AND SOCIAL MEDIA BAR**
It’s your one-stop Americans for the Arts information source. Find out about membership and services, including professional development opportunities, research, advocacy tools, and arts marketing.

**AMERICANS FOR THE ARTS STORE**
Browse through a wide selection of resources on public art, arts education, nonprofit management, community development, and nonprofit arts. Shop for unique artist-made gifts, *The Arts, Ask For More.* merchandise, and other Americans for the Arts items. Find dozens of books and resources in our huge clearance sale. Public Art Preconference Keynote Presenter Erika Doss will sign her book, *Memorial Mania: Public Feeling in America,* on Thursday,
June 16 at 11:30 a.m. Steven Tepper will also sign his new book, Not Here, Not Now, Not That!: Protest over Art and Culture in America, on Friday, June 17 at 4:00 p.m.

RAFFLE
Pick up a raffle ticket from CenterStage, visit five exhibitors to get their stamps, then place your entry in the raffle drum for the chance to win two great prizes. Drawings will take place during the Networking Breaks in CenterStage on Thursday, June 16 and Saturday, June 18. Participants in these raffles must be present to win.

Did you book a room in the Americans for the Arts hotel block? If so, you were automatically entered to win a complimentary registration and hotel stay at the 2012 Americans for the Arts Annual Convention in San Antonio, TX. This drawing will take place after the convention concludes and the winner will be notified by Americans for the Arts. Congratulations to Doug Blandy of Oregon for winning the 2010 raffle!

NETWORKING BREAKS
Catch up with old friends and make new ones during Networking Breaks. They’re also great for learning about our exhibitors, stopping by Americans for the Arts Resource Center and Social Media Bar and the Cyber Café. Light refreshments will be provided.

* Thursday, June 16 4:00 p.m.–4:30 p.m.
* Friday, June 17 4:00 p.m.–4:30 p.m.
* Saturday, June 18 10:00 a.m.–10:30 a.m.

CYBER CAFÉ
Stop by the Cyber Café to quickly check e-mail or search for information on the Internet. Please limit your use to 10 minutes if other attendees are waiting.

Disclaimer: Americans for the Arts provides complimentary PC access for our guests’ convenience. These are open to all participants and you should not conduct any transactions that require a secure Internet connection or PC security. Americans for the Arts cannot guarantee privacy on these PCs or while using our complimentary wireless connections.

EXHIBITORS
Gather new ideas and fresh perspectives from convention exhibitors. This diverse group of art suppliers and service providers will show you how to enhance your business strategies. Read more about our Exhibitors on page 36.

SAN DIEGO HOSPITALITY CENTER
Visit the San Diego Hospitality Center in CenterStage for all of the tips and information you need to make your visit to San Diego a great one! You’ll find your Opening Reception trolley tickets, maps, visitor guides, public art guides, insider tips from your local host agencies, and special discount offers for attendees. This area will be equipped to offer personalized service with dining reservations, tours, cultural event tickets, sightseeing, transportation, and more!

Nations of San Diego International Dance Festival; San Diego sunset; San Diego Trolley; 2010 Halt-Century Summit Participants
Community. Creativity. Innovation. Today, these are the buzz words of our field and our nation. But what do they look like in our everyday work? How do we foster them to grow and sustain? Santa Monica City Council Member Bobby Shriver shares his successes in this pursuit. Hear how the organizations he co-founded with Bono—DATA, ONE.org, and (RED)—have grown into creative powerhouses to combat AIDS and poverty with innovative business models and artists as their beacons. Learn how his fundraising organization, Special Olympic Productions, raised more than $100 million by partnering with musicians. Learn about his work right here in California to combat homelessness and help communities through financial emergencies. Mr. Shriver is making a difference locally and globally, and he is harnessing artistic power as his secret weapon.

FORUM: OUR VOICES, OUR FUTURE
Saturday, June 18, 10:30 a.m. – 11:30 a.m.
INDIGO BALLROOM
Has the arts market become over-saturated? Are we facing the “new normal,” or are we still in denial? Facilitator Alicia Anstead guides this special, town-hall style forum. Ask questions, challenge ideas, and shake up the discussion. No panelists, no framework. Just a room full of the savviest arts thinkers and advocates, an energetic facilitator, and a microphone waiting for your voice.

CLOSING KEYNOTE
Ben Cameron
Saturday, June 18, 11:30 p.m. – 12:30 p.m.
INDIGO BALLROOM
Ben Cameron has his eye on future trends and his ear to the sounds of innovation. As Program Director, Arts, at the Doris Duke Charitable Foundation and throughout his career, he has established strong relationships with artists and arts organizations to understand the needs and challenges that we face in this ever-changing cultural and economic landscape. He shares examples of emerging business models and imparts ways our field can not only be resilient in these times, but also be leaders for a bright future in our communities. Hear how we can use our best assets of creativity, collaboration, and curiosity to propel the arts to new heights.

AMERICANS FOR THE ARTS LEADERSHIP AWARDS
The Annual Awards will be presented during our Opening Keynote Address & Awards Luncheon on Thursday, June 16, 12:00 p.m.—2:00 p.m.

2011 Alene Valkanas State Arts Advocacy Award
PRESENTED BY THE STATE ARTS ACTION NETWORK
The Alene Valkanas State Arts Advocacy Award honors an individual at the state level whose arts advocacy efforts have dramatically affected the political landscape.
William P. Blair, Legislative Counsel, Ohio Citizens for the Arts, Canton, OH

2011 Arts Education Award
PRESENTED BY THE ARTS EDUCATION NETWORK
The Arts Education Award recognizes the best in arts education program design, execution, and leadership in model partnership programs.
Arts for All, Los Angeles

2011 Emerging Leader Award
PRESENTED BY THE EMERGING LEADERS NETWORK AND SPONSORED BY AMERICAN EXPRESS
The Emerging Leader Award recognizes extraordinary work in arts administration by an individual who is a new and/or young leader.
Angela Harris, Executive Artistic Director, Dance Canvas, Inc., Atlanta, GA

2011 Michael Newton Award
PRESENTED BY THE UNITED ARTS FUNDS NETWORK
The Michael Newton Award recognizes an individual who has demonstrated innovative fundraising techniques, distinctive management styles, and dedication to the united arts funds movement.
Susan Schadt, President & CEO, Artsmemphis, Memphis, TN

2011 Public Art Network Award
PRESENTED BY THE PUBLIC ART NETWORK
The Public Art Network Award honors innovative contributions to, and exemplary commitment and leadership in, public art.
Mary Beebe, Founder and Director, Stuart Collection at the University of California, San Diego

2011 Selina Roberts Ottum Award
PRESENTED BY AMERICANS FOR THE ARTS WITH THE NATIONAL ENDOWMENT FOR THE ARTS
The Selina Roberts Ottum Award is presented to an individual working in arts management who has made a meaningful contribution to his or her local community and who exemplifies extraordinary leadership qualities.
Libby Maynard, Executive Director, Ink People, Inc., Eureka, CA
Networking Opportunities

While workshops and panels provide the skill-building and inspiration you need, our receptions and networking activities will help you initiate and strengthen relationships with colleagues, refresh your perspective through unique cultural experiences, and have fun!

WEDNESDAY, JUNE 15

Public Art Five in Five
9:00 p.m.–10:00 p.m.
INDIGO 202
Join us for a presentation blitz of public art projects, ideas, and manifestos. Ten presenters have five minutes to present five images. Curated by Renee Piechocki.

THURSDAY, JUNE 16

Newcomer Orientation
9:30 a.m.–11:00 a.m.
AQUA 306 B
Connect with other first-time attendees, get advice from Americans for the Arts board and staff, and meet representatives from the Americans for the Arts field networks. You’ll leave knowing how to best navigate the convention and get the most out of all the opportunities.

Arts Action Fund Briefing
11:00 a.m.–12:00 p.m.
INDIGO 202
Learn more about the Americans for the Arts Arts Action Fund over a cup of coffee. Find out how to play your part in engaging citizens in education and advocacy to support the arts and arts education. This event is free; however, you must join or already be a member of the Arts Action Fund to attend. Membership is FREE and will be available outside of the event and at the Americans for the Arts Resource Center in CenterStage.

Networking Breaks

Thursday, June 16, 4:00 p.m.–4:30 p.m.
Friday, June 17, 4:00 p.m.–4:30 p.m.
Saturday, June 18, 10:00 a.m.–10:30 a.m.
CENTERSTAGE
Relax and network with peers between sessions. Take this opportunity to visit our exhibitors, peruse CenterStage, and grab refreshments. On Thursday, make sure you’re present for the raffle drawing and check out featured artist Sheryl Oring. Then on Friday and Saturday, don’t miss Agitprop.

Network & Peer Group Meetings

Thursday, June 16, Times Vary
Friday, June 17, 8:30 a.m.–10:00 a.m.
LOCATIONS VARY
Everyone is invited to join a network or peer group meeting. At these informal gatherings, peer professionals will share their challenges and successes, meet new colleagues with similar interests, and catch up with new and old friends alike. Read more on page 15.

One-to-One Coaching

Friday, June 17, 2:30 p.m.–4:00 p.m.
Saturday, June 18, 10:30 a.m.–11:30 a.m.
LOCATIONS VARY
Get personal attention and specific advice for your organization and career with speed coaching from fellow arts leaders and experts in the field. We’ve added more coaches and more time! Go to pages 30 and 33 for more details.

Each coach is available for individual sessions, and you must sign up by 1:30 p.m. on Friday at the San Diego Hospitality Concierge in CenterStage.

TWEET FROM THE ANNUAL CONVENTION! #AFTA11
Follow @Americans4Arts
Networking Opportunities

Opening Reception ⏰
6:30 p.m.–8:30 p.m.
MUSEUM OF CONTEMPORARY ART SAN DIEGO (MCASD)
1100 KETTNER BOULEVARD

Join your fellow attendees at MCASD for food, cocktails, live music, and interactive performances by diverse, local artists including Los Alacranes, The Tree Ring, Eveoke Dance, and Tori Roze & The Hot Mess. A new piece by Jennifer Steinkamp, one of the most accomplished time-based digital video artists working today, will also be on display. The heart of downtown San Diego serves as a backdrop for this fun-filled event hosted by the City of San Diego Commission for Arts and Culture.

Emerging Leaders Mixers
9:00 p.m.–11:00 p.m.
VARIOUS SAN DIEGO VENUES

Join members of the Emerging Leaders Council for after-party networking at a variety of venues around San Diego. Sign up in CenterStage by 5:30 p.m. on Thursday, June 16 to join the fun!

Evening Jam Session 🎵
10:00 p.m.–1:00 a.m.
INDIGO 202

Want to jam? If you have a penchant to perform, play the night away with friends old and new at the convention’s open mic night! Bring your instrument to this jam session or simply drop in to enjoy the great music. One drink ticket will be provided.

FRIDAY, JUNE 17

NEW! Dine-Around Lunches
12:45 p.m.–2:30 p.m.
VARIOUS SAN DIEGO VENUES

Dine-Around Lunches get you out of the hotel and into some of San Diego’s best restaurants. Sign up in CenterStage for these topic-based discussions. Sign-ups will close at 10:30 a.m. on Friday, June 17. Most restaurants will be within walking distance, so wear comfortable shoes! Dine-Around participants are responsible for all costs associated with lunch.

We ask that diners exit the hotel using The Promenade Foyer East and meet their Dine-Around leaders by 12:15 p.m. in the adjacent Bayfront Park to depart as a group.

Career, Organization, & Community 360
2:30 p.m.–4:00 p.m.
INDIGO BALLROOM

Field leaders will facilitate small-group discussions that address sustainable careers for arts professionals, tackle capacity-building issues of your organization, and engage conversation around community-building through the arts.

See page 30 for a list of topics and leaders. No sign-up required!

Professional Members Reception 🍸
6:00 p.m.–7:30 p.m.
INDIGO TERRACE

Member Exclusive! Come mingle with other professional members of Americans for the Arts. Eat, drink, and network with friends and colleagues. Join or check your membership status at the Resource Center in CenterStage. Light hors d’oeuvres, one drink ticket, and a cash bar will be available.

Emerging Leaders Reception 🎉
6:45 p.m.–8:30 p.m.
ALEXANDER SALAZAR FINE ARTS GALLERY
640 BROADWAY

Surrounded by art from international and emerging artists, network with old friends and new colleagues. Enjoy light refreshments and a cash bar.

Made possible through support by the Arts and Administration Program at the University of Oregon and Alexander Salazar Fine Art.

Stop by the San Diego Hospitality Center in CenterStage to redeem your trolley voucher for your one-day trolley pass, usable all day Thursday before and after the reception. The trolley ride is approximately six minutes each way and staff will be at the Gaslamp Station until 6:45 p.m. for assistance. Trains will run every five minutes from 6:15 p.m.–6:30 p.m., and then every 15 minutes.

Exit the Hilton San Diego Bayfront via the pedestrian bridge. Walk one block west (past PETCO Park and the Omni) to the Gaslamp Station. Board the trolley and disembark at the America Plaza Station. Staff will meet attendees at the station to help navigate you to the museum, approximately one block away.

Networking Opportunities

Networking is approximately a 20-minute walk from the Hilton San Diego Bayfront, located at the corner of 7th Avenue and Broadway in San Diego’s Gaslamp Quarter. Emerging Leaders Council members will be in the hotel lobby at 6:15 p.m. with walking maps. A taxi stand is also located in the hotel lobby.
AfterWords Lounge

10:00 p.m.–1:00 a.m.
ODYSEA LOUNGE

Join us for a night of networking and fun with colleagues you have known forever or new ones you have just met. All convention attendees are welcome. One drink ticket will be provided.

NETWORK & PEER GROUP MEETINGS

All attendees are welcome to these informal meetings.

Thursday, June 16

8:30 a.m.–11:30 a.m.
United Arts Fund Peer Group
AQUA 308
If you are interested in learning more about the current trends, challenges, and successes in the united arts fund world, please join your colleagues from the UAF Network in a facilitated discussion.

11:00 a.m.–12:00 p.m.
Higher Education Peer Group
AQUA 304
Attendees are welcome to join in this conversation about how colleges and universities offer arts education, train artists in all disciplines for future careers, serve the communities around them, and prepare the next generation of patrons.

Friday, June 17

8:30 a.m.–10:00 a.m.

Meet the NEA
INDIGO E
Meet with representatives from the National Endowment for the Arts (NEA) to learn about ArtWorks funding opportunities and discuss the agency’s research activities and efforts.

Arts Education Network
INDigo A
Join the Arts Education Council of Americans for the Arts for a discussion and update on the Arts Education Trends document, created by the council.

Civic Engagement Peer Group
AQUA 302
Join the discussion on fostering arts and cultural activity that encourages and enhances civic engagement and dialogue.

Emerging Leaders Network
INDIGO 204
What innovative artists, organizations, or projects in your community inspire you and deserve greater attention nationally? Come to this interactive networking session for lively idea-swapping and meaningful connections with like-minded peers from across the country.

Private Sector Network
AQUA 304
Catch up on the latest trends in private-sector giving, hear about the new Americans for the Arts visibility campaign, meet the Private Sector Council, learn about new initiatives, and discuss current issues.

Public Art Network Council
AQUA 300
The Public Art Network (PAN) Council invites all convention attendees to join its open council meeting. Continue the conversation from the Public Art Preconference with public art leaders and peers.

Rural and Small Local Arts Agencies Peer Group
AQUA 306B
This peer group is designed for arts agencies serving rural and small communities throughout the United States. Join attendees from areas with fewer resources and smaller audiences—but burgeoning creativity, artistic imagination, and initiative.

State Arts Agency Community Development Coordinator Peer Group
INDIGO 202
This is a peer group of state arts agency community development coordinators to discuss trends, challenges, and successes in their shared work.

State Arts Agency Staff and State Arts Action Network
INDIGO 204
If you work for your state arts agency or state advocacy group, join your colleagues to discuss program initiatives, the current environment, and strategies to improve efficacy.
**Wednesday, June 15**

5:00 p.m.–7:00 p.m.

CENTERSTAGE

1. Feel the beat of San Diego from your very first step into CenterStage with the **Steve Baker Jazz Duet**, specializing in Brazilian and Afro-Cuban influenced sounds.

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**Thursday, June 16**

12:00 p.m.–2:00 p.m.

*During the Opening Keynote Address & Awards Luncheon*

**INDIGO BALLROOM**

2. Poet **Rae Armantrout** is a Guggenheim fellow and 2010 Pulitzer Prize winner, as well as a native Californian. She has taught writing at University of California, San Diego for more than two decades.

3. Led by San Diego Symphony musicians, **Art of Élan** is a chamber music organization that reaches out to adventurous music lovers in search of an innovative approach to classical music.

4. **PASACAT**’s mission is to preserve and promote the Asian Pacific culture through the arts, thereby extending goodwill, enhancing cultural understanding, and celebrating San Diego’s vibrant Filipino Community.

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**CenterStage Residencies**

In 2007, David White founded a space in San Diego that reimagines the form of the gallery as a site of long-term engagement with a specific locality. This project, known as **Agitprop**, will bring a site-specific, hands-on, participatory project to CenterStage during the Opening Reception on Thursday and during the Networking Break on Saturday, 10:00 a.m.–10:30 a.m.

With her **I Wish to Say** performance, artist **Sheryl Oring** dresses as a 1960s secretary, sets up a portable public office in parks and public squares, and types postcards to the United States President as dictated by the public. Don’t miss your chance to send a missive to Obama on Thursday, June 16, 2:00 p.m.–5:00 p.m. and on Friday from 8:00 a.m.–10:30 a.m.!
Thursday, June 16

6:30 p.m.–8:30 p.m.
Opening Reception
PEDESTRIAN BRIDGE & MUSEUM OF CONTEMPORARY ART SAN DIEGO

5. Now in its 50th season, the San Diego Master Chorale includes 125 of San Diego’s finest singers who perform more than 25 times each year and participate in the Chorale’s active community outreach programs.


7. Tori Roze & The Hot Mess mixes heart-driven soul with the nitty gritty truth, performing R&B, jazz, and rock originals.

8. The Tree Ring is an acoustic four-piece band that makes music to “curl up in.”

9. Celebrating 40 years of music, Los Alacranes is one of San Diego’s most well-known and accomplished music groups, co-founded by Ramon “Chunky” Sanchez and Ricardo Sanchez.

Friday, June 17

12:30 p.m.–12:40 p.m.
BAYFRONT PARK

10. For 35 years, Jean Isaacs San Diego Dance Theater has enriched the cultural life of San Diego through unconventional and deeply courageous programming.

Saturday, June 18

12:00 p.m.–1:30 p.m.
During Closing Keynote

11. Mariachi Garibaldi is the performing ensemble from Southwestern College, the first school in the world to offer a college degree in mariachi music and has performed innumerable engagements in San Diego and around the world.
In the early 1970s, this historic neighborhood became host to the world’s largest collection of Chicano murals. This rich history is fueling its revival as an arts enclave today. Enjoy lunch near Chicano Park, then venture into unique design studios such as Glashaus and Miriello Grafico. Visit with artists, activists, and visionaries and immerse yourself in the buzz of street life in this bold, colorful neighborhood.

Immerse yourself in the culinary creativity and grassroots arts community in the North Park neighborhood. Tour the historic Birch North Park Theatre, home of Lyric Opera San Diego. Then visit Art Produce, an artist-run, storefront exhibition space, and Queen Bee’s Art & Cultural Center. Drop in on a rehearsal with Eveoke Dance and The PGK Project, visit world-famous antique refinisher Patrick Edwards, and sample the best of craft beer at Tornado.

Join San Diego architect and historian Mike Stepner on a stroll through the historic Gaslamp Quarter. You’ll begin with a picnic lunch at Petco Park; visit Space4Art, a new collective of artist studios; tour the newly restored Balboa Theater; and visit the Asian Pacific Historic District all while learning about the area’s dramatic past as a haven for saloons, gambling halls, and bordellos.

Begin your waterfront tour with a 30-minute ride across the harbor on the Maritime Museum’s 1914 pilot boat.

Experience the NTC Promenade, a growing destination for San Diego’s creative community with waterfront parks and Spanish Revival architecture, at the former Naval Training Center. Enjoy a performance by Malashock Dance at Dance Place San Diego and meet artists and instructors, stop in for hands-on art and music making at Bravo School of Art and the Recreational Music Center, sample artisan chocolates at Chi Chocolat,
and tour any of the eight art galleries. At the waterfront, tour the San Salvador, a historically accurate replica of Juan Rodriguez Cabrillo’s ship being built by San Diego’s Maritime Museum.

**TOUR 6**
Contemporary San Diego: Art Inside & Out

First stop is the Museum of Contemporary Art San Diego, where you can take in Jennifer Steinkamp’s new site-specific work. Pass through the historic Santa Fe Train Depot, a stunning example of Spanish Mission Colonial Revival architecture on the way to the next stop, the San Diego State University Downtown Gallery, featuring important work by SDSU alumni and faculty. Finally, engage your inner-child with hands-on art-making at The New Children’s Museum.

**TOUR 7**
U of Art & Architecture

The University of California, San Diego is world-renowned for its scientific and engineering achievements, but the impulse to innovate is around every corner. Home to the La Jolla Playhouse, a Tony Award-winning theater; the Stuart Collection of site-specific sculptures; and ARTPOWER!, a presenter of international performers and artists, UCSD ignites dialogue between artists, students, scholars, and the community. Louis Kahn’s neighboring architectural masterpiece, the Salk Institute, counterbalances the campus’s own Brutalist-style Geisel Library.

**TOUR 8**
One Village, Many Cultures

The Village at Market Creek is a regional model for mixed-use development supported by community involvement. Funded by the Jacobs Center for Neighborhood Innovation, The Village uses arts and culture as a magnet for community participation, engagement, and collaboration. Participate in an interactive presentation from the Jacobs Center, learn how Balboa Park museums collaborated with the neighborhood, and then learn a Samoan dance, make a Laotian friendship bracelet, and spray paint with Writerz Blok.

**TOUR 9**
Balboa Park Cultural Partnership: A Model of Collaboration

Learn how 26 diverse arts, science, and culture institutions are learning together and collaborating through the Balboa Park Cultural Partnership. Go behind the scenes of LEED-certified buildings. Experience museums putting the latest audience research into action. Play Giskin Anomaly, a mobile phone adventure—“part scavenger hunt, part information, part walk.” This tour winds through the Park’s Spanish Renaissance architecture and lush landscape with stops at the Reuben H. Fleet Science Center, San Diego Natural History Museum, Museum of Photographic Arts, Japanese Friendship Garden, and San Diego Air & Space Museum.

**TOUR 10**
Balboa Park: San Diego’s Creative Classroom

See why Balboa Park is an alternative classroom for arts, science, and culture. Begin with highlights of the education program offered by the Museum of Photographic Arts, then engage with a panel of arts education experts from the San Diego County Office of Education, San Diego Unified District, Young Audiences, and The Collaborative Arts Resources for Education (CARE) program. Get a behind-the-scenes peek at the education complex at The Old Globe and walk through rehearsals by young artists at Civic Youth Ballet, the San Diego Junior Theatre, and the San Diego Youth Symphony and Conservatory.
Public Art Preconference

Innovations in Infrastructure

The Americans for the Arts Public Art Network (PAN) welcomes you to the Public Art Preconference at this year’s 2011 Annual Convention. Highlights of the program schedule include the presentation of the 2011 Year in Review and the PAN Award, as well as the keynote address by educator, critic, and author Erika Doss.

New this year, the preconference offers an Artist Professional Development Track curated just for independent artists! Gain the critical tools necessary to compete and succeed in public art.

Attendees will have the opportunity to participate in guided tours of the renowned Stuart Collection, woven artistically throughout the University of California, San Diego (UCSD) campus.

Americans for the Arts is grateful to the UCSD Division of Arts and Humanities for its generous contribution to the Public Art Preconference.

Registration & Meeting Locations

The Public Art Preconference will take place in the Price Center at UCSD on Wednesday, June 15, and at the Hilton San Diego Bayfront on Thursday, June 16.

Bus transportation will be provided from the Hilton San Diego Bayfront to UCSD’s Price Center on Wednesday, June 15. Busses will also be provided from UCSD back to the Hilton San Diego Bayfront starting at 7:00 p.m., departing from the Price Center.

University of California, San Diego
The Price Center
3350 La Jolla Village
San Diego, CA 92161-0002
858.534.2230

Wednesday, June 15

8:00 a.m.–11:00 a.m.
REGISTRATION OPEN
PRICE CENTER THEATER LOBBY
Coffee will be available until 9:00 a.m.

8:00 a.m.–9:00 a.m.
POSTER PIN UP
PRICE CENTER THEATER
Showcase and present your current work. Public art programs and artists can use this space to exhibit projects, programs, and information. First come, first served. Posters will be on display until 5:30 p.m.

8:30 a.m.–9:00 a.m.
NEWCOMER MEET & GREET
PRICE CENTER THEATER
New to the Americans for the Arts Public Art Network (PAN)? Meet PAN Council Members and fellow conference attendees and learn more about the broad and expansive field of public art and services of PAN.

9:00 a.m.–9:30 a.m.
WELCOMING REMARKS & INFRASTRUCTURE OVERVIEW
PRICE CENTER THEATER
After welcoming remarks from our local hosts, Director of Public Art at the Phoenix Office of Arts and Culture Ed Lebow provides an introduction to our theme, Innovations in Infrastructure. Advanced infrastructure has long been a hallmark of economic and social growth. Find out what infrastructure does to create economies, and what artists can do for it.
9:30 a.m.–10:30 a.m.
**KEYNOTE PRESENTATION BY ERIKA DOSS,**
**AUTHOR, MEMORIAL MANIA**
**PRICE CENTER THEATER**

The keynote address, Public Art, Public Feeling, focuses on how contemporary public art projects in America—especially memorials and monuments—are informed by public feeling and emotional states. Doss discusses public reception and response, how diverse publics shape and direct culture, and the culture of commemoration in contemporary America. Don’t forget to drop by CenterStage at 11:30 a.m. to pick up a copy of Doss’s book and meet the author!

10:30 a.m.–10:45 a.m.
**NETWORKING BREAK**
**PRICE CENTER LOBBY**

10:45 a.m.–12:15 p.m.
**WORKSHOP SESSIONS**

- **Built Infrastructure: Interdisciplinary Initiatives**
  **BEAR ROOM**

  Throughout the ages, design has been integrated into the way cities operate. Today, as in the past, city design and planning includes many different disciplines to achieve a cohesive community. This workshop explores innovative partnerships, artist-led city planning practices, and a multitude of design approaches that constitute the connective tissue between buildings.

  **PRESENTERS:**
  - Morton Brown, Public Art Manager, Department of City Planning, Pittsburgh, PA;
  - Wendy Feuer, Assistant Commissioner of Urban Design & Art, New York City Department of Transportation;
  - Jason Kambitsis, Senior Planner, City of Pittsburgh;
  - Malina Moore, Public Art Project Manager, Santa Monica Cultural Affairs Division

- **Transportation Infrastructure:**
  **Travelers as Cultural Audience**
  **GREEN TABLE ROOM**

  Airports increasingly view the presentation of permanent and temporary art, cultural artifacts, and performances as opportunities to improve customer comfort. This dialogue presents examples of art programs that successfully humanize the airport environment and explore the potential of travelers as both audience and participants.

  **PRESENTERS:**
  - Harriet Baskas, author, Seattle;
  - John H. Hill, Assistant Director, Aviation, SFO Museum, San Francisco;
  - Mary Rubin, Senior Project Manager, City of San Jose Office of Cultural Affairs Public Art Program;
  - Constance White, Art Program Manager, San Diego County Regional Airport Authority

- **Media Infrastructure:**
  **How the Evolution of Media Culture Affects Public Art and Artists**
  **STUDENT LEADERSHIP CHAMBERS**

  Print and digital media inform our built environment, including temporary and permanent public artworks. Digital media offers immediate coverage and visibility, but is it accurate, critical, and covering the full story? This session explores how innovations in media are advancing—or not—public art and artists.

  **PRESENTERS:**
  - Cameron Cartiere, Dean of Graduate Studies, Emily Carr University of Art + Design, Vancouver, BC;
  - Glenn Harper, Editor, Sculpture Magazine, Washington, DC;
  - Kinsee Morlan, Arts and Web Editor, San Diego CityBeat, San Diego;
  - Katherine Sweetman, artist, San Diego

- **Artist Professional Development:**
  **All You Need to Know about Public Art but Didn’t Know Who to Ask**
  **THE FORUM**

  Learn the percent-for-art public art process from public art veterans. This session covers everything you need to know to successfully compete for commissions—from applications to project implementation.

  **FACILITATOR:** Melinda Childs, consultant and Artist Services Manager, Forecast Public Art, St. Paul, MN

  **PRESENTERS:**
  - Pallas Lombardi, Art in Transit Program Manager, Charlotte Area Transit System, Charlotte, NC;
  - Chris Manke, Percent-for-Art Coordinator, Wisconsin Arts Board, Madison, WI

**African dance at Jacobs Center for Neighborhood Innovation event; 2010 National Arts Marketing Project participants**
Public Art Preconference
Innovations in Infrastructure

Wednesday, June 15
(continued)

Social Infrastructure: Catharsis—
How Public Art Supports Societal Healing

RED SHOE ROOM

This panel highlights the San Diego neighborhood of City Heights, the “refugee capital of the United States,” discussing the role of public art in preserving identities, heritage and culture, the mixing of cultures, bridging and expanding understandings, easing transitions, and facilitating connections.

PRESENTERS: Sandra Ainslie Montiel, Executive Director, AjA Project, San Diego; Janet Driggs, artist, The Metabolic Studio, Los Angeles; Paul Espinosa, Filmmaker, Paul Espinosa Productions, Scottsdale, AZ; Zara Marselian, CEO, La Maestra Community Health Centers, San Diego

12:30 p.m.–1:30 p.m.
PUBLIC ART NETWORK AWARD
PRESENTATION AND LUNCH

PRICE CENTER THEATER

The 2011 Public Art Network Awardee is Mary Beebe, Founder and Director of the Stuart Collection at the University of California, San Diego. Following the award presentation, Beebe will present a survey overview of the collection in advance of the afternoon tour.

1:45 p.m.–3:15 p.m.
WORKSHOP SESSIONS

Green Infrastructure: Re/Generation—
Environmental Art & Design: Now and How

BEAR ROOM

Environmental art and design is a far-ranging art form of multiple definitions and forms that include infrastructure restoration to temporary interventions. The presenters discuss their respective project approaches and include a survey presentation of new green building materials.

MODERATOR: Patricia Watts, Founder, West Coast Curator, EcoArtspace, Los Angeles

PRESENTERS: Rebecca Ansert, Principal, Green Public Art, Los Angeles; Vaughn Bell, artist and Arts and Enhancements Program Manager, Seattle Department of Transportation; Christina Ten Eyck, Principal, Ten Eyck Landscape Architects, Inc., Phoenix, NM

Transportation/Industrial Infrastructure:
Bridges & Tunnels, Tanks & Trails

GREEN TABLE ROOM

Public art is all around us in our nation’s infrastructure. Hear about the proposed artistic lighting of the San Diego-Coronado Bay bridge, integrated artworks in the Los Angeles Metro subway, an oil tank ‘farm’ in Maine, and a bicycle trail linking renowned earthworks in Kent, WA.

MODERATOR: Yvonne Wise, Chief Curator, Port of San Diego Public Art Office

PRESENTERS: Cheryl dos Remédios, Visual Arts Coordinator, Cultural Programs, Kent, WA; Peter Fink, Partner, Form Associates, London; Zipporah Lax Yamamoto, Senior Public Arts Officer, Los Angeles County Metropolitan Transportation Authority; Jean Maginnis, Executive Director, Maine Center for Creativity, Portland, ME

Media Infrastructure: Public Art/Public Awareness—
Communication & Advocacy Strategies for Public Art

STUDENT LEADERSHIP CHAMBERS

Every public art administrator breaks out in a rash when thinking about one of his/her projects being controversial in the media. This panel presents a strategy for preventive and emergency care when public art is caught in public controversy. Learn strategies for proactive advocacy and education work and hear some success stories.

PRESENTERS: Penny Balkin Bach, Executive Director, Fairmount Park Art Association, Philadelphia; Joseph G. Charest, Vice President, Katz and Associates, San Diego; Dana Springs, Public Art Program Manager, City of San Diego Commission for Arts and Culture

Artist Professional Development Track:
Plan B: DIY Art in Public Space

THE FORUM

Presenters will introduce and discuss new, alternative models of presenting artwork in public space, including site, community, permits and approvals, funding, materials, visibility, and press.

FACILITATOR: Melinda Childs, consultant and Artist Services Manager, Forecast Public Art, St. Paul, MN

PRESENTERS: Jack Becker, Executive Director, Forecast Public Art, St. Paul, MN; Helen Lessick, artist and public art consultant, Los Angeles

Left to Right: Engagement by Dennis Oppenheim; Walking Figures by Magdalena Abakanowicz; Pleasure Point by Nancy Rubins at Museum of Contemporary Art San Diego; North Park Community Park by Stone Paper Scissors; San Diego
Social Infrastructure: No Boundaries at the Border
RED SHOE ROOM
A San Diego initiative, inSite, has been exploring—in all meanings of the word—the border between San Diego and Tijuana. In this session, presenters share notable projects from inSite’s history; discuss the relative local and global impact of artists’ works; and offer their perspectives on working in a geographic, cultural, and social border region.

PRESENTERS: Teddy Cruz, Professor of Public Culture and Urbanism, Visual Arts Department, University of California, San Diego, La Jolla; Michael Krichman, Director, InSite, San Diego; Lucia Sanroman, independent curator, San Diego

Thursday, June 16
7:30 a.m.–8:30 a.m.
BREAKFAST ROUNDTABLES ¶
INDIGO 202/INDIGO 204
Enjoy breakfast with colleagues while engaging in group discussions about public art topics affecting the field.

8:45 a.m.–9:45 a.m.
FUNDING INFRASTRUCTURE: ROLL CALL REVEILLE
INDIGO A
Every organization, agency, and community is facing funding challenges. Presenters share some funding resources, and then, attendees will be invited to participate in a facilitated ‘roll call’ to share, in 60 seconds or less, the current status of their programs.

MODERATOR: Porter Arneill, Director/Public Art Administrator, Kansas City Municipal Art Commission, MO;

PRESENTERS: Kris Kuramitsu, Artist Relations, United States Artists, Los Angeles; Jane Perdue, Public Art Coordinator, Urban Design/City Planning, Toronto; Narric Rome, Senior Director of Federal Affairs and Arts Education, Americans for the Arts, Washington, DC

3:15 p.m.–5:15 p.m.
STUART COLLECTION TOUR
UCSD CAMPUS
The Stuart Collection at the University of California, San Diego includes site-specific art works by John Baldessari, Robert Irwin, Jenny Holzer, and Kiki Smith—just to name a few. Join fellow attendees and map your route for this self-guided tour.

5:30 p.m.–7:30 p.m.
PUBLIC ART PRECONFERENCE RECEPTION ¶
MULTI-PURPOSE ROOM
Join us for refreshing food and drink and an opportunity to network with colleagues. Artist Professional Development Track participants who have already reserved their portfolio review times may meet during this time.

The Public Art Preconference Reception is generously sponsored by the Public Art Archive.

5:00 a.m.–12:00 p.m.
PUBLIC ART NETWORK 2011 YEAR IN REVIEW
INDIGO A
Curators of the Public Art Network 2011 Year in Review recognize 50 outstanding public art projects completed in 2010.

CURATORS: Gail Goldman, public art consultant, San Diego; Kendal Henry, public art curator/artist, New York City; Richard Turner, artist, Orange, CA (not presenting)

Book Signing with Erika Doss
CENTERSTAGE
Purchase a copy of the newly released Memorial Mania, and get it signed by the author.

Harbor Scene at Night by Charles Reiffel courtesy of GSA; San Diego Pump Station 4 by Teddy Cruz and Marcos Ramirez ERRE; Bear by Tim Hawkinson, part of the Stuart Collection
Creating Opportunity through the Arts

Bank of America is committed to a diverse program of cultural support globally. Investments in the arts, like those we’ve made in the Portraits exhibition currently on loan from our corporate collection to the Museum of Photographic Arts here in San Diego, and the upcoming Pacific Standard Time: Art in L.A. 1945–1980, engage individuals, organizations, communities and cultures in building mutual respect and understanding, and strengthen institutions that contribute to the vitality of local economies.

We are proud to support Americans for the Arts and the 2011 Annual Convention

To learn more visit: http://museums.bankofamerica.com/arts

Image: Alfred Jacob Miller (American, 1810–1874), Rocky Formation near the Nebraska or Platte River, Bank of America Collection

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SAN DIEGO FINE ART SOCIETY IS NOW
ART PULSE

And we want you to help us celebrate!
Join us for the BIG reveal at our exclusive VIP After Party*

JUNE 18th - 6pm ‘TIL THE LIGHTS GO OUT! (Mix and mingle with Americans for the Arts President and CEO Bob Lynch and San Diego Fine Art Society Executive Director April Game)

PLEASE JOIN US AT THE AFTER PARTY.*

* Convention guests only. Must have a convention name badge to gain entrance. Visit our website for details.
Daily Schedule

Innovations & Insights: Inspiration for All

Innovator presentations offer a view from 30,000 feet on big-picture issues and opportunities facing our sector. With a focus on the changing landscape of the arts in America and fostering a better appreciation for the arts in our nation’s future, our innovators will cover topics in arts education, digital fundraising, cultural diplomacy, and new business models.

Lessons for Leading: Professional Development for the Future

These skill-building workshops will provide today’s leaders with the practical tools needed to build tomorrow’s stronger local arts agencies and communities. These professional development workshops address the areas of fundraising, advocacy, public art, arts education, criticism from the media, and more.

Converging Conversations: Discussions for Change

These interactive sessions offer the unique opportunity to dig deeper into significant issues facing arts leaders today and tomorrow. Facilitators will lead these small group dialogues on issues including policymaking, improving arts education, grant-writing, engaging audiences, and more.

Council & Partner Meetings

The following meetings are invitation-only gatherings of the Americans for the Arts leadership and affinity groups.

Wednesday, June 15

8:00 a.m.–5:00 p.m.

- State Arts Action Council
  AQUA 310

9:30 a.m.–5:30 p.m.

- United States Urban Arts Federation
  BALBOA PARK

11:00 a.m.–5:00 p.m.

- Private Sector Council
  AQUA 300

1:00 p.m.–5:00 p.m.

- Emerging Leaders Council
  INDIGO 202

Thursday, June 16

8:30 a.m.–11:30 a.m.

- California Arts Council
  SLPP Workshop
  AQUA 300

- Emerging Leaders Council
  AQUA 306 A

- Local Arts Index Participants
  INDIGO E

- State Arts Action Network
  AQUA 310

Innovations & Insights and Lessons for Leading will be available via Convention On-Demand. See page 10 for details.
Wednesday, June 15

8:00 a.m.–7:30 p.m.
Public Art Preconference
UNIVERSITY OF CALIFORNIA, SAN DIEGO
See pages 20–23 for details.

Times Vary
Council & Partner Meetings
See page 25 for details.

5:00 p.m.–7:00 p.m.
Registration & CenterStage Open

9:00 p.m.–10:00 p.m.
Public Art Five in Five
CENTERSTAGE

Thursday, June 16

7:30 a.m.–11:30 a.m.
Public Art Preconference
HILTON SAN DIEGO BAYFRONT
See page 23 for details.

8:00 a.m.–6:30 p.m.
Registration & CenterStage Open

8:30 a.m.–11:30 a.m.
Council & Partner Meetings
See page 25 for details.

8:30 a.m.–11:30 a.m.
United Arts Fund Peer Group
AQUA 308

9:30 a.m.–11:00 a.m.
Newcomer Orientation
AQUA 306B

11:00 a.m.–12:00 p.m.
Higher Education Peer Group
AQUA 304

11:00 a.m.–12:00 p.m.
Arts Action Fund Briefing
INDIGO 202

11:30 a.m.–12:00 p.m.
Book Signing with Erika Doss
CENTERSTAGE

12:00 p.m.–2:00 p.m.
Opening Keynote
Address & Awards Luncheon
Bobby Shriver
INDIGO BALLROOM

2:30 p.m.–4:00 p.m.
CONCURRENT SESSIONS
Tap into Your Digital Entrepreneur and Make an Impact
INDIGO A/E

Build an app, text to donate, check in for treasure. We are in an era where mobile technology, microgiving, and entrepreneurship are wrapping tightly around each other. Our innovators share how they have built engaged digital communities that want to make a difference in our society. Learn how you can replicate and fine tune their models for your local region and make an impact.

INNOVATORS: Rich Mintz, Vice President, Blue State Digital, New York City; Molly Surno, Outreach Director, Kickstarter, New York City

Research You Should Know About
AQUA 308

At every turn, our industry is releasing new and relevant research to inform our decisions as fundraisers, advocates, art supporters, and art makers. This session is your one-stop shop to hear the latest results from a number of key studies and contribute to the analysis of the findings. Presenters discuss the Business Committee for the Arts triennial survey, the National Endowment for the Arts report on outdoor festivals, and the Strategic National Arts Alumni Project (SNAAP) report.

MODERATOR: Barbara Schaffer Bacon,
Co-Director, Animating Democracy, Americans for the Arts, Washington, DC

PRESENTERS: Sally Gaskill, Associate Director, Strategic National Arts Alumni Project (SNAAP), Indiana University Coalition for the Arts,
Public Art and Creative Placemaking  
**AQUA 304**

What is placemaking? The term has many definitions, but is a catalyst all the same for communities nationwide to enhance, rejuvenate, and create change. Presenters focus specifically on public art, urban design, housing development, and community art—all integral components of successful placemaking. Hear from artists, public art leaders, and research experts on the grassroots visioning, partnerships, and long-term commitment that has fostered the redevelopment and transformation of three diverse cities—physically, socially, and economically.

**MODERATOR:** Sioux Trujillo, Associate Director, community + public arts: DETROIT

**PRESENTERS:** Greg Esser, Associate Director, Desert Initiative, ASU Art Museum, Tempe, AZ; Ann Markusen, Professor and Director, Creative Economy Agenda, Humphrey Institute of Public Affairs, University of Minnesota, Minneapolis, MN; Greg Peckham, Executive Director, Cleveland Public Art, Cleveland, OH

Impact of Mid-Term Elections: New Reality of Congress  
**AQUA 306**

Americans for the Arts staff members lead a review of federal election results and what impact those outcomes have and will have on the arts, arts education, and related issues. In recent months, Congress has drastically cut the National Endowment for the Arts and public broadcasting, terminated (and then partially restored) arts education programs, and is eyeing changes to the tax code that could target arts nonprofits. Join the discussion on how to respond to these changes and how to get your work done in this new policy landscape.

**PRESENTERS:** Nina Oziu Tunceli, Chief Counsel of Government and Public Affairs, Americans for the Arts, Washington, DC; Narric Rome, Senior Director of Federal Affairs and Arts Education, Americans for the Arts, Washington, DC

Increasing Demand for the Arts: Success Stories Worth Sharing  
**INDIGO 202**

Get the details on successful audience engagement strategies from leading marketing masters and learn how they have increased demand for their organizations. The presenters also openly share the challenges and roadblocks they still face. Walk away with new fundamentals and practices that you can utilize to increase cultural participation in your communities.

**DISCUSSION LEADERS:** Jenny Bilfield, Artistic & Executive Director, Stanford Lively Arts, Stanford, CA; Marnie Burke de Guzman, consultant, San Francisco; Jerry Yoshitomi, Chief Knowledge Officer, Meaning Matters LLC, Pt. Hueneme, CA

Building the 21st-Century Agenda for Cultural Democracy  
**INDIGO 204**

In 2010, The Association of American Cultures (TAAC) presented Open Dialogue 2010, a symposium to discuss policies and programs to further advance cultural equality in today’s new era of change. Join this discussion on equity in funding, leadership, and policymaking for real, substantial, long-term change and walk away with techniques to encourage equality in your community.

**DISCUSSION LEADERS:** Salvador Acevedo, President, Contemporanea, San Francisco; Jennifer Armstrong, Director, Community Arts Development, Illinois Arts Council, Chicago; Mitch Menchaca, Director of Local Arts Advancement Services, Americans for the Arts, Washington, DC; Mayumi Tsutakawa, Manager of Grants to Organizations, Washington State Arts Commission, Seattle

Arts agencies support, fund, educate, and encourage the arts and artists every day in every way. Beyond our sector, there are innovative hothouses that are cultivating the same development through original means, both large and small. Hear how these organizations have grown their services and broadened their missions while staying true and focused to the artists and their stories.

**MODERATOR:** Reesey Shaw, Director, Lux Art Institute, Encinitas, CA

**INNOVATORS:** Ken Davenport, Producer, Davenport Theatrical Enterprises, Inc, New York City; Rosie Gordon-Wallace, Founder/Executive Director, Diaspora Vibe Cultural Arts Incubator, Miami

Ready to Innovate: Cultivating Creativity for Strong Workforces  
**AQUA 306**

Ready to Innovate, a recent survey of business leaders and school administrators, showed that the two groups both greatly value creativity and innovation and view them as essential for success. Explore the link between training in the arts and building the creativity and innovation skills needed to meet new challenges. Get an insider’s view on what skills businesses want within their workforces.
MODERATOR: Randy Cohen, Vice President of Research and Policy, Americans for the Arts, Washington, DC

PRESENTERS: Robert Root-Bernstein, Professor of Physiology, Michigan State University, East Lansing, MI; Nancy Smith-Taylor, Manager of Staffing, San Diego Gas & Electric

Technology and Technical Assistance
AQUA 308
Technology has become a great resource for arts organizations to promote their events and activities and to share their mission with the community, but what other ways can technology help? Arts organizations are using technology for calendars, grant applications, and to jury art shows. Learn about new ways you can use technology to better serve your constituents, and in turn give them the skills to grasp technology more fully.

PRESENTERS: David Dombrosky, Executive Director, Center for Arts Management and Technology, Pittsburgh, PA; Matt Lehrman, Executive Director, Alliance for Audience, Phoenix, AZ; Laura Weigand, Director of Programs & Technology, Texas Commission on the Arts, Austin, TX

Partnerships for Vibrant Communities
AQUA 304
Arts and culture organizations that successfully develop cross-sector partnerships can transform their community in deeper and more impactful ways. The presenters introduce diverse partnership programs resulting in increased participation, collaborative projects, and civic and social capital. Hear about their process and gain applicable lessons to take back to your organization and community.

PRESENTERS: Mike Blockstein, Principal, Public Matters LLC, Los Angeles; Howard Sherman, Executive Vice President and Chief Operating Officer, Music Center/Performing Arts Center of Los Angeles County, Los Angeles

Managing Media Mayhem
INDIGO 202
Arts leaders and advocates are no strangers to media controversies, but in today’s free press blogosphere where everyone can be a journalist, we need to better understand how to monitor the expanding media universe and be clear on when and how to best respond if attacked. Learn the right tactics for being prepared to address criticism and use the media to promote your pro-arts message.

PRESENTERS: Susan Tellem, Principal, Tellem Worldwide, Los Angeles; Steven Tepper, Associate Director, The Curb Center for Art, Enterprise, & Public Policy at Vanderbilt University, Nashville, TN

Cultural Affairs to Creativity Affairs
INDIGO 204
Communities and organizations nationwide are seeking to increase opportunities for all residents to enrich their expressive lives. A growing number of state and local arts agencies are shifting their focus, switching names, or creating new departments to emphasize their work on creativity in general, not only the arts and culture. Thinking of shifting your agency’s focus? Come discuss these ideas and more with other colleagues who are in the forefront of this transition.

DISCUSSION LEADERS: Helena Fruschio, Executive Director, Berkshire Creative, Pittsfield, MA; Marc Goldring, Associate Principal, WolfBrown, Brookline, MA; Christine Harris, President & Executive Director, Creative Alliance Milwaukee; Elaine Mariner, Director, Colorado Creative Industries, Denver, CO; Gary Steuer, Chief Cultural Officer, Office of Arts, Culture and the Creative Economy, Philadelphia

6:30 p.m.–8:30 p.m.
Opening Reception
MUSEUM OF CONTEMPORARY ART SAN DIEGO
See page 14 for details.

9:00 p.m.–11:00 p.m.
Emerging Leaders Mixers
VARIOUS SAN DIEGO VENUES
See page 14 for details.

10:00 p.m.–1:00 a.m.
Evening Jam Session
INDIGO 202

Friday, June 17
8:00 a.m.–6:30 p.m.
Registration & CenterStage Open
8:00 a.m.–9:00 a.m.
Continental Breakfast
CENTERSTAGE
8:30 a.m.–10:00 a.m.
Network & Peer Group Meetings
LOCATION VARY
Meet the NEA
Arts Education Network
Civic Engagement Peer Group
Emerging Leaders Network
Private Sector Network
Public Art Network Council
Rural and Small Local Arts Agencies Peer Group
State Arts Agency Community Development Coordinator Peer Group
State Arts Agency Staff and State Arts Action Network
See page 15 for details.
International cultural engagement activities contribute to the economies, attractiveness, and social cohesion of America’s communities, towns, cities, states, and the nation as a whole—activities that translate to impact worldwide. Cultural exchange programs introduce the American public to international communities they often have little access to or information about. Conversely, America’s creative industries are among the country’s top three exports and our creative products can positively shape foreign views of America. Learn more about new trends toward more artist-to-artist, citizen-to-citizen exchanges encouraging deeper relationship-building and economic opportunity. Participate in a discussion on how the arts are changing the way people look at each other and contribute to peace, security, human rights, mutual understanding, and respect worldwide.

INNOVATORS: Stephanie Madden, Arts & Culture Program Manager, Bank of America, New York City; Deborah A. McCarthy, Principal Deputy Assistant Secretary, Bureau of Economic, Energy and Business Affairs, U.S. Department of State, Washington, DC

### Developing Current and Future Donors in the New Normal

AQUA 306

Individual giving remains strong and robust, making it more important than ever to engage individuals in our work. Not only do we need their support to keep the lights on, but we need to build endowments and reserves to ensure our sustainable future. Examine major trends in arts fundraising and philanthropy, discuss what is most important to today’s donors, and delve into experiential “how-to” methods of growing individual support.

MODERATOR: Mitch Menchaca, Director of Local Arts Advancement Services, Americans for the Arts, Washington, DC

PRESENTERS: Laura Belcher, Senior Vice President, Chief Financial and Operations Officer, Arts & Science Council, Charlotte, NC; Camille Schenken, Development and Operations Manager, Arts for LA, Los Angeles; Laura Smith, Chief Advancement Officer, National Assembly of State Arts Agencies, Washington, DC

### Cultural Tourism with an Eye on Impact for the Visitor, the Artist, and the Local Economy

AQUA 304

Cultural districts have long been highlighted areas in any travel guide or destination brochure. More and more communities are turning an economic eye to cultural districts, and making them a focal point of tourism and economic development. By harnessing the power of cultural resources specific to a community, these zones represent a strategy for boosting tourism and encouraging companies to remain or relocate. Hear how arts agencies can better partner with tourism agencies to create a bigger impact for all.

This session was made possible with the generous support of The Parker Foundation.

PRESENTERS: Sheila Armstrong, Executive Director, U.S. Cultural & Heritage Tourism Marketing Association, Hilton Head, SC; Dan Fenton, Partner, Strategic Advisory Group, San Jose, CA; Deborah Jordy, Executive Director, Colorado Business Committee for the Arts, Denver, CO

### Making the Case for the Arts

AQUA 308

In order to secure a critical role for the arts in our nation’s future, arts leaders and advocates need the best strategies for making their case. This workshop covers all parts of the economic impact of the arts and attendees will walk away with the research, facts, and figures to use in their work.

PRESENTER: Randy Cohen, Vice President of Research and Policy, Americans for the Arts, Washington, DC

### The Intersection of 21st-Century Skills & the Arts

INDIGO 202

In 2010, the Partnership for 21st Century Skills issued a skills map for the arts. Learn how this national education advocacy organization worked with six national arts education professional associations to develop the map to enable parents, students, advocates, educators, administrators, and policymakers to show concrete examples of how 21st-century skills can be integrated into all core subjects.

DISCUSSION LEADERS: Lynne Kingsley, Executive Director, American Alliance for Theatre and Education, Bethesda, MD; Kathi Levin, Program/Development Officer, National Arts Education Foundation, Fairfax, VA

### Demystifying Professional Development: Benefits of Classroom vs. On the Job Learning

INDIGO 204

The arts administration field is comprised of a diverse workforce. The spectrum ranges from leaders with advanced degrees in business to high achievers who were “learning on the job” since their very first internship. Hear from the two perspectives: an arts leader who directs an arts administration degree and certification program and an administrator who gained all her experience in the field. Focusing on different types of professional opportunities that are available, we attempt to determine what, if anything else, we need.

DISCUSSION LEADERS: Ramona Baker, Principal, Ramona Baker Consulting and Director, Master of Arts in Arts Administration Program, Goucher College, Indianapolis, IN; Stephanie Evans Hanson, Local Arts Agency Program Coordinator, Americans for the Arts, Washington, DC; Letitia Fernandez Ivins, Civic Art Project Manager, Los Angeles County Arts Commission, Los Angeles
Daily Schedule

12:45 p.m.–2:30 p.m.
Dine-Around Lunches
VARIOUS SAN DIEGO VENUES
Sign-up required. See page 14 for details.

12:30 p.m.–5:30 p.m.
ARTventure Tours
LOCATIONS VARY
Advance registration required. See pages 18-19 for details.

2:30 p.m.–4:00 p.m.
Career, Organization, & Community 360
INDIGO BALLROOM

Career 360 Roundtables

Building Your Personal Brand through Technology and Social Media – Tim Mikulski, Communications and Content Manager, Americans for the Arts

Finding Balance in Your Work and Life – Lynne McCormick, Director, City of Providence, Department of Art, Culture & Tourism

How to Start an Emerging Leaders Network in Your Community or University – Gregory Burbidge, Operations and Research Manager, Metro Atlanta Arts and Culture Coalition; Ryan Hurley, Program Coordinator, Arts @ Large, Inc.

Leadership in Challenging Times – Mara Walker, Chief Operating Officer, Americans for the Arts

Managing Up – Ruby Classen, Grants & Services Manager, Greater Columbus Arts Council

Wearing Two Hats: Balancing an Artistic and Administrative Career – Nigel Brookes, Arts Management Specialist, Commission for Arts and Culture, City of San Diego

Organization 360 Roundtables

Building Community Partnerships – Christine Harris, President & Executive Director, Creative Alliance Milwaukee

Developing a Culture of Flexibility within Your Organization – Adam Natale, Director of Partnerships and Business Development, Fractured Atlas; Ian David Moss, Research Director, Fractured Atlas

Developing a Social Networking Plan – Camille Schenkan, Development and Operations Manager, Arts for LA

Fundraising Strategies That Work Today – Robert Bush, Senior Vice President of Cultural & Community Investment, Arts & Science Council

How to Advocate with Impact – Jay Dick, Director of State and Local Government Affairs, Americans for the Arts

How to Interpret or Apply Data in Your Decision-Making – David Dombrosky, Executive Director, Carnegie Mellon University Center for Arts Management and Technology; William Lester, Vice President, TRG Arts

Nurturing Great Talent – Charles Jensen, Owner, Charles Jensen Consulting

Reaching More Deeply into the Business Community – Kelly Seward, Business Programs Manager, The Arts Council of Metropolitan Kansas City; Margot Knight, President and CEO, United Arts of Central Florida

Using Volunteers and Interns Effectively – Will Weiss, Executive Director, Arts & Business Council of New York

Community 360 Roundtables

A “New” Consciousness in Community Arts Development – Maryo Gard Ewell, Consultant, Community/Arts Development; Karen Goeschko, Assistant Director for Programs and Services, Wisconsin Arts Board

How to Start a Local Arts Agency – Mitch Menchaca, Director of Local Arts Advancement Services, Americans for the Arts

Innovative Business Models – Andrew Taylor, Director, Bolz Center for Arts Administration, University of Wisconsin

The Arts and Social Impact in Communities – Barbara Schaffer Bacon, Co-Director, Animating Democracy, Americans for the Arts; Joanna Chin, Program Coordinator, Animating Democracy, Americans for the Arts

2:30 p.m.–4:00 p.m.
One-to-One Coaching
LOCATIONS VARY
Meet your coach in his/her designated room for your 30-minute session. You must sign up in advance in CenterStage by 1:30 p.m. on Friday.

Ramona Baker, Principal, Ramona Baker Consulting

Suzan Jenkins, CEO, Arts & Humanities Council of Montgomery County

Kathi Levin, Consultant, National Art Education Association

Kathryn Martin, Vice President, Arts Consulting Group, Inc.

John L. Moore, III, Principal, JOMA Arts & Consulting, LLC

Surale Phillips, President, Decision Support Partners, Inc.

Victoria Plettner-Saunders, Consultant, Plettner-Saunders Consulting

Jeanette Richardson Parks, Consultant, JRP and Associates
4:00 p.m.–4:30 p.m.  Networking Break

CENTERSTAGE
Steven Tepper will be signing his new book, Not Here, Not Now, Not That!: Protest over Art and Culture in America.

4:30 p.m.–6:00 p.m.  CONCURRENT SESSIONS

Heating up STEM into STEAM

We all see the short-sightedness of the government-approved STEM subjects (science, technology, engineering, and math) in American education. We know it should be widened to include art, turning STEM into STEAM. Hear from our visionaries, armed with strong messaging and powerful stories, on how we can take a mightier stand to adjust the education system and ensure that the arts play a central role.

MODERATOR: Ayanna Hudson, Director of Arts Education/Art for All Los Angeles County Arts Commission, Los Angeles

INNOVATORS: Sen. Stan Rosenberg, Massachusetts State Senate, Boston; Dr. David J. Verdugo, Superintendent, Paramount Unified School District, Paramount, CA; Harvey White, Chairman, (SHW)2 Enterprises, La Jolla, CA

The pARTnership Movement

When businesses partner with the arts, everyone profits. Learn how businesses are using the arts to fuel innovation at work and how you can successfully partner with the businesses in your community. In this session, you get a preview of Americans for the Arts’ new visibility campaign directed at the business community and discover how you can get involved.

MODERATOR: Mara Walker, Chief Operating Officer, Americans for the Arts, Washington, DC

PRESENTERS: Ray Pohlman, Vice President of Government and Community Relations, AutoZone, Memphis, TN; Susan Shadt, President & CEO, ArtsMemphis, Memphis, TN; Angel M. Ysaguirre, Director of Global Community Investing, The Boeing Company Headquarters, Chicago

The Federal Treasure Hunt

Traditional sources of federal funding such as National Endowment for the Arts are not the only place to find arts support at the federal level. Workshop presenters continue the treasure hunt for innovative funding opportunities from a variety of federal programs, including the Community Development Block Grant and Transportation Enhancements, and present new resource guides on economic development and international exchange programs.

PRESENTERS: Lynne McCormack, Director, Department of Art, Culture & Tourism, Providence, RI; Narric Rome, Senior Director of Federal Affairs and Arts Education, Americans for the Arts, Washington, DC

From Community Arts to Social Justice: Practicing and Supporting Arts for Change

Arts for change work falls under many categories: community building, neighborhood revitalization, youth development, economic development, civic engagement. In these broader categories, the playing field of creators, investors, and communities is larger. How do you name and frame this kind of work? How is community arts investment different from and/or similar to supporting art making and presenting? What outcomes are we seeking and what influences our definitions of success?

DISCUSSION LEADERS: Hoong Yee Lee Krakauer, Executive Director, Queens Council on the Arts (QCA), Woodhaven, NY; Barbara Schaffer Bacon, Co-Director, Animating Democracy, Americans for the Arts, Washington, DC; Josie S. Talamantez, Assistant Chief of Grant Program, California Arts Council, Sacramento; Sioux Trujillo, Associate Director, community + public arts: DETROIT

No 501(c)(3)? Making Artistic cents in This Economy

Independent artists, ethnic heritage arts groups, music programs in churches, and neighborhood cultural festivals are increasingly making a difference in community revitalization, attracting new audiences, and generating sponsorships from private businesses. These artistically interesting and vital arts programs need funding, but might not have 501(c)(3) status, which oftentimes interferes with traditional funding from other nonprofits. This session explores how models of fiscal sponsorship, contracts for services, and other methods are supporting these diverse arts activities.

DISCUSSION LEADERS: Rie Poirier Campbell, Chief Operating Officer, Greater Hartford Arts Council, Hartford, CT; Cara Pomponio, Director of External Relations, Cultural Development Corporation, Washington, DC; Andrew Witt, Executive Director, Cultural Council of Richland & Lexington Counties, Columbia, SC
Building the Creative Economy Agenda

Saturday, June 18

Building the Creative Economy Agenda

8:00 a.m.–12:00 p.m. Registration & CenterStage Open

8:00 a.m.–9:00 a.m. Continental Breakfast

8:30 a.m.–10:00 a.m. CONCURRENT SESSIONS

A Healing Environment: Arts & Wellness

AQUA 308

The arts have the power to promote healing, reduce stress, and restore wellness for those fighting an illness or recovering from injury. Hear how arts-rich environments are succeeding at promoting and enhancing health and well-being at hospitals and care facilities across the country. From visual artists to storytellers to musicians, learn how artists are transforming lackluster spaces into peaceful sanctuaries or whimsical retreats to foster restoration and hope.

This session was made possible with the generous support of The Westreich Foundation.

INNOVATORS: Blair L. Sadler, Esq., Senior Fellow, Institute for Healthcare Improvement, La Jolla, CA; Naj Wikoff, President, Creative Healing Connections, Saranac Lake, NY

Meeting the Shifting Demands of Philanthropy

Saturday, June 18

Meeting the Shifting Demands of Philanthropy

10:00 p.m.–1:00 a.m. AfterWords Lounge

ODYSEA LOUNGE

Corporate and foundation stakeholders are asking that their philanthropy be measured and evaluated as rigorously as their core business objectives and activities. How can arts organizations work with their funding partners to meet these evolving requirements for measurement while maintaining their own vision and mission? Learn how these two worlds can work in simpatico and learn from each others’ perspectives.

MODERATOR: Andrew Taylor, Director, Bolz Center for Arts Administration, Madison, WI

PRESENTERS: Way-Ting Chen, Partner, Blue Garnet Associates, Los Angeles; Clayton Lord, Director of Marketing and Audience Development, Theatre Bay Area, San Francisco; Frances Phillips, Program Director for the Arts, Walter and Elise Haas Fund, San Francisco

Bringing Arts Education Home: Creating Local Action through Local Dialogue

Bringing Arts Education Home: Creating Local Action through Local Dialogue

6:00 p.m.–7:30 p.m. Professional Members Reception

INDIGO TERRACE

6:45 p.m.–8:30 p.m. Emerging Leaders Reception

ALEXANDER SALAZAR FINE ART GALLERY

See page 14 for details.

Migrating from Arts Leader to Community Leader

Migrating from Arts Leader to Community Leader

INDIGO 204

Arts organizations provide services and programs that are valuable for their entire community. How can arts administrators, from emerging to seasoned leaders, shift the definition...
of themselves from arts leaders to community leaders? Learn how your organization can seize new opportunities for connecting with a different audience and allow you to serve your mission in a deeper way. This session highlights arts leaders who have successfully made the transition from arts administrator to community leader, and discusses their process, partnership development, successes, and challenges.

**PRESENTERS:** Doug Borwick, Director, Not-for-Profit Management and Arts Management Programs, Salem College, Winston-Salem, NC; Teniqua Broughton, Director of Programs, Free Arts of Arizona, Phoenix, AZ; Greg Esser, Associate Director, Desert Initiative, ASU Art Museum, Tempe, AZ

### Future of Public Support for the Arts at the Federal, State, and Local Levels

**AQUA 306**

Government support for the arts is being challenged at every level. Join two national arts leaders, each with more than 35 years of experience, in a discussion addressing trends in public support for the arts. Bring your ideas, questions, and suggestions, and participate in what is sure to be a lively conversation.

**DISCUSSION LEADERS:** Jonathan Katz, Chief Executive Officer, National Assembly of State Arts Agencies, Washington, DC; Robert L. Lynch, President and CEO, Americans for the Arts, Washington, DC

### Write Competitive Grants: Unlocking the Great Mysteries of Receiving Funding

**INDIGO 202 B**

Are you prepared to meet annual grant deadlines without re-submitting the same materials from the previous year? Are you ready to submit competitive grant applications when sudden opportunities arise? A team of specialists unlocks the great mysteries of funding to illustrate how applicants can research opportunities, prepare strong applications, and take advantage of grantmakers’ post-review feedback. Not a grant recipient, but a grantmaker? Then join in the conversation about best practices in communicating with your constituents.

**DISCUSSION LEADERS:** Jamie Dempsey, Deputy Director, Arizona Commission on the Arts, Phoenix, AZ; Michelle Grove, Grants Director, Arts & Humanities Council of Montgomery County, Silver Spring, MD; Michael Kiihloren, Director of Local Arts Agencies/Challenge America Fast Track, National Endowment for the Arts, Washington, DC; Felicia Shaw, Director of Arts & Culture Analysis & Strategy, San Diego Foundation, San Diego

**10:00 a.m.–10:30 a.m.**

**Networking Break**

**CENTERSTAGE**

**10:30 a.m.–11:30 a.m.**

**One-to-One Coaching**

**LOCATIONS VARY**

Meet your coach in his/her designated room for your 30-minute session. You must sign up in advance in CenterStage by 1:30 p.m. on Friday.

- Kathryn Martin, Vice President, Arts Consulting Group, Inc.
- Surale Phillips, President, Decision Support Partners, Inc.
- Jeanette Richardson Parks, Consultant, JRP and Associates

**11:30 a.m.–12:30 p.m.**

**Closing Keynote**

**Ben Cameron**

**INDIGO BALLROOM**

Ben Cameron shares trends and key observations of new innovations in the arts. Hear how we can harness our best assets of creativity, collaboration, and curiosity to propel the arts to new heights.

This featured session will be streamed live and available via Convention On-Demand. Invite your colleagues to tune in: [www.softconference.com/artsusa/webcast/030.html](http://www.softconference.com/artsusa/webcast/030.html)
Thank You

The Board of Directors and Staff of Americans for the Arts would like to thank the many supporters who have played a part in the success of the 2011 Americans for the Arts Annual Convention. We are proud to recognize the following sponsors for their significant support.

Thank You to Our Local Host

The Board of Directors and staff of Americans for the Arts extend special thanks to Victoria Hamilton, Executive Director of the City of San Diego Commission for Arts and Culture, and to her talented staff for their outstanding support as the local host for this year’s convention. Additional thanks go to Heath Fox, Assistant Dean of Arts and Humanities at University of California, San Diego, for his support of the Public Art Preconference.

Thanks also to the following members of the local host committee whose hard work played a pivotal role in the convention’s success:

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About Americans for the Arts

Americans for the Arts is the nation’s leading nonprofit organization for advancing the arts in America. With more than 50 years of service, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

With offices in Washington, DC, and New York City, and more than 300,000 organizational and individual members and stakeholders across the country, we are focused on three primary strategic goals:

- Lead and serve individuals and organizations to help build environments in which the arts and arts education thrive and contribute to more vibrant and creative communities.
- Generate meaningful public and private sector policies and more leaders and resources for the arts and arts education.
- Build individual awareness and appreciation of the value of the arts and arts education.

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Nothing ignites the art community of San Diego like ArtPulse. ArtPulse is passionately focused on developing, growing, and promoting the health of the arts countywide. Using innovative ideas and proven programs, ArtPulse is rocking its vision of seeing the region become a premier destination for arts and culture. We invite you to join us.

Certificate in Business for the Arts at University of San Diego
www.sandiego.edu/businessforarts
The Certificate in Business for the Arts mission is to train students with managerial, fundraising, marketing, sales, financial, and entrepreneurial skills to succeed in the current art and cultural market, nonprofit organizations, and cultural institutions. The program consists of six core courses and two electives to earn the certificate.

City of San Antonio Office of Cultural Affairs
www.sahearts.com
The City of San Antonio Office of Cultural Affairs is the local host for the 2012 Annual Convention in San Antonio, TX, June 8–10, 2012. The Office of Cultural Affairs plays a leadership role in the integration of diverse artistic and cultural expression into community life and the promotion of San Antonio as a vibrant cultural destination. The office is also a funder, collaborator, and catalyst for artistic innovation and access.

Claremont Graduate University Arts Management Program
www.cgu.edu/am
This unique program blends the best of the renowned Drucker School of Management and the School of Arts and Humanities. It provides students with an understanding of the arts and business to head museums, theaters, dance companies, cultural centers, music and arts education organizations, and to advocate for the future of the arts.

Craft Emergency Relief Fund (CERF+)
www.crafterergency.org
CERF+ safeguards and sustains the careers of craft artists and provides emergency resources that benefit all artists. CERF+ accomplishes its mission through direct financial and educational assistance to craft artists including emergency relief assistance, business development support, and resources and referrals on topics such as health, safety, and insurance.

Demiurge LLC
www.demiurbedesign.com
Demiurge LLC is a sculpture fabrication studio that specializes in large-scale sculpture and public art. Our unique combination of professional experience, aesthetic perspective, and technical skill allows us to produce the highest quality of work without compromising the artist’s vision.

Heavy Industries
www.heavyworld.com
Heavy Industries is a custom fabricator with the artistic intelligence needed to bring complex, three-dimensional ideas to life.

Junoworks
www.junoworks.com
Junoworks is a leading provider of art fabrication specializing in project management, design, engineering, fabrication, and installation, offering a unique combination of professional experience, aesthetic perspective, and technical skill—all with a sensitivity to budgets and deadlines.

Mosaika Art & Design
www.mosaikadesign.com
Mosaika Art & Design is an art fabricator specializing in the creation and installation of large-scale mosaic works of art in hand-glazed ceramic tile, marble, and glass. The atelier is internationally recognized for its stylistic and technical achievements translating contemporary artists’ visions into permanent and durable mosaics.

The National Center for Creative Aging
www.creativeaging.org
The National Center for Creative Aging (NCCA) is dedicated to promoting creative expression as vital to healthy aging through education, research, advocacy, and technical assistance in health and wellness, lifelong learning, and community. Based in Washington, DC, NCCA is a nonprofit organization with 3,000 members and is affiliated with The George Washington University.

Surale Phillips, Decision Support Partners, Inc.
www.suralephillips.com
Expert, affordable, and practical research for cultural plans, program evaluations, arts in education, and audience development. The company will celebrate its 10th anniversary in 2012 having served dozens of arts service agencies and hundreds of arts organizations.

University of Denver University College
www.universitycollege.du.edu
Learn to explore, develop, and manage arts and culture in your community at University College at the University of Denver, where you can earn an arts and culture master’s degree or graduate certificate with a specialty focus on arts development and management, plus tailored instruction on strategic leadership and innovation.

WESTAF
www.westaf.org
WESTAF is a regional nonprofit arts service organization based in Denver. WESTAF fulfills its mission to strengthen the financial, organizational, and cultural policy infrastructure of the arts by developing innovative programs, technology solutions, funding opportunities, and advocacy services.
HOW TO GET AROUND
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FACING PAGE - TOP (left to right): Sonya Jimenez, Fandango Troupe Director; The Riverwalk; La Veladora of Our Lady of Guadalupe by Jesse Trevino; The Torch of Friendship by Sebastián. MIDDLE: Artist Alex Rubio; San Antonio Museum of Art; F.I.S.H. by Donald Lipski, one of the many public art installations along the River Walk Museum Reach; Nostalgia, TX by Gary Sweeney. BOTTOM: Blue Star Contemporary Art Center; Bill FitzGibbons light installation on the Alamo during Luminaria; Bene Medina; A festive moment in San Antonio. All images are courtesy of the San Antonio Office of Cultural Affairs.
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Stephen Johnson "UNIVERSAL DELIGHTS", Metro Universal Station, Los Angeles, Universal Delights is a celebration of film and television and their universal repercussions through an exuberant juxtaposition of colors, shapes and popular imagery pertaining to the entertainment industry. Courtesy of Los Angeles County Metropolitan Transportation Authority (Metro)