



DRAFT SCHEDULE, UPDATED 05 JULY 2010

LOCATION KEY

CCA = Chandler Center for the Arts, Chandler

SMR = San Marcos Resort, Chandler

MIM = Musical Instrument Museum, Northeast Phoenix

THURSDAY, JULY 29, 2010

11:30am to 5:30pm (6 hrs) **CCA**

Southwest Arts Conference (SWAC) Registration

The SWAC Registration Table, located in the Bogle Foyer of the Chandler Center for the Arts, will serve as an Information Desk throughout the conference.

For conference attendees who wish to enjoy dinner with SWAC colleagues, sign up at the registration table before 3:00pm Thursday to participate in a Downtown Chandler Dine-Around.

1:00pm to 2:45pm (105 min) **CCA**: Session Block A

Audience Development and Accessibility Intensive: "How to Stop Telling People they are Not Welcome"

Mitch Menchaca, Americans for the Arts

Eileen Bagnall, VSA Arizona, the State Organization on Arts and Disability

Jaya Rao, Arizona Commission on the Arts

In these challenging times, none of us can afford to turn interested arts participants away. Is your organization excluding people without being aware of it? Are your programs and services truly accessible to people of different abilities and diverse social groups? This session will cover basics of accessibility for the arts and culture sector, to help organizations continue developing strategies to make audiences feel welcome participating in their programs and visiting their spaces. Learn about accessibility issues and terms, how to provide materials and resources in alternative formats, how to "program for accessibility," and how to best market your programs in order to develop and welcome diverse audiences.

Fundraising and Development Intensive: "Instilling Confidence and Cultivating Optimism: Developing Current and Future Donors in the New Normal"

Laura S. Smith, CFRE, National Assembly of State Arts Agencies

Corporate and foundation arts support was in decline even before the recession, and it's only gotten worse. Individual giving, on the other hand, remains strong and robust, making it more important than ever to engage individuals in our work. But today's donors face many demands on their time, attention and resources. We've all heard we must be "donor-centric" in our outreach, but how can we step away from the intense daily pressures we face to see our organizations from a donor's point of view? What can we do to make our organizations stand out and inspire participation, advocacy and contributions? Join us to 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.



DRAFT SCHEDULE, UPDATED 05 JULY 2010

THURSDAY, JULY 29, 2010 (CONTINUED)

1:00pm to 2:45pm (105 min) **CCA:** Session Block A (continued)

Public Art and Public Art Advocacy Intensive: “Archiving, Advocacy and Agency”

Robert Booker, Arizona Commission on the Arts
Shannon Daut, Western States Arts Federation
Adriana Gallego, Arizona Commission on the Arts
Ed Lebow, Phoenix Office of Arts and Culture

It's the bottom of the ninth, the bases are loaded, 2 outs, your team is down by 3. Who do you send up to bat? Building the case for community investment in public art can sometimes feel like the perpetual 7th game of the World Series. Whether you are going up to bat in front of civic leaders, media or the general public, your lineup has to be tight. Step up your game and join us for this public art intensive, to learn multi-level strategies that you can implement now to weather current and future conditions – and discover how an online archive can be a key player in advocacy, accessibility and setting the record straight.

(1:30 to 2:45, 75 min)

“Protect Yourself and Your Organization: Rock-Solid Contracts”

Sponsored by Volunteer Legal Assistance for Artists
Zachariah Lloyd, Esq., Perkins Coie Brown & Bain

The role of contracts in America is as vast and varied as the diverse American landscape. Contracts are everywhere; from the U.S. Constitution down to your monthly cable bill, we make and are bound by contracts every day. But how often do we actually look before we take the proverbial leap and "sign the dotted line?" What is more, how do we even know what to look for if we do? And for those developing contracts, how can you be sure they are sound? Join us for a lively discussion of contractual basics – the nuts and bolts of contract-making – and then learn five keys to ensure that you know what you bargain for, get what you agree to and can be made whole if things don't pan out. From simple ideas like "pay now or pay later" to more complex concepts concerning leverage and bargaining power, you are sure to be enlightened as to how you or your organization can get the most out of every contract.



DRAFT SCHEDULE, UPDATED 05 JULY 2010

THURSDAY, JULY 29, 2010 (CONTINUED)

3:00pm to 4:10pm (70 min) **CCA:** Session Block B

“E-mail Marketing: The Least Sexy, But Most Effective, E-marketing Tool Out There”

Margaret R.H. Fallon, Alliance for Audience
Eric Saber, Patron Technology

E-mail gets a bad rap – it's not as sexy as Facebook or Twitter. But if you are doing e-mail marketing now, you know it wins hands down when it comes to effectiveness in motivating site visits, e-commerce transactions and donations. All too often, arts organizations and artists take e-mail for granted and don't keep up with the best tips and techniques to get great open rates, build bigger lists, maintain relationships with patrons and donors, and target marketing and promotional campaigns. This session offers case studies and specific tips about how to ensure you're getting the best results from your efforts. And if you haven't yet launched an e-marketing campaign, we'll help you get started.

“Know Your First Amendment Rights Before the Camera Crews Arrive at Your Doorstep”

Sponsored by Volunteer Legal Assistance for Artists
James Ahlers, Esq., Perkins Coie Brown & Bain
Michael Liburdi, Esq., Perkins Coie Brown & Bain

Artists and arts organizations thrive on open, uninhibited expression and exhibition of creative and sometimes controversial works. Creating and promoting artistic works in the public eye requires an awareness of the protections and limits of the First Amendment to the U.S. Constitution and related state laws. This session will address such questions as: What are the legal limits of my right to free expression under the First Amendment? When promoting my art, is there anything I should or should not say to the media? Does reliance on public funding or the use of public venues limit my freedom of expression? What are my rights if someone wants to stop me from showing my art? Understanding your rights under the First Amendment will help you to fully pursue your artistic vision.

“Magnify your Impact by Successfully Managing Volunteers”

Alicia Sutton, Thunderbird School of Global Management

Resources = Time + Money + Manpower. Whether your organization has a large paid workforce or no paid staff at all, the key to magnifying your organizational impact might be volunteers. Creating meaningful engagement opportunities through carefully-structured volunteer programs can help your organization thrive in an economy where resources are scarce, and can help develop your audience and donor base over time. This session will help you develop a volunteer plan that will enable you to grow your organization through this powerful low-cost resource.



DRAFT SCHEDULE, UPDATED 05 JULY 2010

THURSDAY, JULY 29, 2010 (CONTINUED)

3:00pm to 4:10pm (70 min) CCA: Session Block B (continued)

“Singing Together – Adversity, Acceptance and Song: Experiential Choral Music Session”

Kimilee McCreary, Conductor and Choir Director

The world around us is reaching extremes of chaos in many spheres of life: among our concerns, we find health and wellness as a luxury, a political climate that functions in the extremes of polarization, and the now-elusive ideal of financial security and well-being. In this session we will explore how singing together helps us embrace and confront the adversities before us, and once the adversities are identified, how we can move towards acceptance through community song. Join us for an experiential session wherein we will bring together our diverse voices in the spirit of music making.

4:20pm to 5:30pm (70 min) CCA: Session Block C

REPEAT: “E-mail Marketing: The Least Sexy, But Most Effective, E-marketing Tool Out There”

Margaret R.H. Fallon, Alliance for Audience
Eric Saber, Patron Technology

E-mail gets a bad rap – it's not as sexy as Facebook or Twitter. But if you are doing e-mail marketing now, you know it wins hands down when it comes to effectiveness in motivating site visits, e-commerce transactions and donations. All too often, arts organizations and artists take e-mail for granted and don't keep up with the best tips and techniques to get great open rates, build bigger lists, maintain relationships with patrons and donors, and target marketing and promotional campaigns. This session offers case studies and specific tips about how to ensure you're getting the best results from your efforts. And if you haven't yet launched an e-marketing campaign, we'll help you get started.

“Social Mania: Is Facebook Bad for your Brand?”

Alicia Sutton, Thunderbird School of Global Management

Are you feeling pressured to devote extensive resources to social media platforms such as Facebook and Twitter? Are you outsourcing social media responsibilities to volunteers? Are you gathering fans/followers and wondering what to do with them, or are you simply confused about where to begin? You may be caught-up in "social mania!" This session will explore IF, when and how your arts organization should use social media to its best advantage.



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THURSDAY, JULY 29, 2010 (CONTINUED)

4:20pm to 5:30pm (70 min) **CCA: Session Block C (continued)**

“Write Competitive Grants: Unlocking the Great Mysteries of Local, Regional and Federal Funding”

Shannon Daut, The Western States Art Federation (WESTAF)
Ginny Berryhill, Arizona Commission on the Arts
Adriana Gallego, Arizona Commission on the Arts
Jennifer Tsukayama, Arizona Commission on the Arts

Did you know that the National Endowment for the Arts has a charge to serve every state in the nation and that regional and federal funders are keen to place arts grants in Arizona? Will you be ready to submit competitive grant applications when sudden opportunities arise? A team of specialists are here to unlock the great mysteries of local, regional and federal funding – to illustrate how applicants can research opportunities, prepare strong grant applications and take advantage of grantors' post-review feedback. Grant writers, individual artists, volunteers, panelists and administrators are invited to participate, to examine the enigmatic characteristics of winning grant applications.

“Your Organization is Only as Strong as its Board: How to Cultivate/Be Better Board Members”

Laura S. Smith, CFRE, National Assembly of State Arts Agencies

A wise person (a founding leader of BoardSource) once said, “Governance is an unnatural act.” All too often there is a deep divide between staff and board members about the board’s role in contributing to a strong and dynamic organization. As staff, we say, “our board doesn’t raise money,” or “our board isn’t engaged.” As board members, we say, “we want to help, but don’t want to get in the way,” or “this group needs more time/money/help/attention than we can give.” We’ve read books, tried training sessions and workshops – to little or no avail. Are our expectations unrealistic? Are we communicating clearly and openly? Do we cultivate a “culture of inquiry” that allows staff and board members to tell each other what we’re most passionate about and what we really need? Join us for a candid discussion about how to develop stronger and more productive staff/board relationships, to realize the potential of our arts organizations for today and tomorrow.



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THURSDAY, JULY 29, 2010 (CONTINUED)

5:30pm to 7:30pm (120 min) **MIM Streaming to SMR**

“Realizing the Promise of Arts Education in Arizona: Superintendent Candidates Forum”

Join the Arizona Alliance for Arts Education and Arizona Citizens for the Arts for a special event following the Joint Arts Education Conference, taking place at the Musical Instrument Museum in Northeast Phoenix: a forum for the candidates for Superintendent of Public Instruction, *Realizing the Promise of Arts Education in Arizona*. During the forum, candidates for Superintendent will be asked a series of questions related to the Arizona Arts Standards, the development of arts education curriculum for students, and their commitment to providing access to quality arts education in Arizona schools.

Southwest Arts Conference attendees can participate in the Superintendent Candidates Forum through a live internet broadcast of the event. From the (Room TBA) of the San Marcos Hotel in Chandler, follow the action as it unfolds and engage in the dialogue by posing questions through a moderated web-chat feature.

5:30pm to 7:30pm (120 min) **SMR**

SWAC Opening Reception and Performance

Dan Pinson, Musician
San Marcos Resort, 1912 Lounge

Join conference attendees and Arts Commission staff for a casual No-Host reception at the San Marcos Resort’s 1912 Lounge. Spend time with colleagues and friends while you enjoy a performance by musician Dan Pinson.



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THURSDAY, JULY 29, 2010 (CONTINUED)

6:30pm to 8:30pm (120 minutes) **VISION AND XICO**

Downtown Chandler Activities!

Artist Meet-and-Greet Reception

Vision Gallery, Downtown Chandler

Vision Gallery is a fine art gallery located in Chandler's Historic Downtown. Managed by the Chandler Center for the Arts and the Chandler Arts Commission, Vision Gallery exhibits the works of over 350 local and regional artists and sponsors a free-of-charge arts educational program of artist-taught workshops for children. Join us at Vision Gallery for an Artist Meet-and-Greet Reception, to experience the current exhibition, view artist demonstrations and enjoy light refreshments.

Interactive Monoprint Session

Xico, Inc., Downtown Chandler

Xico is a multidisciplinary arts organization which plays a unique role in the community through its programs, including mentorship programs for underserved youth, professional development for artists, cultural festivals for the community, and visual and performing arts exhibitions. The Xico facility includes monoprint studio/art space, exhibition space and works by local artisans. Xico will be conducting an interactive monoprint session for visitors to participate and create. Come see and be a part of the local art scene. No experience necessary!

7:00pm to 9:30pm (150 min) **CCA** and **SMR**

Downtown Chandler Dine-Arounds

Restaurants TBA

Continue networking and exploring historic Downtown Chandler while enjoying a dutch-treat dinner with other conference attendees. Sign up at the registration table before 3:00pm Thursday to end the day with colleagues at a local restaurant. Consider participating in one of the Downtown Chandler Activities taking place at Xico or Vision before or after dinner!

building an artistic future for arizona

southwest arts conference | july 29 & 30, 2010

DRAFT SCHEDULE, UPDATED 05 JULY 2010

FRIDAY, JULY 30, 2010

8:00am to 4:00pm (8 hrs) [CCA](#)

Southwest Arts Conference (SWAC) Registration

8:00am to 9:00am (60 min) [CCA](#)

Continental Breakfast and Performance

Tobie Milford, Violinist and Singer

Grab a coffee and muffin as you enjoy a performance by Arizona artist Tobie Milford. Utilizing a unique combination of looped violins and vocals, Tobie will perform a mix of brand-new material as well as songs from his debut EP, *Alyosha*.

9:00am to 10:00am (60 min) [CCA](#)

Morning Welcome and Keynote: "Our Models are Outdated and are Harming Us"

Barry Hessenius, Arts Blogger, Author and Advocate

It is no secret that the arts sector has taken a beating during the long recession. But our business, governance, advocacy and marketing models began to age and fail us long before the economic downturn. We must consider ways to reimagine and reinvent the models we have used to build arts organizations and infrastructure, perhaps for our very survival. If this sounds like an overstatement, ask yourself: Are we headed in the right direction for the protection, expansion and health of the arts in America? Are audiences growing? Are your marketing techniques working? Have advocacy efforts succeeded at protecting state and local arts funding? Is arts education available to all students? Are we measuring success in growth and progress, or is the benchmark now survival, maintaining the status quo and only falling back so much?

What we've been doing just isn't working anymore. We have the capacity to change our industry's models, but we must focus on the job. And we can't wait.



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FRIDAY, JULY 30, 2010 (CONTINUED)

10:15am to 11:30am (75 min) [CCA](#): Session Block D

“Becoming the Kind of Arts Organization Your Participants Deserve”

Richard Toon, Morrison Institute for Public Policy

What do you call those who participate in your programs – customers, patrons, guests, audience, visitors, fellow artists, or friends? What does this say about your arts organization? Based on contemporary research drawn from a wide variety of settings, this presentation will examine the varied ways participation and participants can be understood, the public’s mixed motives for becoming involved in arts organizations, and the opportunities that this provides arts organizations to broaden their appeal, keep participants involved, deepen their commitment, and develop new forms of engagement.

“Becoming Your Own Biographer: Creatively Documenting Unsavory Situations as They Unfold – An Experiential Session”

Tania Katan, Writer and Performer

In this session, participants will learn to view personal experiences through creative lenses in order to reframe realities. Through writing exercises and exchanging stories about illness, wellness and art, participants will begin to explore themselves as characters in the world – complete with quirks, actions, objectives and special powers. Trained at the Creative Center in New York, memoirist Tania Katan will lead an investigation and a process of discovery: how art can be employed to transcend physical limitations and other obstacles.

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FRIDAY, JULY 30, 2010 (CONTINUED)

10:15am to 11:30am (75 min) CCA: Session Block D (continued)

“Come Together, Right Now – The Arts Industry Can Fuel Arizona’s Recovery”

Jonathan Katz, National Assembly of State Arts Agencies

Brenda Sperduti, Arizona Citizens/Action for the Arts

Kathy Senseman, Policy Development Group

Other Speakers TBA

For thousands of years, in caves, deserts and cities, artists have produced images that have focused, inspired and changed the perceptions of people in every aspect of their lives. The arts are a skill set, a way of understanding and communicating, a kind of experience that empowers individuals and creates communities, a wealth-producing fuel for the imagination. Why doesn't everyone support a top priority public investment in the arts?

We know that the arts industry is an important prosperity generator for cities and states: The arts create jobs and produce tax revenue. The arts foster young imaginations and facilitate children's success in school. The arts create a welcoming sense of place and a desirable quality of life. The arts preserve unique culture and heritage, passing precious cultural character and traditions along to future generations. The arts are part of a city's or state's creative capacity, spurring innovation and creating distinctive products and locales that attract tourists, businesses and residents alike. But with public and private funding for the arts at all-time lows across Arizona, and budgets so tight, how can advocates who have experienced and understand the public benefits of the arts effectively make the case to policymakers and elected officials?

If the arts are to have a future in Arizona, advocacy must become everyone's responsibility. Learn new ways to address ideological responses from those who do not support arts funding, new talking points about the value of the arts in societies, and how to develop and maintain relationships with city, county, state and federal officials. Commit to the cause and the future of Arizona: come together to craft and unify our message – that the arts industry is a worthy public investment that can help drive Arizona's recovery.

“Keeping Dollars in Your Pocket: Taxes for Individual Artists and Administrators”

Sandra Turner, Certified Public Accountant

Join us, artists and arts administrators, to learn to make the most of your income! CPA Sandra Turner will provide guidance to help you account for the business of your art and maximize your deductions, and will offer useful tips related to bartering, donating work or receiving donated work, managing sales and income taxes, and leaving art to heirs. Learn about what you can consider business expenses, the kinds of records you should keep, and your options for choosing a business entity to protect your creative work. As members of the arts industry, you contribute so much to your communities – let's consider ways to maximize your income, so you can begin to save and invest in yourselves.

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FRIDAY, JULY 30, 2010 (CONTINUED)

11:45am to 12:45pm (60 min) [CCA](#)

Keynote: "The Culture of our Transborder Region: You May Ask Yourself, How Did We Get Here?"

Carlos G. Vélez-Ibáñez, Ph.D., School of Transborder, Chicana/o and Latina/o Studies at ASU

Arizonans must understand that the cultural, historical, ecological, and political dimensions encircling current transborder concerns are steeped in the past – beginning in what some refer to as "pre-history," which is a misnomer since populations were present in Southwest North America long before the arrival of Europeans. Join us as we consider the influence of arts and culture throughout our region's history, from ancient periods through the arrival of Europeans to the creation of national states and the present Southwest. Only after we understand the culture, nature and character of our region can we make sober judgments, develop creative ideas, and attempt to approach the future with patience and fortitude.

12:45pm to 1:30pm (45 min) [CCA](#)

Lunch and Performance

Tania Katan, Writer and Performer

Join SWAC colleagues for lunch in the Main Foyer of the Chandler Center for the Arts, while enjoying a reading by local writer, performer and cancer survivor, Tania Katan. Tania will read stories from her new nonfiction book in progress: *Inspirational Delinquent: How to Inspire Social Change Through Minor Infractions*.

1:45pm to 3:00pm (75 min) [CCA](#): Session Block E

"Emerging Leaders – Out of our Safe Zones and Into Cross-Sector Collaboration"

Michael S.C. Soto, Arizona Citizens/Action for the Arts, AmeriCorps/Public Allies Arizona

Laura Capello, Lodestar Center for Philanthropy and Nonprofit Innovation at Arizona State University

Jim Munoz, Candidate for Arizona State House of Representatives, District 16

Other Speakers TBA

Emerging leaders in the arts: it is time to pull up our boots and wade into new territory! We know that Arizona faces significant challenges. Can emerging leaders in the arts forge a path to progress? And to effect positive change in Arizona communities, who should we collaborate with to strengthen our collective efforts? Join a dynamic panel of cross-sector collaborators as we explore the benefits of collaborative planning and consider potential non-arts partners, such as tourism, social service, health care, and others. Panelists will address developing trends and success stories, followed by open discussion about integrating cross-sector collaboration into our work as early-career arts professionals who endeavor to build a strong foundation for Arizona's artistic future. Bring your questions and ideas about collaborations as well as the future of the Arizona Emerging Leaders in the Arts program – let's determine the path forward! *Emerging Leaders are early-career arts and culture administrators looking to expand their professional network and improve their job-related skills.*



DRAFT SCHEDULE, UPDATED 05 JULY 2010

FRIDAY, JULY 30, 2010 (CONTINUED)

1:45pm to 3:00pm (75 min) CCA: Session Block E (continued)

“Make the Most of Your Cultural Assets! Effective Planning for Cultural Tourism Development”

Mitch Menchaca, Americans for the Arts

Communities across the country are increasingly recognizing that cultural tourism has the potential to advance local economies in times when local economies face deep economic hardships. Tourism has become one of the fastest-growing economic drivers in recent years as visitors are increasingly drawn to a region’s comprehensive activities and attractions over the amenities offered by one specific location or town. Participants will have the opportunity to learn what organizations should do to begin partnering and collaborating to advance cultural tourism initiatives with other organizations in their regions, to take full advantage of this growing economic opportunity.

“SmART Ways to Use SMART Boards: Innovative In-Classroom Technology” CHANDLER HIGH

Janet Blum, Scottsdale Unified School District
Scottsdale Unified School District Art Specialists (names TBA)

SMART Board technology is one of the most popular of the interactive whiteboard options and is gaining popularity in schools. This session will explore the many uses of SMART Board technology and its applications in the classroom for educators, artists, teaching artists, administrators and innovators. Participants will come away with innovative ideas, tips and tricks for utilizing SMART Boards, and will have the opportunity to discuss best practices for applying the technology.

“Sowing Seeds to Grow our Future: Reaping the Benefits of Participation in the Cultural Data Project”

Neville Vakharia, Pew Charitable Trusts
Marian Godfrey, Pew Charitable Trusts

Operated by The Pew Charitable Trusts, the Cultural Data Project (CDP) is a powerful online management tool that strengthens arts and cultural organizations by gathering reliable, longitudinal data on the sector and providing fact-based information to cultural organizations, advocacy organizations and funders. The CDP enables organizations to track trends and benchmark their progress through sophisticated reporting tools. In states that have adopted the CDP, the project’s high-quality data is also being used by researchers and arts advocates to better understand the sector’s needs and make the case for supporting the arts. This session will provide you with an overview of the CDP and what it could mean for Arizona’s arts and cultural sector.



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FRIDAY, JULY 30, 2010 (CONTINUED)

3:15pm to 4:30pm (75 min) **CCA:** Session Block F

“Collaborating to Increase the Size and Effectiveness of Audience Mailing Lists”

Matt Lehrman, Alliance for Audience

Dan Schay, Phoenix Theatre

If you mail them, will they come? Direct mail can be among an arts organization’s most powerful marketing tools – especially when organizations work together to build their lists. How can an “audience list collaborative” work in Arizona? We’ll talk about similar endeavors in Denver, Los Angeles, Chicago, San Francisco, Pittsburgh and Philadelphia – and explore how an Arizona effort would streamline current list-sharing practices and ensure data is managed with increased privacy and security. This session will be of special interest to Marketing Directors and Associates, Executive Directors and General Managers, as the lists produced by an audience list collaborative can provide tools for measuring audience participation and help individual organizations describe their “best” audiences.

“Generations Collide! Successfully Managing the Intergenerational Workplace”

Barry Hessenius, Arts Blogger, Author and Advocate

For the first time in modern history, the American workplace features at least three and sometimes four generations working side by side. As many artists and administrators have discovered, Baby Boomers, Gen X-ers and Millennials often have dissimilar and conflicting workplace assumptions, professional desires and expectations. These differences sometimes lead to collision points and a resistance to change that can prevent organizations from achieving their missions and goals. Join us as we consider ways to sensitize and inform each of the generations serving the arts industry to the positions and concerns of other generations, as well as ways arts leaders can effectively accommodate conflicting generational needs – to empower their organizations and ensure the transition of leadership from one generation to the next.

“Protect Yourself and Your Organization: the Latest in Copyright Law”

Sponsored by Volunteer Legal Assistance for Artists

Connie J. Mablesen, Esq., Mablesen Law Group

What does a museum do if an artist walks away from his installation art piece before it is complete? Can a photographer of artwork prevent the owner of the artwork from using the photos? Who owns Superman? Can a “Sqrart” be copyrighted? These and other burning questions will be addressed in this copyright seminar. After a brief review of copyright basics for artists and arts organizations, recent court cases will provide a platform for a light-hearted but oh-so-serious discussion of current copyright issues that affect artists and arts organizations. Spend your Friday afternoon brushing up on your knowledge of copyright law and find out the fate of Superman...and the Sqrart.



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FRIDAY, JULY 30, 2010 (CONTINUED)

3:15pm to 4:30pm (75 min) CCA: Session Block F (continued)

“Reflecting Arizona as a Portrait of Ourselves: An Experiential Encaustic Session”

Sarah Benson, Teaching Artist

Painters and non-painters welcome! In this hands-on artmaking session, conference attendees will reflect upon what it means to be Arizonans and the ways in which characterizations of our state evolve through us as individuals, groups and communities. Using an encaustic, wax painting process, participants will learn to create collaged portraits expressive of their unique interpretations of Arizona's culture, challenges and potential.

4:45pm to 5:30pm (45 min) CCA

Wrap-Up Roundtable: “Where Do We Go From Here, and How Can We Go There, Together?”

Robert Booker, Arizona Commission on the Arts

Jaime Dempsey, Arizona Commission on the Arts

It is no secret that the recession has left Arizona's arts and culture industry at a crossroads. Now is the time to evaluate the efficacy of programs, to consider strategic changes in course, and to develop alliances and partnerships to strengthen our messages and share precious resources.

This year's SWAC occurs at the end of the Arts Commission's 6-month process to develop its 2010-2015 Strategic Plan: *Building an Artistic Future for Arizona*. As always, we value your perspective and feedback. Join us to consider the learning that has taken place and ideas that have been floated during the conference, and discuss ways to move the arts industry forward in the year until the next SWAC gathering.



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FRIDAY, JULY 30, 2010 (CONTINUED)

5:30pm to 7:30pm (120 min) **SMR**

Informal Gathering and Downtown Chandler Activities

San Marcos Resort, 1912 Lounge
Downtown Chandler Restaurants, Bars and Shops

Join conference attendees and Arts Commission staff for a No-Host gathering at the San Marcos Resort's 1912 Lounge. Discuss conference learning, continue to network and relax with a cold beverage.

Or consider supporting the local economy by visiting Downtown Chandler restaurants, bars and shops before day's end. Information about local offerings can be found (TBA).

6:00pm to 8:00pm (120 min) **VISION**

Networking Reception for Teaching Artists and Educators

Vision Gallery, Downtown Chandler

Join us at Vision Gallery for an Artist Meet-and-Greet Reception with artists from the Arizona Teaching Artist Roster, to experience the current exhibition, network with other teaching artists and enjoy light refreshments. Vision Gallery is a fine art gallery located in Chandler's Historic Downtown. Managed by the Chandler Center for the Arts and the Chandler Arts Commission, Vision Gallery exhibits the works of over 350 local and regional artists and sponsors a free-of-charge arts educational program of artist-taught workshops for children.