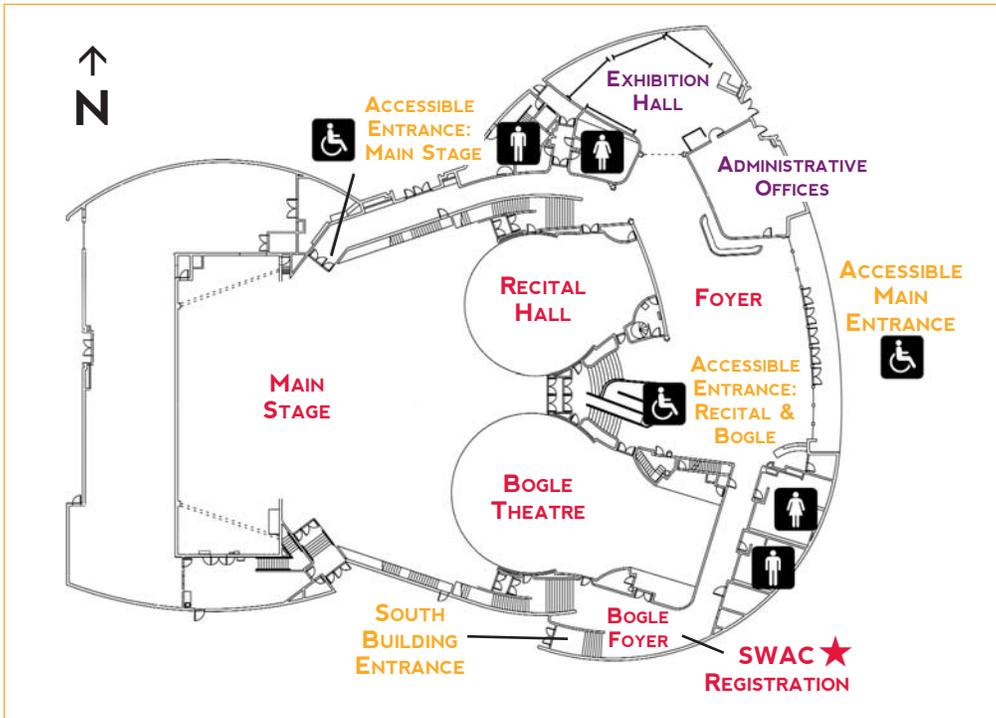


building an artistic future for arizona

southwest arts conference | july 29 & 30, 2010
chandler center for the arts | chandler, az

chandler center for the arts



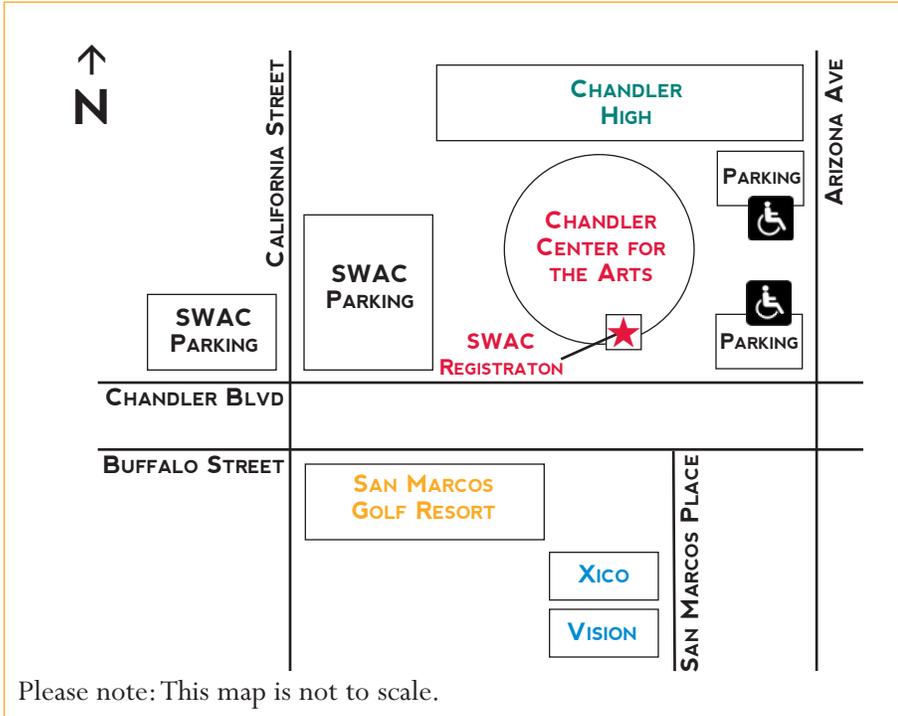
LOCATION KEY

- CCA** Chandler Center for the Arts
- BOGLE FOYER** at Bogle Theatre
- BOGLE** Bogle Theatre
- FOYER** Main Foyer
- MAIN** Main Stage
- RECITAL** Recital Hall
- CHANDLER HIGH** Chandler High School
- DOWNTOWN CHANDLER**
- SMR** San Marcos Resort
- 1912 LOUNGE** at San Marcos Resort
- THE THEATRE** at San Marcos Resort
- VISION** Vision Gallery
- XICO** Xico Inc.



CHANDLER CENTER FOR THE ARTS
 250 North Arizona Avenue
 Chandler, AZ 85225
 480.782.2680
www.chandlercenter.org

downtown chandler



DOWNTOWN CHANDLER VENUES

CHANDLER HIGH SCHOOL

350 North Arizona Avenue
Chandler, AZ 85225
480.812.7700
www.mychangerschools.org

THE CROWNE PLAZA SAN MARCOS GOLF RESORT

One San Marcos Place
Chandler, AZ 85225
480.812.0900
800.528.8071
www.sanmarcosresort.com

VISION GALLERY

80 South San Marcos Place
Chandler, AZ 85225-7872
480.917.6859
www.visiongallery.org

XICO INC.

44 South San Marcos Place
Chandler, AZ 85225-7872
480.833.5875
www.xicoinc.org

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welcome

Welcome to the 33rd annual Southwest Arts Conference! We come together for these two days as arts administrators, artists, educators, advocates and volunteers to strengthen both our individual and collective understanding of how we can *Build an Artistic Future for Arizona*.

The Arizona Commission on the Arts has a 44-year history of leveraging federal funding for Arizona, increasing access to the arts for our citizens, stimulating economic development through the arts, and serving Arizona children through arts education programs. Our main thrust is a commitment to fostering an Arizona where people broaden, deepen and diversify their engagement with the arts, as creators, audiences and supporters, in ways that are satisfying and integral to their lives.

As we navigate these uncertain times together, we do so with the understanding that the strength of our unity comes as a result of the diversity of our experiences. Thank you for being a part of this year's SWAC – your presence speaks to your commitment to moving the arts industry forward in our state.

The Southwest Arts Conference is presented by the Arizona Commission on the Arts in association with Alliance for Audience and hosted by the Chandler Center for the Arts. Special thanks to Matt Lehrman, Executive Director of Alliance for Audience, and Michelle MacLennan, Assistant Manager at the Chandler Center for the Arts.

Robert Booker
Executive Director
Arizona Commission on the Arts

quick look agenda

THURSDAY, JULY 29, 2010

11:30AM - 5:30PM **SWAC REGISTRATION CCA BOGLE FOYER**

1:00 - 2:45PM **SESSION BLOCK A CCA**

- ▶ Audience Development and Accessibility Intensive: How to Stop Telling People they are Not Welcome **FOYER**
- ▶ Fundraising and Development Intensive: Instilling Confidence and Cultivating Optimism **MAIN**
- ▶ Public Art and Public Art Advocacy Intensive: Archiving, Advocacy and Agency **BOGLE**
- ▶ Protect Yourself and Your Organization: Rock-Solid Contracts **RECITAL**

1:30 - 2:45PM

3:00 - 4:10PM

SESSION BLOCK B CCA

- ▶ E-mail Marketing: The Least Sexy, But Most Effective, E-marketing Tool Out There **MAIN**
- ▶ Know Your First Amendment Rights Before the Camera Crews Arrive at Your Doorstep **BOGLE**
- ▶ Magnify your Impact by Successfully Managing Volunteers **RECITAL**
- ▶ Singing Together – Adversity, Acceptance and Song: Experiential Choral Music Session **FOYER**

4:20 - 5:30PM

SESSION BLOCK C CCA

- ▶ **REPEAT:** E-mail Marketing: The Least Sexy, But Most Effective, E-marketing Tool Out There **MAIN**
- ▶ Social Mania: Is Facebook Bad for your Brand? **RECITAL**
- ▶ Write Competitive Grants: Unlocking the Great Mysteries of Local, Regional and Federal Funding **FOYER**
- ▶ Your Organization is Only as Strong as its Board: How to Cultivate/Be Better Board Members **BOGLE**

5:30 - 7:30PM

REALIZING THE PROMISE OF ARTS EDUCATION IN ARIZONA: SUPERINTENDENT CANDIDATES FORUM SMR, THEATRE

5:30 - 7:30PM

SWAC OPENING RECEPTION AND PERFORMANCE: DAN PINSON WITH DAVID BARADIC SMR, 1912 LOUNGE

6:30 - 8:30PM

DOWNTOWN CHANDLER ACTIVITIES!

- ▶ Artist Meet-and-Greet Reception **VISION**
- ▶ Interactive Monoprint Session **XICO**

7:00 - 9:00PM

DOWNTOWN CHANDLER DINE-AROUNDS DOWNTOWN CHANDLER

FRIDAY, JULY 30, 2010

- 8:00AM - 4:00PM** **SWAC REGISTRATION CCA BOGLE FOYER**
- 8:00 - 9:00AM** **CONTINENTAL BREAKFAST AND PERFORMANCE: TOBIE MILFORD CCA FOYER**
- 9:00 - 10:00AM** **MORNING WELCOME AND KEYNOTE: BARRY HESSENIUS CCA MAIN**
- 10:15 - 11:30AM** **SESSION BLOCK D CCA**
- ▶ Becoming the Kind of Arts Organization Your Participants Deserve **RECITAL**
 - ▶ Becoming Your Own Biographer: Creatively Documenting Unsavory Situations as They Unfold **FOYER**
 - ▶ Come Together, Right Now – The Arts Industry Can Fuel Arizona’s Recovery **MAIN**
 - ▶ Keeping Dollars in Your Pocket: Taxes for Individual Artists and Administrators **BOGLE**
- 11:45AM - 12:45PM** **KEYNOTE: DR. CARLOS G. VÉLEZ-IBÁÑEZ CCA MAIN**
- 12:45 - 1:30PM** **LUNCH AND PERFORMANCE: TANIA KATAN CCA FOYER**
- 1:45 - 3:00PM** **SESSION BLOCK E CCA**
- ▶ Emerging Leaders – Out of our Safe Zones and Into Cross-Sector Collaboration **RECITAL**
 - ▶ Make the Most of Your Cultural Assets! Effective Planning for Cultural Tourism Development **BOGLE**
 - ▶ Smart Ways to Use SMART Boards: Innovative In-Classroom Technology **CHANDLER HIGH**
 - ▶ Sowing Seeds to Grow our Future: Reaping the Benefits of Participation in the Cultural Data Project **MAIN**
- 3:15 - 4:30PM** **SESSION BLOCK F CCA**
- ▶ Collaborating to Increase the Size and Effectiveness of Audience Mailing Lists **MAIN**
 - ▶ Generations Collide! Successfully Managing the Intergenerational Workplace **RECITAL**
 - ▶ Protect Yourself and Your Organization: the Latest in Copyright Law **BOGLE**
 - ▶ Reflecting Arizona as a Portrait of Ourselves: An Experiential Encaustic **TBA**
- 4:45 - 5:30PM** **WRAP-UP ROUNDTABLE: WHERE DO WE GO FROM HERE, AND HOW CAN WE GO THERE, TOGETHER? CCA MAIN**
- 5:30 - 7:30PM** **INFORMAL GATHERING AND DOWNTOWN CHANDLER ACTIVITIES SMR, DOWNTOWN CHANDLER**
DOWNTOWN CHANDLER DINE-AROUNDS DOWNTOWN CHANDLER
- 6:00 - 8:00PM** **NETWORKING RECEPTION FOR TEACHING ARTISTS AND EDUCATORS VISION**

session descriptions & locations

THURSDAY, JULY 29, 2010

11:30AM - 5:30PM SOUTHWEST ARTS CONFERENCE REGISTRATION CCA

BOGLE FOYER

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.

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

1:00 - 2:45PM

SESSION BLOCK A CCA

FOYER

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

Eileen Bagnall; VSA Arizona, the State Organization on Arts and Disability
Mitch Menchaca; Americans for the Arts
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.

MAIN

▶ **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 donors' points 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.

BOGLE

▶ **Public Art and Public Art Advocacy Intensive: Archiving, Advocacy and Agency**

Shannon Daut; Western States Arts Federation

Ed Lebow; City of Phoenix Office of Cultural Affairs

Robert Booker; Arizona Commission on the Arts

Adriana Gallego; Arizona Commission on the Arts

It's the bottom of the ninth, the bases are loaded, 2 outs and 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.

session descriptions & locations

THURSDAY, JULY 29, 2010

1:30 - 2:45PM

SESSION BLOCK A (CONTINUED) CCA

RECITAL

▶ **Protect Yourself and Your Organization: Rock-Solid Contracts**

Zachariah Lloyd, Esq.; Perkins Coie Brown & Bain

The role of contracts in America is as varied as the vast 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 on 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. *Sponsored by Volunteer Legal Assistance for Artists.*

3:00 - 4:10PM

SESSION BLOCK B CCA

MAIN

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

Eric Saber; Patron Technology

Margaret R.H. Fallon; Alliance for Audience

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 when it comes to effectiveness in motivating site visits, e-commerce transactions and donations. Arts organizations and artists take email 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. And if you haven't yet launched an e-marketing campaign, we'll help you get started.

BOGLE

▶ **Know Your First Amendment Rights Before the Camera Crews Arrive at Your Doorstep**

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 questions such 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. *Sponsored by Volunteer Legal Assistance for Artists.*

RECITAL

▶ **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.

FOYER

▶ **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.

session descriptions & locations

THURSDAY, JULY 29, 2010

4:20 - 5:30PM

SESSION BLOCK C CCA

MAIN

- ▶ **REPEAT: E-mail Marketing: The Least Sexy, But Most Effective, E-marketing Tool Out There**
Eric Saber; Patron Technology
Margaret R.H. Fallon; Alliance for Audience

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 when it comes to effectiveness in motivating site visits, e-commerce transactions and donations. Arts organizations and artists take email 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. And if you haven't yet launched an e-marketing campaign, we'll help you get started.

RECITAL

- ▶ **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.

FOYER

► **Write Competitive Grants: Unlocking the Great Mysteries of Local, Regional and Federal Funding**

Shannon Daut; Western States Art Federation
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 in examining the enigmatic characteristics of winning grant applications.

BOGLE

► **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.

session descriptions & locations

THURSDAY, JULY 29, 2010

5:30 - 7:30PM **REALIZING THE PROMISE OF ARTS EDUCATION IN ARIZONA: SUPERINTENDENT CANDIDATES FORUM SMR**

SMR THEATRE

Join the Arizona Alliance for Arts Education and Arizona Citizens for the Arts for a special event following the Joint Arts Education Conference 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 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.

5:30 - 7:30PM **OPENING RECEPTION AND PERFORMANCE SMR**

1912 LOUNGE

Dan Pinson, Woodwind Artist with David Baradic, Pianist
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 soulful jazz performance by Arizona musicians Dan Pinson and David Baradic.

6:30 - 8:30PM

DOWNTOWN CHANDLER ACTIVITIES! VISION AND XICO

VISION

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.

XICO

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!

7:00 - 9:00PM

DOWNTOWN CHANDLER DINE-AROUNDS DOWNTOWN CHANDLER

Downtown Chandler Restaurants

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!

session descriptions & locations

FRIDAY, JULY 30, 2010

8:00AM - 4:00PM SOUTHWEST ARTS CONFERENCE REGISTRATION CCA

BOGLE FOYER

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.

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

8:00 - 9:00AM CONTINENTAL BREAKFAST AND PERFORMANCE CCA

FOYER

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*.

9:00 - 10:00AM MORNING WELCOME AND KEYNOTE: OUR MODELS ARE OUTDATED AND ARE HARMING US CCA

MAIN

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.

10:15 - 11:30AM **SESSION BLOCK D CCA**

RECITAL

▶ **Becoming the Kind of Arts Organization Your Participants Deserve**

Richard Toon; Morrison Institute for Public Policy at Arizona State University

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 these motives provide arts organizations to broaden their appeal, keep participants involved, deepen their commitment and develop new forms of engagement.

FOYER

▶ **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.

session descriptions & locations

FRIDAY, JULY 30, 2010

10:15 - 11:30AM **SESSION BLOCK D (CONTINUED) CCA**

MAIN

▶ **Come Together, Right Now –The Arts Industry Can Fuel Arizona’s Recovery**

Rusty Foley; Arizona Citizens/Action for the Arts

Jonathan Katz; National Assembly of State Arts Agencies

Representative John McComish; Arizona State House of Representatives, District 20

Kathy Senseman; Policy Development Group

Councilperson Onnie Shekerjian; Tempe City Council

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.

BOGLE

▶ **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.

11:45AM - 12:45PM KEYNOTE: THE CULTURE OF OUR TRANSBORDER REGION – YOU MAY ASK YOURSELF, HOW DID WE GET HERE? CCA

MAIN

Dr. Carlos G. Vélez-Ibáñez, Professor and Chair; School of Transborder Chicana/o and Latina/o Studies at Arizona State University

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.

session descriptions & locations

FRIDAY, JULY 30, 2010

12:45 - 1:30PM

LUNCH AND PERFORMANCE CCA

FOYER

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*.

1:45 - 3:00PM

SESSION BLOCK E CCA

RECITAL

► **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
Kate Marquez; Southern Arizona Arts and Cultural Alliance
Nick Ray; 1in10, Inc.

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 networks and improve their job-related skills.*

BOGLE

- ▶ **Make the Most of Your Cultural Assets! Effective Planning for Cultural Tourism Development**
Mitch Menchaca; Americans for the Arts

Communities across the country are 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.

CHANDLER HIGH

- ▶ **Smart Ways to Use SMART Boards: Innovative In-Classroom Technology**
Lorena Abbott, Janet Blum, Ann Buckley, Rachel Householder, Rene Suderman; Scottsdale Unified School District

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.

MAIN

- ▶ **Sowing Seeds to Grow our Future: Reaping the Benefits of Participation in the Cultural Data Project**
Marian Godfrey; Pew Charitable Trusts
Neville Vakharia; Pew Charitable Trust

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.

session descriptions & locations

FRIDAY, JULY 30, 2010

3:15 - 4:30PM

SESSION BLOCK F CCA

MAIN

▶ **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.

RECITAL

▶ **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.

BOGLE**▶ Protect Yourself and Your Organization: the Latest in Copyright Law**

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 "Sqrat" 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. Brush up on your knowledge of copyright law and find out the fate of Superman...and the Sqrat. *Sponsored by Volunteer Legal Assistance for Artists.*

ROOM TBA**▶ 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.

4:45 - 5:30PM**WRAP-UP ROUNDTABLE: WHERE DO WE GO FROM HERE, AND HOW CAN WE GO THERE, TOGETHER? CCA****MAIN**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.

session descriptions & locations

FRIDAY, JULY 30, 2010

5:30 - 7:30PM **INFORMAL GATHERING AND DOWNTOWN CHANDLER ACTIVITIES** **SMR, DOWNTOWN CHANDLER**

1912 LOUNGE

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 at the registration table.

DOWNTOWN CHANDLER DINE-AROUNDS **DOWNTOWN CHANDLER**

Downtown Chandler Restaurants

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 Friday to end the day with colleagues at a local restaurant.

6:00 - 8:00PM **NETWORKING RECEPTION FOR TEACHING ARTISTS AND EDUCATORS** **VISION**

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.

partners



Vision Gallery in downtown Chandler.

For more information about the Vision Gallery and its programs, visit www.visiongallery.org.

ART-O-MAT. The Vision Gallery was the first Arizona arts venue to join the Art-O-Mat family. A second machine will soon be installed at the Chandler Center for the Arts. Art-O-Mat was created by the artist cooperative “Artists In Cellophane” from Winston-Salem, NC. The program has expanded across the US and Europe in museums, arts venues and galleries, providing the public the opportunity to participate in arts advocacy at a low cost. To find out more about the Art-O-Mat program, visit www.artomat.org.



Art-O-Mat.

VISION GALLERY. The 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, the 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.

XICO INC. Xico is a multi-disciplinary 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.

Xico's downtown Chandler facility includes a monoprint studio/ art space, exhibition space and works by local artisans. To learn more about Xico's current exhibitions and programs, visit www.xicoinc.com.



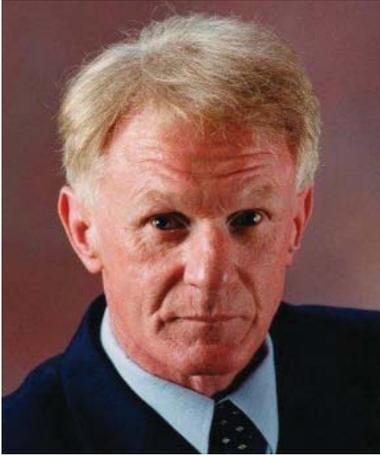
Xico Gallery in downtown Chandler.



Haystack, Yanshuo Prefect, China
by Joe Jankovsky.

JOE JANKOVSKY. Mr. Jankovsky, a photographer and darkroom expert from Arizona, has been active in the photography industry for over twenty-five years. Since earning a BFA in Photography from Arizona State University he has worked as a freelance photographer and imaging consultant. His work has been included in many public and private collections. Mr. Jankovsky will be documenting SWAC.

keynote



BARRY HESSENIUS OUR MODELS ARE OUTDATED AND ARE HARMING US

An author, consultant, blogger and public speaker, Mr. Hessenius published his work: *HARDBALL LOBBYING FOR NONPROFITS* in 2007 (Macmillan & Company, New York). He conducted a two-phase study with reports released in 2007 and

2009 for the William & Flora Hewlett Foundation on the issue of youth involvement, generational management and succession in the arts, culture and environmental fields.

He has authored several studies including the *California Arts Advocacy Handbook*, *Local Arts Agency Funding Study* for the Aspen Institute and *City Arts Agency Tool Kit*. He is the author of the most widely read blog in the nonprofit arts field – BARRY’S BLOG (<http://blog.westaf.org/>).

Mr. Hessenius was appointed Director of the California Arts Council (CAC) in 2000. At the CAC he managed a budget of \$70 million, an annual \$32 million grants pool and supervised a staff of 54. He was previously the President and Chief Executive Officer of the California Assembly of Local Arts Agencies, an advisor to the National Policy Committee of Americans for the Arts and the President’s Committee for the Arts & Humanities.

A founding member and Vice-Chair of California Arts Advocates and the United Statewide Community Arts Association, he has also been a board member of the National Assembly of State Arts Agencies, the California Alliance for Arts Educators, California CultureNet, the California State Summer School for the Arts, the California Travel Industry Association and a member of the State Superintendent’s Task Force on Arts Education. Mr. Hessenius served a term as Executive Director of Alonzo King’s LINES Ballet Company, and is currently on the Board of Directors of the San Francisco Architectural Foundation.

keynote

DR. CARLOS G. VÉLEZ-IBÁÑEZ THE CULTURE OF OUR TRANSBORDER REGION

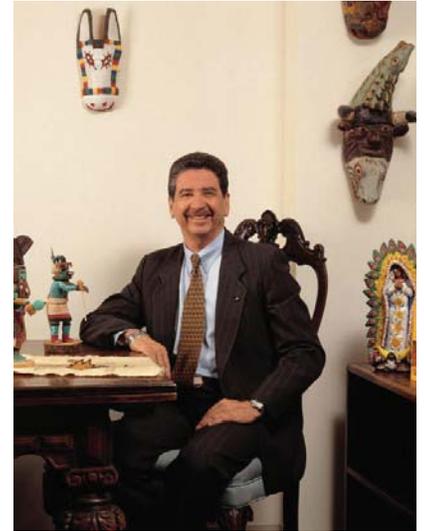
Dr. Vélez-Ibáñez is the Motorola Presidential Professor of Neighborhood Revitalization and Chair of the School of Transborder Chicana/o and Latina/o Studies at Arizona State University, and Emeritus Professor of Anthropology at the University of California, Riverside.

Dr. Vélez-Ibáñez' intellectual interests are broadly comparative and interdisciplinary and span specific interests in migration, economic stratification, political ecology, transnational community and household formation, and applied social science. His academic fields include applied anthropology, complex social organizations, culture and education, ethno-class relations in complex social systems, migration and adaptation of human populations, political ecology, qualitative methodology and urban anthropology.

Dr. Vélez-Ibáñez concentrates his work on the Southwestern United States, Mexico and the Caribbean. His publications are numerous including eight books, four of which are based on original field research and his grants are many from NSF,

NEH and private foundations. He is presently conducting transnational field research in two rural valleys in California and New Mexico and their sending communities in Mexico.

Previously he had been appointed Professor of Anthropology, Department of Anthropology, University of Arizona, and Director of the Bureau of Applied Research in Anthropology, Department of Anthropology, University of Arizona. Prior to this appointment, he was a tenured associate professor at UCLA.



speaker bios



JAMES AHLERS, ESQ., ASSOCIATE; PERKINS COIE BROWN & BAIN. Mr. Ahlers, an associate at Perkins Coie Brown & Bain, is a member of the firm's litigation practice. Prior to receiving his law degree, he was a newspaper, radio and internet reporter in Chile, the Midwest and Arizona. As a newspaper reporter in Arizona, he received four Arizona Press Club Awards and three Associated Press Awards, including First Place Deadline News Reporting and First Place Business Feature. Mr. Ahlers received his masters in public policy and his juris doctorate from Harvard University.



EILEEN BAGNALL, EXECUTIVE DIRECTOR; VSA ARIZONA. Ms. Bagnall works with VSA Arizona, a statewide organization committed to providing arts opportunities to people with disabilities. Previously she was the Accessibility Coordinator for ARTability and Arizona Theatre Company. She has worked with arts organizations throughout Arizona to expand their accessibility programming and conducts trainings in the areas of disability awareness, customer service, accessibility programming, audio description and theatrical captioning. A native of Tucson, Ms. Bagnall is a graduate of the University of Arizona.



SARAH BENSON, TEACHING ARTIST. Ms. Benson, a near native of Tempe, Arizona, studied printmaking and art history at Arizona State University where she earned a BFA. She has taught for the Herberger Institute Community School for Design and the Arts and currently works with special needs children in the Kyrene School District. Ms. Benson maintains an active studio practice through assemblage, book arts and creative writing. She enjoys providing others, especially children, with the opportunity to experience new processes and make discoveries through the visual arts.



GINNY BERRYHILL, GRANTS AND INFORMATION TECHNOLOGY MANAGER; ARIZONA COMMISSION ON THE ARTS. Ms. Berryhill joined the Arts Commission in 1977 and is the agency historian—she remembers when the mailing list was kept on index cards in a shoebox, when copies were made with a mimeograph machine, and she operated the Arts Commission's very first computer. She was instrumental in moving the agency into a new era in grants management with the debut of Electronic Grants Online Resource (EGOR) in 2005, and is the self-proclaimed "Queen of EGOR."



JANET BLUM, FINE ARTS COORDINATOR; SCOTTSDALE UNIFIED SCHOOL DISTRICT. Ms. Blum recently completed a Department of Education Grant that led to the development of a district Fine Art Assessment Strategies and Tools resource for Scottsdale. Ms. Blum serves on the Department of Education Arts Assessment committee and the Advocacy Committee for the Arizona Art Education Association. She is a visual artist and art educator.



ROBERT C. BOOKER, EXECUTIVE DIRECTOR; ARIZONA COMMISSION ON THE ARTS. Mr. Booker joined the Arts Commission in 2006. He co-chairs the Arts and Culture Committee of the Arizona-Mexico Commission, serves on the Arizona Centennial Commission and Foundation and the Arizona Historical Advisory Commission, as well as many other national boards and committees. Mr. Booker received the top award in his field, the Gary Young Award, in 2006 and the Lifetime Achievement Award from the Minnesota Crafts Council in 2005. He is a painter and art collector.



LAURA CAPELLO, MANAGER OF COMMUNITY RELATIONS AND SPECIAL PROJECTS; ASU LODESTAR CENTER FOR PHILANTHROPY AND NONPROFIT INNOVATION. Ms. Capello has worked in nonprofit public relations, strategic planning, media relations, leadership development, community relations, special events and client services. She currently serves as the specialist for the Generation Next Nonprofit Leadership Academy through the ASU Lodestar Center and works with the Second Year Public Allies. Previously, she ran her own Marketing and Public Relations Consulting firm.



SHANNON DAUT, DEPUTY DIRECTOR; WESTERN STATES ARTS FEDERATION. Ms. Daut oversees WESTAF's work in the areas of cultural policy and technology, and she works closely with the WESTAF-region State Arts Agency directors to advance their service of the Western states. She sits on the board of the Chlotrudis Society for Independent Film and is a member of Create Denver Advisory Committee. Ms. Daut holds a BA in Communication/Film Studies from the University of Wisconsin, Madison and recently completed her Master's degree in Communication from the University of Colorado, Denver.



JAIME DEMPSEY, DEPUTY DIRECTOR; ARIZONA COMMISSION ON THE ARTS. Ms. Dempsey joined the Arts Commission staff in 2006 after serving as Program Manager for the Virginia G. Piper Center for Creative Writing at Arizona State University. Previously, she worked with the nexStage theatre and Sun Valley Center for the Arts in Sun Valley, Idaho. Over the last several years, Ms. Dempsey has taught semester-long courses in Arts Leadership and Nonprofit Arts Management for Arizona State University. Ms. Dempsey studied theatre and anthropology at ASU and grew up in Peoria, Arizona.



MARGARET R.H. FALLON, DIRECTOR OF INFRASTRUCTURE AND COMMUNITY DEVELOPMENT; ALLIANCE FOR AUDIENCE. Ms. Fallon currently oversees ShowUp.com's ticketing, membership and business operations. She grew up working in her family's foundry and gallery businesses. While studying at Northern Arizona University, she served as Director of Recreation at Forest Highlands Golf Club. Previously, she was the Programs and Services Director for Cultural Alliance of Greater Washington, facilitating workshops, fundraising and raising arts awareness in the DC area.



CATHERINE "RUSTY" FOLEY, CHAIR; ARIZONA ACTION FOR THE ARTS. Ms. Foley has spent her career as a communications and public affairs professional and an active community leader in Phoenix. She has served on the boards of Childsplay, Arizona Theatre Company and the Phoenix Art Museum Corporate Council. She is past president of Arizona Citizens for the Arts, and currently is the chair of Arizona Action for the Arts. She was named Phoenix Arts & Business Council's "Arts Board Member of the Year" in 2007, and received Phoenix Theatre's "Women Who Care" award for outstanding achievement in 2009.

speaker bios



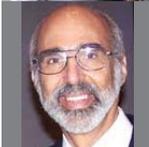
ADRIANA GALLEGO, DIRECTOR OF STRATEGIC INITIATIVES; ARIZONA COMMISSION ON THE ARTS. Ms. Gallego administers grants, programs and services that support the work of individual artists and organizations. A painter born and raised in Nogales, she has exhibited her work throughout the US, Mexico and Puerto Rico. She received the Border-Ford Binational Painting Award and was published in both *Contemporary Chicana and Chicano Art* and *Triumph of Our Communities: Four Decades of Mexican American Art*. She teaches and lectures in Arizona through the Working Artist Program with Golden Artist Colors.



MARIAN GODFREY, SENIOR DIRECTOR OF CULTURAL INITIATIVES; PEW CHARITABLE TRUSTS. Ms. Godfrey has an extensive background in nonprofit arts management, production, administration, fund raising, strategic planning and grantmaking. She has produced nationally televised film and video projects, as well as served on national advisory panels and boards. Currently, she chairs the Arts Policy Roundtable of Americans for the Arts, sits on the Mayor's Cultural Advisory Council of the City of Philadelphia, and is a board member of the League of American Orchestras.



TANIA KATAN, WRITER AND PERFORMER. Ms. Katan is the author of *My One-Night Stand With Cancer*, which was awarded the Judy Grahn Nonfiction Award, the American Library Association's Stonewall Book Award and was a finalist for the Lambda Literary Award. As a solo performer, Ms. Katan has been seen at the Edinburgh Fringe Festival, ACT Seattle, The Painted Bride and Comedy Central's *Sit-n-Spin*. Her work has been written about in *The New York Times*, *Bust*, *Running Times*, *DIVA*, *GCN Ireland*, *The Scotsman* and other publications. *Image by Angela Ellsworth.*



JONATHAN KATZ, CEO; NATIONAL ASSEMBLY OF STATE ARTS AGENCIES. Mr. Katz has consulted extensively in cultural policy planning, organizational development, and leadership and management training, and has authored numerous articles, plans and consultant reports. He was recently appointed to the US National Commission on UNESCO, he advises the board of the International Federation of Arts Councils and Cultural Agencies (IFACCA) and has conducted planning and professional development sessions for cultural agencies in five cities in Mexico for the US government.



EDWARD LEBOW, PUBLIC ART PROGRAM DIRECTOR; CITY OF PHOENIX OFFICE OF CULTURAL AFFAIRS. Mr. Lebow has directed the Phoenix Public Art Program since 2005. Previously, he was an award-winning journalist, covering government, politics, art and design for a range of publications. He was awarded the 2001 John Kolbe Politics and Government Reporting Award by the Arizona Press Club and a 2000 first-place Unity Award by Lincoln University for political series writing. He has contributed to a Kurt Weiser retrospective catalogue, organized by the Arizona State University Art Museum.



MATT LEHRMAN, EXECUTIVE DIRECTOR; ALLIANCE FOR AUDIENCE. Mr. Lehrman is the founding Executive Director of Alliance for Audience, a service organization established in 2003 to advance the mutual audience development goals of Arizona’s arts organizations and cultural destinations. Today, Alliance for Audience serves more than 240 member organizations and is best known to the public as ShowUp.com. Previously, he worked with the Scottsdale Cultural Council, Scottsdale Center for the Performing Arts and the Scottsdale Museum of Contemporary Art.



MICHAEL LIBURDI, ESQ., ASSOCIATE; PERKINS COIE BROWN & BAIN. Mr. Liburdi focuses on business litigation, government relations and political law. He advises candidate and initiative committees on constitutional law, campaign finance law compliance, election law complaints and initiative drafting. He has served as a staff attorney in the litigation department in the Federal Election Commission’s office of the general counsel. He is a board member for Arizona CURE and the State Bar of Arizona Continuing Legal Education Committee. His undergraduate and law degrees are from Arizona State University.



ZACHARIAH LLOYD, ESQ., ASSOCIATE; PERKINS COIE BROWN & BAIN. Mr. Lloyd is a member of the firm’s corporate and commercial litigation practice groups. He focuses on corporate governance, antitrust and securities litigation and advises clients on a broad range of corporate governance issues including lease formation, fiduciary duties, unfair competition and contract negotiation. Mr. Lloyd received his juris doctorate with high honors from the University of Utah, S.J. Quinney College of Law.



CONNIE J. MABLESON, ESQ.; MABLESON LAW GROUP. Ms. Mableson is a nationally recognized preeminent attorney who, for over 27 years, has practiced Intellectual Property Law, Arts & Entertainment Law and Computer & Internet Law. She focuses on the needs of arts organizations and artists. She was voted one of the 10 IP Attorneys in Arizona (“Best of Bar”) by the *Phoenix Business Journal*. She is the former Chair of the City of Phoenix Office of Cultural Affairs.



KATE MARQUEZ, EXECUTIVE DIRECTOR; SOUTHERN ARIZONA ARTS AND CULTURAL ALLIANCE. For the past 4.5 years, Ms. Marquez has dedicated her professional efforts to the Greater Oro Valley Arts Council. As Executive Director, she helped expand the organization’s collaborations, services, programs and budget growth by over 400%, and has lead the organization through its expansion to become the Southern Arizona Arts and Cultural Alliance. She serves on the Arizona Citizens/ Action for the Arts and National Save the Cord Foundation boards.



REPRESENTATIVE JOHN MCCOMISH; ARIZONA STATE HOUSE OF REPRESENTATIVES, DISTRICT 20. Representative McComish has been a national sales manager for a Fortune 500 company, a small business owner and president of the Ahwatukee Foothills Chamber of Commerce. He has served on city planning commissions and is currently a part-time instructor with the Maricopa Community College system. He is serving his third term in the Arizona State Legislature and currently serves as Majority Leader.

speaker bios



KIMILEE D. MCCREARY; CONDUCTOR AND CHOIR DIRECTOR. Ms. McCreary earned a BS in Music Education (emphasis in choral conducting) from Grand Canyon University and a Master of Music from Arizona State University. She was a member of the music faculty at Grand Canyon University, serving as Director of Choirs. Her conducting experience includes university level mixed choirs, women's choirs, small chamber and jazz vocal ensembles, opera and musical theatre. In addition, she has also taught studio voice, studio conducting and conducting classes covering beginning and advanced conducting technique.



MITCH MENCHACA, DIRECTOR OF LOCAL ARTS AGENCY SERVICES; AMERICANS FOR THE ARTS. Mr. Menchaca leads a team of professionals responsible for serving and advancing the nation's 5,000 local arts agencies—the core membership and field service area of Americans for the Arts. Recently, he served as the senior director of programs at the Arizona Commission on the Arts. Prior to working at the Arts Commission, he served as the director of the Casa Grande Valley Historical Society, manager for Central Arizona College Public Events and program associate for the Arizona Humanities Council.



JAYA RAO, ACCESSIBILITY AND GRANTS COORDINATOR; ARIZONA COMMISSION ON THE ARTS. Ms. Rao has worked with various programs at the Arts Commission for 17 years, prior to which she was at the Mesa Arts Center and Tempe Arts Center. She attended school at Delhi University, South Delhi Polytechnic for Women and California State University, Los Angeles; her background is in psychology, literature, textile design and ceramics. Born and raised in India, she speaks three languages and is very interested in the intersections between East and West that produce entirely new expressions.



NICK RAY, EXECUTIVE DIRECTOR; 1IN10, INC. Mr. Ray joined the staff of 1in10 in October 2009 and brings with him more than a decade of management, advocacy, fundraising and public policy research experience. He has worked in a variety of roles in the higher education and nonprofit sectors, most recently at Wingspan, Southern Arizona's LGBT Community Center. He was a Senior Policy Analyst with the National Gay and Lesbian Task Force's Policy Institute in New York City, where he served as lead author and editor of a comprehensive analysis of the epidemic of homelessness among LGBT youth.



ERIC SABER, ACCOUNT EXECUTIVE; PATRON TECHNOLOGY. Mr. Saber advises arts and nonprofit organizations on the benefits of marketing on the internet. He frequently hosts webinars on e-marketing and presented at the International Sculpture Center's 2009 symposium. In 2010, Mr. Saber was invited to speak to graduate students at New York University's Steinhardt School about best practices in e-mail and web 2.0. In addition to his work at Patron Technology, Mr. Saber is a songwriter and guitarist. He holds a BA in Communication from the University of Delaware.



DAN SCHAY, MANAGING DIRECTOR; PHOENIX THEATRE. Mr. Schay is an administrator, producer and stage director with over thirty years experience in the arts field. He has worked as a consultant for performing arts organizations and has taught at Yale, Florida State University and University of Massachusetts/Lowell. Previously, Mr. Schay has worked at the Sedona Film Festival, Sedona Cultural Park, Long Wharf Theatre, Pittsburgh Public Theatre and the Cincinnati Playhouse in the Park. He currently serves on the boards of Arizona School for the Arts and Greasepaint Youththeatre.



KATHY SENSEMAN, LOBBYIST; POLICY DEVELOPMENT GROUP. Ms. Senseman proudly represents Arizona Citizens/Action for the Arts at the State Capitol as well as a myriad of other clients that range from municipalities to nonprofits, to large and small business interests. She previously spent ten years with the Southwest Gas Government Affairs Department working with state and local governments. After graduating from Pitzer College with an English degree she got her start in politics at the California State Capitol working in both the Assembly and the State Senate.



COUNCILPERSON ONNIE SHEKERJIAN; TEMPE CITY COUNCIL. Ms. Shekerjian has acquired more than 20 years experience in public policy through volunteering on over 65 boards, commissions and committees related to public education, youth/family issues and the arts. She has served on the Arizona State Board for Charter Schools and Arizona Parents Commission on Drug Abuse Prevention and Education. She has authored numerous articles on advocacy and education for both local and national publications and has worked as a research and advocacy consultant for many organizations.



LAURA S. SMITH, CFRE, CHIEF ADVANCEMENT OFFICER; NATIONAL ASSEMBLY OF STATE ARTS AGENCIES. Ms. Smith works with public agencies, individuals, companies and foundations to raise funds and build long-term relationships that strengthen state arts agencies. Prior to joining NASAA, she was with the National Mentoring Partnership and the American Architectural Foundation. She began her fundraising career at the Weisman Art Museum in Minneapolis, MN, where she also helped found a site-specific theater performance company called Skewed Visions.



MICHAEL S.C. SOTO, ARTS EDUCATION ADVOCACY OUTREACH MANAGER; ARIZONA CITIZENS/ACTION FOR THE ARTS/AMERICORPS PUBLIC ALLIES ARIZONA. Mr. Soto attends Arizona State University and has worked in the nonprofit industry for 8 years. He is a classically-trained cellist and has participated in arts education throughout his K-12 education in the Mesa Public School District. He is also a graphic artist who dabbles in paint and hand drawing.



BRENDA SPERDUTI, EXECUTIVE DIRECTOR; ARIZONA CITIZENS/ACTION FOR THE ARTS. Ms. Spurduti has held management positions with Fortune 100 financial and telecommunication service companies managing public policy, corporate philanthropy, community and government relations for more than 20 years. She has an extensive background in community service, having served on nonprofit community boards with a current focus on advocacy for arts and culture, civic involvement, patients' rights, children and families, and early childhood education and development.

speaker bios



ALICIA SUTTON, ASSOCIATE DIRECTOR OF EMPLOYER RELATIONS; THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT. Ms. Sutton specializes in the human aspect of business – how to organize people; how to rally supporters; how to communicate effectively. She holds an MBA from Thunderbird School of Global Management and degrees in Theatre and Business from Arizona State University. She has served on the board of directors of Arts and Business Council of Greater Phoenix and worked with organizations such as Childsplay, Stray Cat Theatre, The Governors, Net Impact and ASU's Student Production Board.



RICHARD TOON, ASSOCIATE DIRECTOR OF RESEARCH; MORRISON INSTITUTE FOR PUBLIC POLICY AT ARIZONA STATE UNIVERSITY. Before joining the Morrison Institute, Mr. Toon was the Education and Research Director at the Arizona Science Center, responsible for educational programming and services at the museum. He has consulted to museums in Britain, Canada, and the US. In August Mr. Toon will become the director of the museum studies program at the School for Human Evolution and Social Change at Arizona State University.



JENNIFER TSUKAYAMA, DIRECTOR OF STRATEGIC PARTNERSHIPS; ARIZONA COMMISSION ON THE ARTS. Ms. Tsukayama's creative repertory integrates dance and technology to site specific and community works. She collaborates internationally to create interactive and telematic work. She has performed, taught and been commissioned across the US and abroad. She has presented for the United Nation's Educational, Scientific and Cultural Organization (UNESCO), the Congress on Research in Dance (CORD) and was an administrator for the Alvin Ailey American Dance Center and Associate Professor at Arizona State University.



SANDRA TURNER, CERTIFIED PUBLIC ACCOUNTANT; SANDRA A. TURNER, CPA PC. Ms. Turner is adept at applying the knowledge gained from her technical disciplines and training to the issues facing clients. She has developed long-standing relationships with clients and understands their organizations, including their critical success factors, as well as the special strengths and challenges of privately-held businesses. Ms. Turner has been an instructor and featured speaker for various seminars and training sessions for nonprofit and for-profit business entities.



NEVILLE VAKHARIA, PROJECT DIRECTOR, CULTURAL DATA PROJECT; PEW CHARITABLE TRUSTS. Mr. Vakharia directs the Cultural Data Project, a web-based data collection, management and reporting tool created to allow cultural organizations to benchmark results and streamline the grants application process, informing grantmaking strategies. He has more than 10 years of experience in the corporate sector, working in new product development, marketing and global product management. Mr. Vakharia has served as an adjunct faculty member in Drexel University's graduate arts administration.

performer bios



TANIA KATAN, WRITER AND PERFORMER. Tania Katan is the author of *My One-Night Stand With Cancer*, which was awarded the Judy Grahn Nonfiction Award, the American Library Association's Stonewall Book Award and was a finalist for the Lambda Literary Award. Melissa Etheridge said of Katan's memoir, "This book rocks! It's passionate, playful and downright beautiful." As a solo performer, Ms. Katan has been seen at the Edinburgh Fringe Festival, ACT Seattle, The Painted Bride and Comedy Central's *Sit-n-Spin*. Her work has been written about in *The New York Times*, *Bust*, *Running Times*, *DIVA*, *GCN Ireland*, *The Scotsman* and other publications. She is a guest lecturer, topless marathon runner and a good time at a cocktail party. Image by Angela Ellsworth.



TOBIE MILFORD, VIOLINIST AND SINGER. The music of Tobie Milford has been described as an "ethereal symphony of sound." It is the result of a marriage between ambient, minimalist string textures, sophisticated plucking patterns and dynamic vocals. Mr. Milford performs extensively in the Phoenix area, playing everywhere from art galleries to music festivals – both solo and with his band, the Whisperlights. Recent performance highlights include opening for Joe Firstman at Los Angeles' prestigious Hotel Café and for ambient indie folk pioneers Sleep Whale, as well as performing at Arcosanti's EarthDance Festival. Mr. Milford has contributed to the latest recordings of many Phoenix acts including What Laura Says, Thinks and Feels, Andrew Jackson Jihad and Michelle Blades.



DAN PINSON, MUSICIAN. Woodwind Artist Dan Pinson has performed for thousands in jazz clubs, festivals and schools throughout the United States, Europe and Mexico. Mr. Pinson has appeared with or opened for Stevie Wonder, BB King, Kenny Loggins, Jay Leno, The Temptations, Jeffrey Osborne and Latin music star, Selena. He has concertized with the Arizona State University Orchestra and the Scottsdale Symphony Orchestra and has appeared on television and radio, including Public Radio International's *Whad'Ya Know?* with Michael Feldman. Mr. Pinson has studied with Gary Foster, George Cables, Eric Kloss and Jack Ratterree, and has served as a Faculty Associate at Arizona State University West. As a Teaching Artist on the Arizona Teaching Artist Roster, his programs have reached over 25,000 elementary, secondary and college-level students throughout Arizona and Mexico since 1992.

arts commission staff



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accessibility



The following accessibility features will be available at the 2010 Southwest Arts Conference:

- ▶ Brailled Agendas (for people with vision loss) at the Registration table.
- ▶ Large Print Agendas (for people with vision impairments) at the Registration table.
- ▶ “Reserved” signs on front row chairs in each room (for people who are hard of hearing or deaf in one ear, need space for crutches, tire easily, etc.).
- ▶ Wheelchair/scooter seating, integrated and dispersed.
- ▶ Companion seating (standard seating next to wheelchair seating).



If requested and arranged in advance, the following services may also be available:

- ▶ American Sign Language Interpreters (for people with deafness).
- ▶ Assistive Listening Devices (for people with hearing impairments).
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- ▶ Scripts and text of verbal presentations, printed or electronic (for people with hearing/vision impairments).



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