

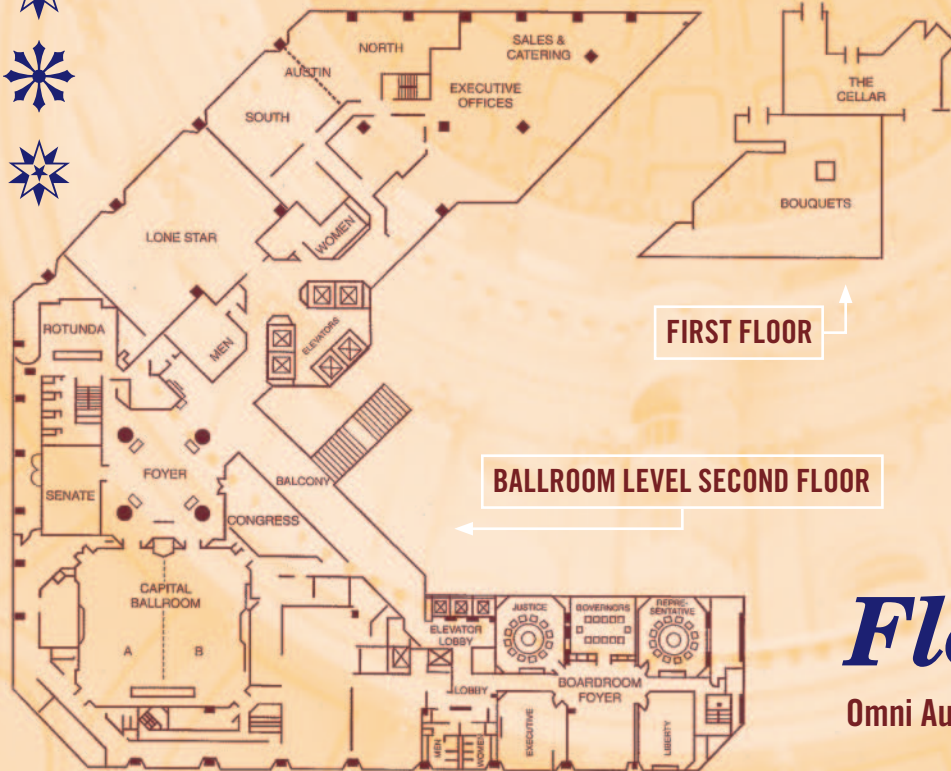


NATIONAL ASSEMBLY OF STATE ARTS AGENCIES

ASSEMBLY 2010

OCTOBER 14-16, 2010 • AUSTIN, TEXAS

HOSTED BY THE TEXAS COMMISSION ON THE ARTS



FIRST FLOOR

LONGHORN ROOM THIRD FLOOR

BALLROOM LEVEL SECOND FLOOR

Floor Plan

Omni Austin Hotel Downtown

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Dear Colleagues:

Welcome to Austin, Texas, and NASAA's Assembly 2010! The Texas Commission on the Arts is honored to host this important convening, and we hope you enjoy our Texas-style hospitality! If there is anything TCA can do to make your experience here a positive and energizing one, do not hesitate to call on us.

NASAA Assembly 2010 offers unique opportunities for professional development and networking, and we'll expose you to a bit of Texas music, too. While you are here, I hope you will take some time to get to know Austin and all it has to offer, including our 200 live music venues, many just blocks from the hotel. There is a reason Austin is called the Live Music Capital of the World®!

Parks, lakes, hiking trails and even Austin's famous bat colony offer a taste of what makes this city buzz. Great restaurants offering regional specialties abound throughout the city, and Austin is filled with museums and performing arts venues. You can visit the Texas capitol to learn about our proud history, or you might stroll SoCo (South Congress) on a shopping expedition. Another truly Austin experience is to brave a dip in the three-acre Barton Springs Pool, fed from 68° underground spring water.

TCA's goal is that you return to your home with renewed inspiration for the important work you do and with great memories of Austin and a desire to come again to Texas. After all, Texas—it's like a whole other country!!

Sincerely,

GARY GIBBS, PH.D.
Executive Director
Texas Commission on the Arts



Meeting AT A GLANCE Meeting AT A

Wednesday, October 13

Thursday, October 14

8:00 A.M.

9:00 A.M.

10:00 A.M.

11:00 A.M.

NOON

1:00 P.M.

2:00 P.M.

3:00 P.M.

4:00 P.M.

5:00 P.M.

6:00 P.M.

7:00 P.M.

NASAA Executive Committee Meeting
9:30 A.M. - 11:30 A.M.

NASAA Board Lunch
12:00 P.M. - 1:00 P.M.

NASAA Board Meeting
(All members welcome)
1:15 P.M. - 4:30 P.M.

Refer to Meeting Agenda for details
on preconference Peer Sessions.

National
Standard
Training*
9:00 A.M. -
12:00 P.M.

*see page 14

NASAA Board Meeting
(All members welcome)
9:30 A.M. - 11:30 A.M.

NASAA Board Luncheon
11:30 A.M. - 12:30 P.M.

Opening Session and Roll Call
1:00 P.M. - 2:30 P.M.

Peer Sessions
3:00 P.M. - 5:00 P.M.

Refer to Meeting Agenda for details
on preconference Peer Sessions.

Opening Reception
6:30 P.M. - 8:30 P.M.

GLANCE Meeting AT A GLANCE Meeting

Friday, October 15

8:00 A.M.	Networking Breakfast Buffet 7:30 A.M. - 8:45 A.M.	
9:00 A.M.	Morning Plenary 8:45 A.M. - 10:00 A.M.	
10:00 A.M.	Briefings 10:30 A.M. - 11:30 A.M.	
11:00 A.M.		
NOON	Leadership Luncheon 12:00 P.M. - 1:30 P.M.	
1:00 P.M.		
2:00 P.M.	Dialogues 2:00 P.M. - 3:30 P.M.	Flashes of Inspiration 2:00 P.M. - 3:30 P.M.
3:00 P.M.		
4:00 P.M.	Texas Music Live! 4:00 P.M. - 5:00 P.M.	
5:00 P.M.		
6:00 P.M.	Dinner on your own, explore Austin EVENING	
7:00 P.M.		

Saturday, October 16

Peer Sessions with Breakfast 8:00 A.M. - 9:30 A.M.
Briefings 10:00 A.M. - 11:00 A.M.
Entertainment Break
Closing Session 11:30 A.M. - 1:00 P.M.
Networking Box Luncheon 1:00 P.M. - 2:00 P.M.
Saturday Salons TIMES VARY

Capitol



WELCOME TO TEXAS!

True Texan Art and Culture Await You! Since 1965, the Texas Commission on the Arts (TCA) has been investing in a creative Texas. TCA believes public investment in the arts results in the stimulation of our economy, education of our citizens, promotion of tourism and enhanced quality of life. Each year, TCA awards more than 1,000 grants to over 500 organizations throughout the 261,797 square miles that is the great state of Texas. TCA is recognized as a leader in grants administration and technology, offering innovative programs and an array of tools intended to advance the business of the arts.



Texas
Commission
on the Arts

Investing in a Creative Texas

ASSEMBLY 2010

is made possible by these generous supporters



**Texas
Commission
on the Arts**

Investing in a Creative Texas



**NATIONAL
ENDOWMENT
FOR THE ARTS**



HOUSTON ENDOWMENT INC.

A PHILANTHROPY ENDOWED BY MR. AND MRS. JESSE H. JONES

THANK YOU!

Meeting AGENDA

Tuesday, October 12

1:30 P.M. - 5:30 P.M.

Folk / Traditional Arts
Omni Hotel-Congress Room

2:00 P.M. - 5:30 P.M.

Arts Education New Managers
St. David's Episcopal Church-
Crail Hall

Wednesday, October 13

Optional Peer Sessions
Times and locations vary

8:00 A.M. - 5:00 P.M.

Arts Education
Austin Lyric Opera

9:00 A.M. - 4:00 P.M.

Folk / Traditional Arts
Omni Hotel-Austin Room

9:30 A.M. - 11:30 A.M.

NASAA Executive
Committee Meeting
Omni Hotel-Senate Room

12:00 P.M. - 1:00 P.M.

NASAA Board Lunch
Omni Hotel-Congress Room

1:00 P.M. - 5:30 P.M.

Accessibility Coordinators
Omni Hotel-Liberty Room

1:15 P.M. - 4:30 P.M.

NASAA Board Meeting
(All members welcome)
Omni Hotel-Capital Ballroom

Thursday, October 14

7:00 A.M. - 6:00 P.M.

NASAA Registration
Omni Hotel-Atrium Balcony

7:30 A.M. - 6:00 P.M.

NASAA Staff Office
Omni Hotel-Representative Boardroom

7:30 A.M. - 6:00 P.M.

NASAA Computer Room and
Resource Area
Omni Hotel-Governor's Boardroom,
Boardroom Foyer and Atrium Balcony

8:00 A.M. - 11:30 A.M.

Arts Education Peer Group
Omni Hotel-Austin Room

8:30 A.M. - 12:00 P.M.

Accessibility Coordinators
Omni Hotel-Liberty Room

9:00 A.M. - 12:00 P.M.

National Standard Training
Omni Hotel-Senate Room

9:30 A.M. - 11:30 A.M.

NASAA Board Meeting
(All members welcome)
Omni Hotel-Capital Ballroom

11:30 A.M. - 12:30 P.M.

NASAA Board Luncheon
Omni Hotel-Congress Room

1:00 P.M. - 2:30 P.M.

Opening Session and Roll Call
St. David's Episcopal Church-
Bethell Hall

3:00 P.M. - 5:00 P.M.

Peer Sessions

Executive Directors
Omni Hotel-Lone Star Room

Chairs and Council Members
Omni Hotel-Capital Ballroom A

Deputy / Assistant Directors
Omni Hotel-Austin Room South

Arts Education
Omni Hotel-Capital Ballroom B

Communications / Public Information
Omni Hotel-Rotunda

Community Development
Omni Hotel-Senate Room

Folk / Traditional Arts
Omni Hotel-Liberty Boardroom

Grants and Fiscal Officers
Omni Hotel-Congress Room

6:30 P.M. - 8:30 P.M.

Opening Reception
Buffalo Billiards
201 East 6th Street
Austin, Texas 78701
512-479-7665

Friday, October 15

7:00 A.M. - 6:00 P.M.

NASAA Registration
Omni Hotel-Atrium Balcony

7:30 A.M. - 6:00 P.M.

NASAA Staff Office
Omni Hotel-Representative Boardroom

7:30 A.M. - 6:00 P.M.

NASAA Computer Room and
Resource Area
Omni Hotel-Governor's Boardroom,
Boardroom Foyer and Atrium Balcony

7:30 A.M. - 8:45 A.M.

Networking Breakfast Buffet
Omni Hotel-Atrium

8:45 A.M. - 10:00 A.M.

Morning Plenary with NEA Chairman
Rocco Landesman and NASAA
CEO Jonathan Katz
Omni Hotel-Longhorn Room

10:30 A.M. - 11:30 A.M.

Briefings

Shared Public Responsibility
Omni Hotel-Lone Star Room

Put Your ART into It
Omni Hotel-Capital Ballroom A

Engage 2020
Omni Hotel-Austin Room North

Federal Resources for the Arts
Omni Hotel-Congress Room

Financial Fault Lines
Omni Hotel-Capital Ballroom B

Arts Leadership
Omni Hotel-Austin Room South

12:00 P.M. - 1:30 P.M.

Leadership Luncheon
Omni Hotel-Longhorn Room

2:00 P.M. - 3:30 P.M.

Dialogues

Postcards from the Inferno
Omni Hotel-Lone Star Room

Innovate to Thrive
Omni Hotel-Capital Ballroom A

Beyond the Recession
Omni Hotel-Austin Room South

New Technologies
Omni Hotel-Capital Ballroom B

2:00 P.M. - 3:30 P.M.

Flashes of Inspiration
Omni Hotel-Austin Room North

4:00 P.M. - 5:00 P.M.

Texas Music Live!
St. David's Episcopal Church-
Bethell Hall

Evening

Dinner on your own
Explore Austin

Meeting Agenda continues on next page >>>



Meeting AGENDA

Saturday, October 16

7:30 A.M. - 5:00 P.M.

NASAA Staff Office
Omni Hotel-Representative
Boardroom

7:30 A.M. - 2:00 P.M.

NASAA Computer Room and
Resource Area
Omni Hotel-Governor's Boardroom,
Boardroom Foyer and Atrium Balcony

8:00 A.M. - 9:30 A.M.

Peer Sessions with Breakfast

Executive Directors
Omni Hotel-Lone Star Room

Chairs and Council Members
Omni Hotel-Capital Ballroom A

Deputy / Assistant Directors
Omni Hotel-Austin Room South

Arts Education
Omni Hotel-Capital Ballroom B

Communications / Public
Information
Omni Hotel-Rotunda

Community Development
Omni Hotel-Senate Room

Grants and Fiscal Officers
Omni Hotel-Congress Room

10:00 A.M. - 11:00 A.M.

Briefings

Cultural Entrepreneurship
Omni Hotel-Capital Ballroom B

Arts Participation and
Arts Education
Omni Hotel-Lone Star Room

A Quantum Leap for Arts Funding
Omni Hotel-Capital Ballroom A

Surviving and Thriving
Omni Hotel-Congress Room

Social Networking for Advocacy
Omni Hotel-Austin Room South

Transforming Communities
Omni Hotel-Austin Room North

11:00 A.M. - 11:30 A.M.

Entertainment Break
Sponsored by the West Virginia
Division of Culture and History
Omni Hotel-Atrium

11:30 A.M. - 1:00 P.M.

Closing Session with jazz
musician Esperanza Spalding
St. David's Episcopal Church-
Bethell Hall

1:00 P.M. - 2:00 P.M.

Networking Box Luncheon
Omni Hotel-Atrium

2:00 P.M. - 4:00 P.M.

Saturday Salon: Advocacy Forum
Omni Hotel-Capital Ballroom A

2:00 P.M. - 3:00 P.M.

Saturday Salon: Be ArtsReady
Omni Hotel-Lone Star Room

2:00 P.M. - 4:00 P.M.

Saturday Salon: Cultural Data
Project Demonstrations
See page 25.





PLENARY *Sessions and* *Featured* PRESENTERS

Thursday, October 14

Opening Session and Roll Call with Texas Lieutenant Governor David Dewhurst

1:00 P.M. - 2:30 P.M.

St. David's Episcopal Church-Bethell Hall

Come and add your voice to the annual roll call of the states! Texas Lieutenant Governor David Dewhurst welcomes Assembly 2010 attendees to the Lone Star State, and we hear performances by two outstanding Texas musicians: soprano Alicia Gianni, graduate of the Houston Grand Opera Studio, and zydeco accordionist Keyun Dickson, winner of the 2010 Big Squeeze Competition.

Friday, October 15

Morning Plenary with NEA Chairman Rocco Landesman and NASAA CEO Jonathan Katz

8:45 A.M. - 10:00 A.M.

Omni Austin Hotel Downtown-Longhorn Room

What do the missions and goals of the National Endowment for the Arts (NEA), state arts agencies and NASAA have in common? How have we supported each other and how can we continue to collaborate? Come to this open session to hear Rocco Landesman present his priorities for the NEA and then explore how the federal and state arts agencies can reinforce each others' efforts. This session opens with musical actors from Austin's ZACH Theatre performing selections

from *Rent*. Following Katz's and Landesman's discussion is presentation of the 2010 National Accessibility Leadership Award, jointly sponsored by the NEA and NASAA.

Leadership Luncheon 12:00 P.M. - 1:30 P.M.

Omni Austin Hotel Downtown-Longhorn Room

Join NASAA and your colleagues as we recognize outstanding leadership in the arts. Austin's premier authentic Mexican ensemble, Mariachi Los Gallos, accompanies lunch.

Saturday, October 16

Closing Session with Esperanza Spalding

11:30 A.M. - 1:00 P.M.

St. David's Episcopal Church-Bethell Hall

The closing session of Assembly 2010 features multilingual and multitalented singer, bass player and bandleader Esperanza Spalding. In a presentation combining both performance and perspective, Spalding shares her music and her story about the role the arts played in her growing up and how arts education helped cultivate and nurture the amazing talent she shares with the world today.

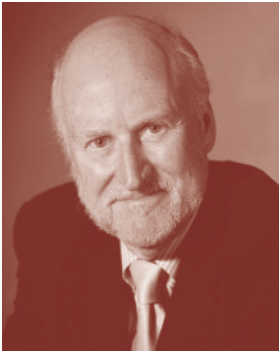
The session gets under way with NASAA's annual business meeting, including reports from NASAA leadership and the election of officers and directors for 2011.



Please silence your cell phone during all sessions.

Featured PRESENTERS

Michael Eastman



Rocco Landesman *Friday, October 15*

8:45 A.M. – 10:00 P.M. Morning Plenary OMNI AUSTIN HOTEL DOWNTOWN – LONGHORN ROOM

Rocco Landesman became the 10th chairman of the National Endowment for the Arts (NEA) in 2009. Prior to joining the NEA, he was a Broadway theater producer. Born and raised in St. Louis, Missouri, Landesman pursued his undergraduate education at Colby College and the University of Wisconsin, Madison, then earned a doctorate in dramatic literature at the Yale School of Drama, where he taught for four years. His career has been a hybrid of commercial and artistic enterprises.

In 1977, he left Yale to start a private investment fund, which he ran until his appointment in 1987 as president of Jujamcyn, a company that owns and operates five Broadway theaters. Before and after joining Jujamcyn, Landesman

produced Broadway shows, the most notable of which are *Big River* (1985 Tony Award for Best Musical), *Angels in America: Millennium Approaches* (1993 Tony Award for Best Play), *Angels in America: Perestroika* (1994 Tony Award for Best Play), and *The Producers* (2001 Tony Award for Best Musical).

Landesman has been active on numerous boards, including the Municipal Arts Society, The Actor's Fund and the Educational Foundation of America. His biggest passions are theater, baseball, horse racing and country music. At one time or another, he owned three minor league baseball teams, various racehorses and a collection of Roger Miller long-playing records.

Landesman has vigorously engaged the ongoing debate about arts policy, speaking at forums and writing numerous articles, focusing mainly on the relationship between the commercial and not-for-profit sectors of the American theater.



Esperanza Spalding Saturday, October 16

11:30 A.M. – 1:00 P.M. *Closing Session* ST. DAVID'S EPISCOPAL CHURCH – BETHELL HALL

Bassist, vocalist and composer Esperanza Spalding is blessed with uncanny instrumental chops, a multilingual voice that is part angel and part siren, and a natural beauty that borders on the hypnotic. The 26-year-old prodigy-turned-pro was raised on what she calls “the other side of the tracks” in a multilingual household and neighborhood in Portland, Oregon. Growing up in a single-parent home amid economically adverse circumstances, she learned early lessons in the meaning of perseverance and moral character from the role model whom she holds in the highest regard to this day—her mother.

At 15, Spalding auditioned on bass for Berklee College of Music and received a scholarship on the spot. Eleven years later, she earns raves from the most discriminating jazz aficionados while attracting a loyal fan base all over the globe. President Obama invited her to perform at the White House twice, as well as at his 2009 Nobel Peace Prize ceremony in Oslo, Norway.

The New York Times writes, “Esperanza has got a lot: accomplished jazz improvisation, funk, scat singing, Brazilian vernacular rhythm and vocals in English, Portuguese and Spanish. At its center is a female bassist, singer and bandleader, one whose talent is beyond question.”

SESSIONS

Assembly 2010 offers a variety of learning and networking opportunities in addition to plenary events. Developed specifically for state arts agencies, the agenda provides a mixture of sessions that balance forward-looking ideas with practical information. Each session's format offers something different.

- **Peer Sessions:** These meetings provide learning and networking opportunities for staff and council members sharing similar job responsibilities.
- **Briefings:** Always a popular feature at NASAA assemblies, briefings are short sessions that share new research, emerging trends and exemplary practices. All briefing sessions run concurrently on Friday and Saturday mornings.
- **Dialogues:** Offered on Friday afternoon, dialogues provide extended time for discussion and debate about major challenges affecting you and your constituents.
- **Flashes of Inspiration:** This session, offered on Friday afternoon, includes a lightning round of presentations showcasing innovative ideas from across the country.
- **Networking Meals:** No programs or performances are planned during Friday breakfast or Saturday lunch, allowing you to arrange meetings with colleagues, engage in an impromptu discussion or catch up with friends.
- **Saturday Salons:** These optional postconference gatherings on Saturday afternoon offer you the opportunity to discuss advocacy or learn more about special information initiatives and tools available to state arts agencies. Other groups are welcome to gather informally during this time.

Thursday, October 14 9:00 A.M. - 12:00 P.M.

National Standard Training OMNI AUSTIN HOTEL DOWNTOWN-SENATE ROOM

The National Standard for Arts Information Exchange is a set of terms, definitions and guidelines for coding data that arts agencies use in their grants management systems and resource directories. Designed to provide data that is comparable from state to state and over time, information in the National Standard format can be used for state-level research, accountability reporting and communications purposes. Selected components of the National Standard are required by the National Endowment for the Arts (NEA) on annual Final Descriptive Reports. This session familiarizes you with common National Standard terms and definitions and provides a forum for discussing common coding challenges faced by states and regions. It also includes an update on federal reporting requirements from the NEA. Representatives from the NEA will participate in the session.

Presenters: **ANGELA HAN, DIRECTOR OF RESEARCH, NASAA**
KELLY LIU, NATIONAL STANDARD ASSOCIATE, NASAA





PEER SESSIONS

As always, special time has been reserved on the Assembly agenda for participants to gather in job-alike groups. Agendas, coordinated by volunteer leaders for each session, are available at the NASAA registration desk.

Peer Sessions take place:

Thursday, October 14 3:00 P.M. - 5:00 P.M.

Saturday, October 16 8:00 A.M. - 9:30 A.M. (INCLUDES BREAKFAST)

Executive Directors

Omni Hotel—Lone Star Room

Chairs and Council Members

Omni Hotel—Capital Ballroom A

Deputy / Assistant Directors

Omni Hotel—Austin Room South

Arts Education*

Omni Hotel—Capital Ballroom B

Communications / Public Information

Omni Hotel—Rotunda

Community Development

Omni Hotel—Senate Room

Folk / Traditional Arts*

Omni Hotel—Liberty Boardroom

Grants / Fiscal Officers

Omni Hotel—Congress Room

See each group's agenda at the NASAA registration desk for times and locations.

** These sessions include preconference gatherings. Refer to the Meeting Agenda on page 8 for times and locations.*



BRIEFINGS

Friday, October 15 10:30 A.M. - 11:30 A.M.

Building a Shared Public Responsibility for the Arts

OMNI HOTEL-LONE STAR ROOM

Many of us have spent years searching for the strongest possible message and the best case on which to build support for the arts. Yet the messages we have used have not always yielded the broad sense of shared responsibility that we seek. To address this challenge, ArtsWave (formerly the Fine Arts Fund) in Cincinnati embarked on a year-long initiative designed to develop an inclusive community dialogue leading to broadly shared public responsibility for arts and culture in the region. A new report summarizes a year of work in the Cincinnati region and includes important insights for use in other communities and states. This is a landmark analysis utilizing framing science to develop a strategic communications approach for arts and culture. This session reviews the initiative's research findings and offers examples of how the community is successfully using the resulting messages with the media, opinion leaders and the public.

Presenter: **MARGY WALLER, VICE PRESIDENT, ARTS & CULTURE PARTNERSHIP, ARTSWAVE**

Moderator: **JULIE HENAHAN, EXECUTIVE DIRECTOR, OHIO ARTS COUNCIL**

Put Your ART into It: Economic Development Texas Style

OMNI HOTEL-CAPITAL BALLROOM A

The arts can be a cornerstone of prosperity, driving local economic development, creating a strong work force and energizing commerce. How can state arts agencies help policy leaders appreciate this power? How can states make a compelling—and credible—case to elected officials and economic developers? The Texas Cultural Trust has been addressing these challenges through a strategic research and communications campaign. This briefing outlines how the Trust has documented the importance of the arts in diverse rural and urban communities and has revealed the value of the arts to business and policy leaders. A hallmark of this work has been the involvement of policymakers in both research and communications. A team of representatives from the Trust and their research and marketing partners share how they are working together to put the arts at the forefront of economic development in Texas.

Presenters: **AMY BARBEE, EXECUTIVE DIRECTOR, TEXAS CULTURAL TRUST**

DAVE SHAW, PRESIDENT, RUSSELL/SHAW

TRAVIS JAMES, VICE PRESIDENT, TEXAS PERSPECTIVES, INC.





Engage 2020

OMNI HOTEL-AUSTIN ROOM NORTH

The Philadelphia region has adopted the ambitious goal of doubling cultural participation by the year 2020. By combining state-of-the art research, a new Cultural Engagement Index designed by WolfBrown, professional development programs, on-line marketing tools and strategic grant making, the Greater Philadelphia Cultural Alliance is leading efforts to boost participation and to help arts organizations thrive in an environment that presents increasing social, technological and economic challenges. This session provides an overview of this initiative’s findings and outcomes to date, and shares tools and lessons learned for state arts agencies that want to catalyze greater arts participation.

Presenter: **TOM KAIDEN, PRESIDENT, GREATER PHILADELPHIA CULTURAL ALLIANCE**

Federal Resources for the Arts: Emerging Opportunities

OMNI HOTEL-CONGRESS ROOM

While the National Endowment for the Arts stands as the federal government’s principal source of funding dedicated to the arts in the United States, other federal agencies offer programs that support the arts in collaborative and creative ways. Opportunities in funding for the arts are available throughout the federal government in a broad range of agencies. Connecting the arts to a larger public policy agenda can create new resources for the arts. This session will review funding opportunities in federal programs and collaborations at the federal level that could assist artists and arts organizations in your state.

Presenter: **THOMAS L. BIRCH, LEGISLATIVE COUNSEL, NASAA**

Financial Fault Lines

OMNI HOTEL-CAPITAL BALLROOM B

How has the recession affected the nonprofit sector? Have arts organizations fared worse than other nonprofits? What types of “pretty bad best practices” in the giving and getting of money contribute to the struggle and demise of some groups? This session reviews how, in order to cope with financial uncertainty and adapt to a changing reality, arts organizations and their funders need to think about enterprise finance differently. Hear from the Nonprofit Finance Fund about how organizations across the country have fared over the last two years, based on the results of its annual survey. Also discuss why the sector’s unstated “rules” of money can undermine the financial health of these organizations.

Presenter: **REBECCA THOMAS, VICE PRESIDENT OF CONSULTING SERVICES, NONPROFIT FINANCE FUND**

Moderator: **ANGELA HAN, DIRECTOR OF RESEARCH, NASAA**

BRIEFINGS

Friday, October 15 10:30 A.M. - 11:30 A.M.

Arts Leadership for the 21st Century

OMNI HOTEL-AUSTIN ROOM SOUTH

In a digital age, what is the public stake in the production, distribution and experience of the arts? What factors will determine the size and kind of investments that governments will make? In order to sustain the public value of the arts, what must change, what must be preserved and what must be restored? What will future arts leaders need to know and be able to do? How can each of us engage in shaping the public policies that influence participation in the arts? Join the nation's two preeminent arts leaders in exploring the evolving roles of leadership in the arts.

Presenters: **JONATHAN KATZ, CHIEF EXECUTIVE OFFICER, NASAA**
ROBERT L. LYNCH, PRESIDENT AND CEO, AMERICANS FOR THE ARTS

Saturday, October 16 10:00 A.M. - 11:00 A.M.

Cultural Entrepreneurship: The Crossroads of People, Place and Prosperity

OMNI HOTEL-CAPITAL BALLROOM B

Typical economic impact studies often underestimate contributions of individual artists and cultural microenterprises. They also may overlook the importance of cultural and ethnic diversity. To address these gaps, the Global Center for Cultural Entrepreneurship, with support from the W.K. Kellogg Foundation, undertook an unusual examination of the dynamics of the cultural economy in New Mexico. The project combined standard economic models, anthropological research methods and documentary filmmaking to describe the full effects of cultural entrepreneurship on children and families as well as the state's economy. This session challenges participants to broaden their thinking about "economic impact" and includes a discussion of specific action recommendations for fostering authentic arts-based economic development.

Presenter: **TOM AAGESON, GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP**
Moderator: **PAM BREAUX, SECRETARY, LOUISIANA DEPARTMENT OF CULTURE, RECREATION & TOURISM**



Declining Arts Participation and Arts Education

OMNI HOTEL-LONE STAR ROOM

We intuitively understand the powerful and essential connection between arts education and arts participation. This session describes new research on that connection, based on data from the National Endowment for the Arts Survey of Public Participation in the Arts. It shows, for starters, that arts education is the single most powerful predictor of adult arts participation, but it also reveals a troubling and steep three decade-long decline in the number of Americans receiving arts education as children. The study confirms what have been largely anecdotal claims about the erosion of arts education over time, and it identifies the ways the decline has been distributed among American children. Of interest to educators, arts leaders and advocates alike, this briefing underscores long-term concerns about the future of arts audiences and the provision of quality education in America.

Presenter: **NICK RABKIN, SENIOR RESEARCH SCIENTIST, NATIONAL OPINION RESEARCH CENTER, CULTURAL POLICY CENTER, UNIVERSITY OF CHICAGO**

Moderator: **PATRICIA MOORE SHAFFER, PROGRAM EVALUATION OFFICER, NATIONAL ENDOWMENT FOR THE ARTS**

A Quantum Leap for Arts Funding: The Minnesota Story

OMNI HOTEL-CAPITAL BALLROOM A

In 2008 the citizens of Minnesota voted to approve the Clean Water, Land and Legacy Amendment, a sales tax increase designed to raise revenue for the environmental, heritage and art programs for the next 23 years. The plan, enacted in fiscal year 2009, is providing a significant expansion of resources for a variety of public causes, including the state arts agency. This session explores the effects—both anticipated and unexpected—of the Legacy Amendment during its first year. It also discusses the advocacy collaboration between the environmental and cultural communities, the long-term marketing investment, and the strong legislative leadership that were all essential to the development of a new arts funding stream for the state.

Presenter: **SUE GENS, EXECUTIVE DIRECTOR, MINNESOTA STATE ARTS BOARD**

BRIEFINGS

Saturday, October 16 10:00 A.M. - 11:00 A.M.

Surviving—and Even Thriving—during the Recession

OMNI HOTEL-CONGRESS ROOM

As organizations move into the third consecutive year of a recessionary economy, stories abound about decreasing arts funding, struggling nonprofits and the closure of arts organizations across the country. However, that is not the case with every organization. Which ones have been able to succeed during the last few years? How have they adapted to their environments and moved forward in fulfilling their missions? Come to this session to hear how organizations have thrived during these tumultuous times, and what insights funders can glean from their experiences.

Presenters: **VINCENT KITCH, CULTURAL ARTS PROGRAMS MANAGER, CITY OF AUSTIN**
LAURA ZABEL, EXECUTIVE DIRECTOR, SPRINGBOARD FOR THE ARTS

Moderator: **ANGELA HAN, DIRECTOR OF RESEARCH, NASAA**

Harnessing Social Networking for Arts Advocacy

OMNI HOTEL-AUSTIN ROOM SOUTH

Whether or not you are a social networking fan, it is hard to deny the popularity and power of social media. Tools like Facebook, Twitter, YouTube, blogs and text clubs are used increasingly by citizens, as well as elected officials, for sharing information, promoting causes and expressing political views. Can arts advocates capitalize on these networks to increase our influence and visibility? Can social media help us to recruit new arts advocates or mobilize support in a crisis? Can they help us raise advocacy awareness? Join this session to discuss the potential—and possible perils—of arts advocacy in today's highly wired world.

Presenters: **KEN MAY, EXECUTIVE DIRECTOR, SOUTH CAROLINA ARTS COUNCIL**
RUSTY SOX, SENIOR MANAGER, SOUTH CAROLINA ARTS COUNCIL
ANN MARIE MILLER, EXECUTIVE DIRECTOR, ART PRIDE NEW JERSEY

Moderator: **THOMAS L. BIRCH, LEGISLATIVE COUNSEL, NASAA**

BRIEFINGS & DIALOGUES

Transforming Communities through the Arts: Project Row Houses

OMNI HOTEL-AUSTIN ROOM NORTH

Holman Street in Houston's Third Ward was once plagued by poverty and crime, with many abandoned houses that were slated for demolition by the city. Project Row Houses (PRH) emerged to reclaim the neighborhood. With the help of hundreds of volunteers, PRH is an artist-led initiative that converted 22 shotgun-style houses into artist living quarters, studios, exhibit spaces, community housing, and facilities for youth arts and recreation. The initiative gained recognition for both its public art and social service programs, which used the neighborhood's African American history and culture to transform the community physically, socially and economically. It has grown from 1½ blocks and 22 houses to nearly 10 blocks and 50 buildings. With its housing program, the Row House Community Development Corporation, PRH continues to lead efforts to create affordable housing and green space and to preserve the history of the area. Drawing on the PRH story, this session will share a variety of lessons learned about revitalizing communities through the arts and culture.

Presenters: **LINDA SHEARER, EXECUTIVE DIRECTOR, PROJECT ROW HOUSES**
AYANNA JOLIVET MCCLOUD, RESIDENT ARTIST, PROJECT ROW HOUSES
INCUBATION STUDIO PROGRAM

Moderator: **LAURA WIEGAND, DIRECTOR OF PROGRAMS & TECHNOLOGY, TEXAS COMMISSION ON THE ARTS**

DIALOGUES

Friday, October 15 2:00 P.M. - 3:30 P.M.

Postcards from the Inferno: Lessons Learned from Budget Battles

OMNI HOTEL-LONE STAR ROOM

What advocacy strategies work when you're facing a severe budget threat or elimination proposal? How can you mobilize your troops and garner support during a legislative crisis? Is it possible to position your agency to prevent these situations? Are there policy, programming or planning choices you can make that will help? Drawing on the experience of session participants, this candid conversation includes strategic considerations and practical tips that can help you to navigate budget firestorms in your own state.

Facilitator: **KELLY BARSDATE, CHIEF PROGRAM AND PLANNING OFFICER, NASAA**

Dialogues continue on next page >>>



Please silence your cell phone during all sessions.

DIALOGUES

Friday, October 15 2:00 P.M. - 3:30 P.M.

Innovate to Thrive

OMNI HOTEL-CAPITAL BALLROOM A

This session focuses on how innovation is imperative to the survival of arts organizations and state arts agencies alike. EmcArts kicks off the discussion by challenging session participants to examine their assumptions about sustainability in the arts and to reflect on how state arts agencies can boost their constituents' capacity for sustained innovation and purposeful change. The conversation also explores what innovation and adaptive capacity mean for state arts agencies themselves as public agencies in uncertain times.

Facilitator: **RICHARD EVANS, PRESIDENT, EmcArts**

Beyond the Recession: Value Propositions for State Arts Agencies

OMNI HOTEL-AUSTIN ROOM SOUTH

What is the future of state support for the arts? As the recession has reduced resources for state arts agencies, it has illuminated other changes in the environment. Expanding technologies, global marketplaces and new demographics are driving tectonic shifts in arts participation. Public expectations of government are changing, too. In this light, what are the strengths and weaknesses of state arts agency missions, structures and programs? How well are they adapting to change? Join this dialogue to share your questions, insights and suggestions about the future of the state arts agency field.

Facilitator: **JONATHAN KATZ, CHIEF EXECUTIVE OFFICER, NASAA**

Harnessing New Technologies for Arts Learning and Participation

OMNI HOTEL-CAPITAL BALLROOM B

This session includes a discussion and demonstration of new and emerging technologies and a forum for attendees to have a dialogue about inventive uses for them. Innovative arts and technology practices from three states are profiled. The session concludes with an invitation to share ideas and a discussion about a shift in mind-set to embrace both our current technologies and those of our future.

Facilitators: **DEBORAH VAUGHN, ARTS EDUCATION COORDINATOR, OREGON ARTS COMMISSION**
MARGARET WEISBROD MORRIS, PROGRAM MANAGER, ARTS IN EDUCATION, KANSAS ARTS COMMISSION
ALEX NELSON, ARTS LEARNING COORDINATOR, ARIZONA COMMISSION ON THE ARTS

FLASHES OF INSPIRATION

A Lightning Round of Creative Ideas from the Field

Friday, October 15 2:00 P.M. - 3:30 P.M.

OMNI HOTEL-AUSTIN ROOM NORTH

This showcase includes an array of creative programs, helpful tools and fresh ideas from states and regions. Similar in spirit to the many Pecha Kucha™ and Ignite™ events around the world, this session features a series of fast-paced and highly visual presentations designed to inform and inspire you in just five minutes apiece. Time is reserved at the end of the series for networking and Q&A with presenters. This session runs concurrently with afternoon dialogues.

Moderator: **ERIC GILES, LEARNING SERVICES MANAGER, NASAA**

Presentations: **NEW AUDIENCE ROAD SHOW**

Katie Fox, Program Director, South Carolina Arts Council

THE ART OF ACTION

Alex Aldrich, Executive Director, Vermont Arts Council, and Diane Scolaro, Communications & Development Director, Vermont Arts Council

ARTS IN ALTERNATIVE EDUCATION (ALTED)

Suzanne Tate, Executive Director, Oklahoma Arts Council

ENOUGH GOOD PEOPLE: INTERCULTURAL COLLABORATIONS

Chris Howell, Deputy Director, Kansas Arts Commission

COMMUNICATING IN TOUGH TIMES

Casey Blake, Communications and Research Director, Arizona Commission on the Arts, and Jaime Dempsey, Deputy Director, Arizona Commission on the Arts

MONTANA, THE LAND OF CREATIVITY

Cinda Holt, Business Development Specialist, Montana Arts Council

CREATIVE COMMUNITIES = ECONOMIC DEVELOPMENT

Donna McNeil, Executive Director, Maine Arts Commission

iQUILT

Doug Suisman, FAIA, Principal, Suisman Urban Design

CREATIVE VITALITY INDEX

Ryan Stubbs, Director of Research, Western States Arts Federation, and John Bryce Merrill, Research Fellow, Western States Arts Federation

S*@!! HAPPENS—IS YOUR AGENCY READY TO RESPOND? BECOME ARTSREADY

Mollie Lakin-Hayes, Deputy Director, South Arts

SATURDAY SALONS

Saturday, October 16

Advocacy Forum: A Joint Session for State Arts Agencies and State Arts Advocacy Organizations 2:00 P.M. - 4:00 P.M.

OMNI HOTEL-CAPITAL BALLROOM A

The leaders of state arts agencies and statewide arts advocacy groups meet to discuss strategies for strengthening state-level advocacy for the arts. The agenda includes discussion of advocacy challenges and strategies for fostering productive collaborations between state arts advocacy organizations and state arts agencies. NASAA and the State Arts Action Network are cooperating to arrange this forum. The session is open to all state arts agency representatives, but we especially encourage state arts agency executive directors, chairs and council members to participate and share ideas and tips for increasing our collective success as advocates for state funding for the arts.

Facilitators: **PHILIP HORN, EXECUTIVE DIRECTOR, PENNSYLVANIA COUNCIL ON THE ARTS**
TOMMY USREY, CHAIR, LOUISIANA PARTNERSHIP FOR THE ARTS, LOUISIANA PARTNERSHIP FOR ARTS ADVOCACY

Be ArtsReady 2:00 P.M. - 3:00 P.M.

OMNI HOTEL-LONE STAR ROOM

Arts organizations and artists—and the state arts agencies that serve them—need to improve their readiness for any unexpected event, from fire or flood to IT failure or loss of a leader. This demonstration by South Arts presents a forthcoming on-line tool—ArtsReady v.1.0—that will guide arts organizations in developing a readiness plan. Join us to view the tool and see how your agency can partner in making it available to your state's arts community.

Presenters: **GERRI COMBS, EXECUTIVE DIRECTOR, SOUTH ARTS**
MOLLIE LAKIN-HAYES, DEPUTY DIRECTOR, SOUTH ARTS





Cultural Data Project Demonstrations 2:00 P.M. - 4:00 P.M.

Operated by The Pew Charitable Trusts, the Cultural Data Project (CDP) is a powerful on-line management tool designed to strengthen arts and cultural organizations. This ground-breaking project enables participating organizations to track trends and benchmark their progress through sophisticated reporting tools, empowers researchers and advocates with information to make the case for arts and culture, and equips funders with data to plan and evaluate grant-making activities more effectively. Since 2004, eight states and their state arts agencies have adopted this emerging national model, with more joining each year. Representatives from the CDP will be on-site throughout Assembly 2010—including Saturday afternoon—to provide demonstrations of the system and to discuss its potential in new states. To arrange a meeting or demonstration, simply call or e-mail the CDP representatives any time during the conference:

Marian Godfrey, Senior Director, Culture Initiative, The Pew Charitable Trusts
Cell: 413-212-6908; mgodfrey@pewtrusts.org

Neville Vakharia, Director, Cultural Data Project, The Pew Charitable Trusts
Cell: 215-514-3828; nvakharia@pewtrusts.org

NETWORKING MEALS

Are you looking for a chance to continue a conversation started in one of the sessions, or seeking a time to chat with friends and colleagues? Take advantage of Assembly 2010's networking meals. No formal programs or performances are scheduled during these times.

NETWORKING BREAKFAST BUFFET

FRIDAY, OCTOBER 15, 7:30 A.M. - 8:45 A.M.

Omni Hotel-Atrium

Start your day with a breakfast buffet.

NETWORKING BOX LUNCHEON

SATURDAY, OCTOBER 16, 1:00 P.M. - 2:00 P.M.

Omni Hotel-Atrium

Dine with a group or grab a box lunch to go.

Special FLAVORS

Thursday, October 14 6:30 P.M. – 8:30 P.M.

Opening Reception

BUFFALO BILLIARDS

201 EAST 6TH STREET, 512-479-7665 *Buffalo Billiards is located just two blocks from the Omni Hotel.*

Now, you didn't think our opening reception was gonna be a *fancy* affair, did ya? Whoop it up with your friends and colleagues at Buffalo Billiards—a short walk from the conference hotel—where you can take Texas Two-Step and line dancing lessons in between munching real Texas nachos and sipping sweet-'n'-salty margaritas. Enjoy a tantalizing assortment of satisfying hors d'oeuvres and desserts. Dress is casual, of course—your favorite boots or stompers recommended!

No additional fee for conference registrants. Guests: \$30 per person.

Friday, October 15 4:00 P.M. – 5:00 P.M.

Texas Music Live!

ST. DAVID'S EPISCOPAL CHURCH – BETHELL HALL

Join your colleagues for a celebration of supreme Texas talent. The Marshall Ford Swing Band, official Texas performers for Salute to Texas Week at the Shanghai World Expo 2010, dazzles with their toe-tapping Western swing (and maybe even a little bebop jazz). The young group Conteño, known as one of the best conjunto bands in south Texas, performs their own unique blend of Tejano, conjunto and Norteño music.





Friday, October 15 EVENING

Dinner on Your Own - Explore Austin

Gather your friends and head out to nearby Sixth Street for a taste of Austin's renowned nightlife. See how many of the nearly 50 clubs and music hot spots you can take in—everything from jazz and reggae to country and rock! You'll be dazzled by the restaurant offerings, which include some of the country's best barbecue and Tex-Mex along with fine dining spots and outdoor eateries.



Saturday, October 16 11:00 A.M. – 11:30 A.M.

Entertainment Break

Sponsored by the West Virginia Division of Culture and History

OMNI HOTEL ATRIUM

Stop by to hear some fine fiddlin' and other music native to West Virginia—host of NASAA's upcoming **Fall Leadership Institute, October 19-21, 2011**. State arts agency council members and staff leaders will want to mark their calendars for this important gathering in Charleston, West Virginia, to discuss critical leadership and policy issues.

General INFORMATION



ASSEMBLY 2010 REGISTRATION HOURS

Omni Hotel-Atrium Balcony

The NASAA registration desk will be available on:

THURSDAY, OCTOBER 14, 7:00 A.M.–6:00 P.M.

FRIDAY, OCTOBER 15, 7:00 A.M.–6:00 P.M.

If you miss registration, please visit the NASAA staff office.

NASAA STAFF OFFICE HOURS

Omni Hotel-Representative Boardroom

If you missed registration, lost your badge, or have a question concerning the meeting, stop by the NASAA staff office. Staff office hours are:

THURSDAY, OCTOBER 14, 7:30 A.M.–6:00 P.M.

FRIDAY, OCTOBER 15, 7:30 A.M.–6:00 P.M.

SATURDAY, OCTOBER 16, 7:30 A.M.–5:00 P.M.

NAME BADGES

Your name badge is your “admission ticket” to conference sessions and special events. Be sure to wear it at all conference functions. If you lose or misplace your badge, you may replace it at the NASAA staff office. Ribbons attached to name badges are identified below.

Yellow	NASAA Staff
Black	NASAA Board
Blue	Texas Commission on the Arts
Red	Speakers and Moderators
Magenta	Donors
Purple	Sponsors

Name badges with a star sticker indicate a first-time attendee. Please help us welcome all newcomers to our Assembly community.

DRESS

Comfortable business attire is appropriate for all NASAA events. Dress for Thursday evening’s opening reception is casual. Keep in mind that hotel conference rooms may be cooler than you prefer, so bring along a blazer or other cover.

AUSTIN WEATHER

Austin’s temperate climate makes for a great atmosphere for visitors, with highs of 82°F and lows around 60°F for the month of October. However, precipitation may occur, so you’ll want to be prepared for rain and drizzle.



NASAA COMPUTER ROOM

Omni Hotel–Governor’s Boardroom

Desktop PCs with Internet access will be available for use on a space-available basis. Computer room and resource center hours are:

THURSDAY OCTOBER 14, 7:30 A.M.–6:00 P.M.

FRIDAY, OCTOBER 15, 7:30 A.M.–6:00 P.M.

SATURDAY, OCTOBER 16, 7:30 A.M.–2:00 P.M.



MEETING SITES

Unless otherwise indicated, all meetings will take place at the following locations:

OMNI AUSTIN HOTEL DOWNTOWN

700 San Jacinto at 8th Street
Austin, Texas 78701
Phone: 512-476-3700
Toll-free: 1-888-444-OMNI (6664)
Fax: 512-397-4888

ST. DAVID’S EPISCOPAL CHURCH

301 E. 8th Street (enter at corner
of San Jacinto at 8th Street)
Austin, Texas 78701
Phone: 512-610-3500
Fax: 512-472-6101

BUFFALO BILLIARDS

201 East 6th Street
Austin, Texas 78701
512-479-7665

RESOURCE AREA

Omni Hotel–Boardroom Foyer and Atrium Balcony

Explore and take home examples of useful and compelling materials from your state arts agency colleagues and NASAA. If you have contributed items to the Resource Area, pick up those you would like to retain by **1:30 P.M. on Saturday, October 16.**



Thank you!

A very special thanks to supporters of NASAA's 2010 Annual Fund. Gifts from individuals support our advocacy, research, leadership training, and other programs and services that strengthen state arts agencies.



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Thank you for your support!

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The 2011 Annual Fund offers you the chance to directly support NASAA's work on behalf of state arts agencies. All are invited to participate when our annual fund drive launches in late October.

Here are some reasons you might be inspired to give to NASAA:

YOU WANT NASAA TO BE THERE FOR YOU AND FOR STATE ARTS AGENCIES.

Only NASAA is dedicated exclusively to state arts agencies. Your gift helps guarantee that our knowledge services, advocacy tools, and custom assistance are timely, responsive and relevant—in other words, the best.

“Before I attended a NASAA meeting I didn't realize the depth of services they provide to arts councils. I've come to rely especially on their excellent advocacy resources. Sharing NASAA's advocacy tools with my council has helped us make the public value case more effectively to state policymakers. I am proud to support NASAA because of the dedicated work they do on behalf of my agency and the arts nationwide.”



CAROL ANN HERBERT

Council member and former Chair,
New Jersey State Council on the Arts

YOU WANT TO SUPPORT THE STATE ARTS AGENCY COMMUNITY.

State arts agencies' success depends on a thriving professional community. That community is a source of knowledge, inspiration, moral support and lifelong friendships.



“NASAA connects me to colleagues who understand the singular joys and pains of my job, and serves as a constant source of personal and professional strength. NASAA has helped me grow as an arts leader. I give to help ensure that others will experience these same rewards in the future.”

SUZANNE WISE

Executive Director,
Nebraska Arts Council

Watch for a letter in the mail or visit us on-line at www.nasaa-arts.org to make a gift. If you want to donate today, please stop by the NASAA registration desk, located on the Omni Hotel Atrium Balcony. Thank you!

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Special thanks to all the Texas Commission on the Arts staff for their invaluable assistance in the planning and presentation of Assembly 2010.

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NASAA Assembly 2010 Host



The mission of the Texas Commission on the Arts is to advance the state economically and culturally by investing in a creative Texas.

Additional support for grants officers, arts education managers and folk arts coordinators is provided by the **National Endowment for the Arts** and administered by the National Assembly of State Arts Agencies.

Unless otherwise noted, all NASAA events will be held in accessible facilities. Sign language interpreters will be provided upon request.





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1029 Vermont Avenue, NW
2nd Floor
Washington, DC 20005
phone: 202-347-6352
fax: 202-737-0526
TDD: 202-347-5948
e-mail: nasaa@nasaa-arts.org
website: www.nasaa-arts.org

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The work of NASAA and the state arts agencies is strengthened in many ways through partnership with the National Endowment for the Arts.