

CONFERENCE PROGRAM



ART WORKS FOR VIRGINIA

January 29 – 30, 2013

Greater Richmond Convention Center

351 North Third Street

Richmond, Virginia 23219

VIRGINIA
COMMISSION
for the



ART WORKS.
arts.gov

Welcome!

Welcome to the 2013 Art Works for Virginia conference.

The Virginia Commission for the Arts began sponsoring this statewide arts conference in 1995. It is the only regular opportunity for artists, arts educators, and board and staff leaders of nonprofit arts organizations working in all fields of the arts in Virginia to get together.

The conference brings together hundreds of people involved in the arts in one location where participants share ideas, learn best practices, and celebrate our vibrant and growing creative industry. The conference includes sessions led by industry experts that focus on nonprofit management, professional development, and community and economic development through the arts. Attendees can expect a wide variety of presentations, workshops, discussions, and performances.

I look forward to meeting you and hope you enjoy your time in Richmond.

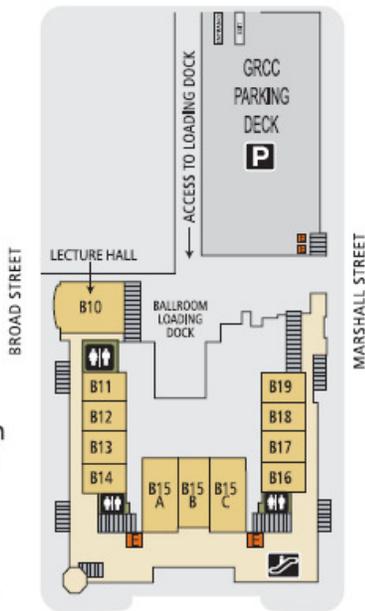


Executive Director

Foster J. Ballingal

Level 1

- Box Office
- Common Area
- Elevators
- Escalators
- Exhibit Hall
- Food Court
- Meeting Rooms
- Parking
- Restrooms
- Show/Registration Offices and Green Rooms
- Stairs



Hilton Garden Inn

Richmond Marriott

Registration and Sessions are on Level 1; locations are specified in the Schedule of Events. Lunch is on Level 2; section A of the Grand Ballroom.

Level 2

- Common Area
- Elevators
- Escalators
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Hilton Garden Inn

Richmond Marriott

For more information on the Greater Richmond Convention Center:
[www. RichmondCenter.com](http://www.RichmondCenter.com)

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Follow the Virginia Commission for the Arts on Facebook and Twitter for up-to-date announcements about grant programs and Virginia arts.

Share your voice: tweet your thoughts and lessons from the 2013 Art Works Conference using **#ArtWorks13**



SCHEDULE OF EVENTS

Tuesday and Wednesday | January 29 – 30

Artisans Center of Virginia's Gallery

B14

Stop by the Artisans Center of Virginia's Gallery to reflect on **"Once Upon a Time in Artisan Virginia."** The exhibit is the focus of the Artisans Center of Virginia's (ACV) "Take Home a Piece of Virginia" call-to-action. It is your invitation to experience the culture of Artisanal Virginia in a hands-on way. The culture of Virginia artisans inspires appreciative audiences all over the world with its uniquely hand-crafted works while it expresses a distinctive way of life....a way of life that invokes a natural order, firmly woven into the daily fabric of an artisan's life, embracing the familiar relationship between the acts of creating and living. Not just an exhibit of fine Virginia craft, ACV juried artisans will be in attendance to represent their work and share their stories, providing you with a glimpse of how artisan culture links the past, present and future and reconciles "meaning" with "making."



Wednesday | January 30

Virginia Tourism Help Desk

Tourism is big business in Virginia! The marketing and development staff of the Virginia Tourism Corporation will provide training on how to reach vacationing families and work with the media to increase visitor spending. Learn how you can make the most of Virginia Tourism marketing leverage funding, electronic marketing, public relations, and much more. The help desk will be setup in the main foyer of the convention center. Stop by and have a one on one conversation with the tourism corporation staff.

Registration begins at 11:00 a.m.

Main Foyer

Noon

Shout Out for the Arts! Art Stars Awards

B15 A/B

Dominion Foundation graciously sponsors the Art Stars Award for a third year. Through the generosity of Dominion, five organizations – one from each region - will be awarded a cash prize of \$5,000 for "Shining Star" achievement, and five organizations will be awarded a "Rising Star" cash prize of \$1,000. Attend this Virginians for the Arts session to celebrate the recipients and for guidelines and tips on strengthening your future application for these awards.

1:00 p.m.

Pre-Conference Welcome Deborah Wyld, Chair of the Virginia Commission for the Arts B15 A/B

A. Public Art Public Engagement with Barbara Goldstein

Since the mid-20th century American public art has provided aesthetic enhancements to infrastructure, public spaces and buildings. Through public and private funding, artists introduced beauty, intellect and humor to civic spaces and structures. Their work created an audience and yearning for community involvement and participation in creative place making. Barbara Goldstein looks at the many ways public art has burst out of its traditional civic design framework by highlighting art that has enlivened formerly underused spaces, technology-based art, socially-engaged projects, and public art festivals.

2:30 p.m.

Break

2:45 p.m.

B. Body/Space In Situ: Dance & Architecture in Collaboration
with Ronit Eisenbach and Sharon Mansur

B15 A/B

Architect/artist Ronit Eisenbach and dance artist Sharon Mansur examine the ways we perceive, shape, and inhabit our world - encouraging others to do the same. Mansur and Eisenbach discuss their creative process and relationship to Lake Anne Plaza's striking architecture, sculpture, and history. They offer insights into their individual and collective artistic interests, their investment in art-making as creative research, and how a shared artistic practice develops and evolves through an arc of time.

4:30 p.m.

C. Art Walk

Transportation provided

Join Ava Spece, President and CEO of Visual Arts Center of Richmond (VisArts), for a tour of Virginia's largest non-university arts program. VisArts is the proud recipient of a 2013 National Endowment for the Arts Challenge America Fast-Track grant for programming related to the upcoming gallery exhibition: Megan Marlatt: Substitutions for a Game Never Played. View a preview of this exhibition, plus look inside studio classroom, exhibition spaces and community rooms. Transportation to the Visual Arts Center of Richmond is provided by To the Bottom and Back Bus. Meet for departure on the 5th Street Entrance of the Convention Center (Marriott side). The tour will conclude at 5:30, with transportation returning to the Convention Center. For those who wish to drive separately, Visual Arts Center of Richmond is located at 1812 West Main Street, Richmond, VA 23220.

Major Arts Institutions Roundtable and Dinner

By invitation

6:00 p.m.

Dinner on your own

Visit our **Dining Guide** (p. 15) for recommendations to downtown Richmond eateries.



Kathy Mattea

Wednesday | January 30

Registration, Coffee, and Conversation begins at 8:30 a.m.

Main Foyer

9:30 a.m.

Conference Opening and Welcome Deborah Wyld, Chair of the Virginia Commission for the Arts *B15 A/B*

Opening Session Performance featuring Bowen McCauley Dance

Bowen McCauley Dance tours the state through the Virginia Commission for the Arts performing arts touring program.

Keynote Speaker and Showcase Performance featuring Kathy Mattea

Most artists take fewer and fewer risks as they get older, but Kathy Mattea is a striking exception. She didn't play it safe while she charted mainstream country hits – 16 of them reaching the top ten – and she's not about to start now. Four years ago, Mattea, one of the most sure-footed country-pop song interpreters of her generation, caught everyone off guard with an album of old-timey Appalachian mining songs called *Coal*. Mattea's new direction couldn't have taken her further from her old way of doing things; she now collects the generations-old and new but old-in-soul tunes that move her at folk gatherings, and rounds out her repertoire through extensive research. Both *Coal* and Appalachian-heritage album *Calling Me Home* offer decisive proof that she's no dilettante. There just isn't a template for a career like Kathy Mattea's. Her mainstream accomplishments have already earned her a place in the West Virginia Music Hall of Fame, and she's gracefully made her daring leap into the roots-honoring traditional folk world. It's a very good place for Mattea to be. "I feel like I just made the album of my life; I articulated something I was put here to say. It's my childhood and life experience of a sense of place and culture and history and family, and of all the music that I've learned and all I've learned performing all rolled into one thing."

11:00 a.m.

MORNING SESSIONS

D. Engaging Social Media: You CAN Build and Maintain an Effective Social Media Program

B15 A/B

with Betsy Parkins

Have you ever asked yourself, “Can I reach new audiences using Facebook or Twitter?” or “Is it really possible to keep my fans coming back to my social media sites?” Do you struggle with limited resources but don’t want to miss out on the social media revolution? Whether you are new to the social media scene or you have a strong history of success, we encourage you to take part in this session. Panelists from Neathawk Dubuque & Packett, the Roanoke Symphony Orchestra, and the Richmond Triangle Players outline the most effective way to plan and execute a social media program.

E. Finding Your Center with Ken Stein

B13

What is it about your organization and your programming that makes you superior to your competition? What makes you unique in your marketplace? What is your competitive edge? Ken Stein, former Executive Director of the Austin Theatre Alliance and current Executive Director for the League of Historic American Theatres will discuss how he took a bankrupt little theatre and turned it into a beloved and profitable institution while sitting in the shadows of two larger, newer performing arts centers. With half the number of seats and even less money than its neighboring competitors, the Paramount Theatre in Austin sold more tickets, booked bigger acts and out-fundraised every other arts organization in the city. During this presentation, Mr. Stein will discuss how to identify your best features and then turn them into your competitive edge to increase revenue streams and build brand loyalty that will make sure you remain on solid financial ground regardless of what the competition throws at you.

F. ArtsReady: What to Do When the S!#@ Hits the Fan with Susie Surkamer

B12

Perhaps you have lost a critical team member unexpectedly, an audience member is injured during a performance or a tornado warning is broadcast. Do you have a plan to help you get through the crisis? Whether you have a business continuity plan that can use some updating or have not yet addressed this critical leadership issue, this session will help you with simple and practical steps to take NOW. Keep your doors open, no matter what. Susie Surkamer with ArtsReady leads this session.

G. Presenter Risk with Susie Farr

B11

Risk is inherent to the activities of arts organizations. Consumer tastes, weather, programming, facilities, personnel and financial management - all involve varying degrees of risk on a regular basis. Come to this workshop prepared to discuss some of your organization’s experience with risk and to create strategies for managing and even reducing the risks your organization may deal with regularly. Session leader Susie Farr is the Executive Director of the Clarice Smith Performing Arts Center at the University of Maryland, College Park.

H. The Art of Strategic Grant Writing with Debra Smyers

B17

Enjoy the artistic side of strategic grant writing. Arts Consultant and Professor of Arts Management Debra H. Smyers leads this workshop focusing on keeping the artistic elements central and mission driven. Learn how to analyze and enrich your arts organization prior to applying for a grant. Improve artistic excellence and accessibility to the arts. Incorporate or increase arts education. Develop a strategic plan outline. Strategically write your grant to appeal to and engage funders. Select proper documentation for your grant. Discover the best way to finalize and submit your grant. Learn how to continue networking, express gratitude, and prepare for future grants.

I. Virginia Art Educators Supervisors Meeting **B18**

Public school art supervisors meet to discuss common issues. Led by Michael Gettings.

J. Virginia Music Educators Supervisors Meeting **B19**

Public school music supervisors meet to discuss common issues. Led by Jim Harmond.

Drive by Marketing with Lynn Kirk **B16**

Need help with publicity? Perplexed by a marketing or PR challenge? Unsure how to allocate a limited advertising budget? Or, desire to confidentially brainstorm with an expert in the field? Schedule a FREE 20-minute Drive-By Marketing consultation with Lynn Kirk, Principal of Kirk Communications. *Sign up early, as sessions are limited. Sign-up sheets available in the Convention Center main foyer for sessions following both morning AND afternoon programs.*

12:30 p.m.

Conference Luncheon

*Grand Ballroom A
(second floor)*

Showcase Performance featuring Robert Jospé & Inner Rhythm

Robert Jospé & Inner Rhythm tours the state through the Virginia Commission for the Arts performing arts touring program.

2:00 p.m.

Break



Robert Jospé & Inner Rhythm

2:30 p.m.

AFTERNOON SESSIONS

L. Mid Atlantic Arts Foundation Funding Opportunities with Michelle Grove *B12*

Mid Atlantic Arts Foundation (MAAF) is the Regional Arts Organization that works with the Virginia Commission on the Arts and provides support to Virginia based arts organizations and artists. Headquartered in Baltimore, MAAF primarily supports performing arts and film touring. Through a number of programs, Virginia presenters are eligible to receive support for presenting the performing arts and film in their communities; Virginia artists may receive support for touring. This session provides information on the various programs and funding opportunities offered by MAAF to artists and arts organizations.

M. Engaging Social Media: You CAN Build and Maintain an Effective Social Media Program with Betsy Parkins *B15 A/B*

Repeat of Morning Session

N. Finding Your Center with Ken Stein *B13*

Repeat of Morning Session

O. The Art of Strategic Grant Writing with Debra Smyers *B17*

Repeat of Morning Session

P. Virginia Art Educators Supervisors Meeting *B18*

Continuation of Morning Session

Q. Virginia Music Educators Supervisors Meeting *B19*

Continuation of Morning Session

4:00 p.m.

Adjournment

4:10 p.m.

Virginians for the Arts Annual Membership Meeting *B15 A/B*

Public Art Advocacy Discussion *B17*

5:30 p.m.

Reception featuring performance by Rootstone Jug Band

Main Foyer

After a day of hearing new ideas and sharing information, unwind and network with your fellow conference attendees. Rootstone Jug Band who tours the state through the Virginia Commission for the Arts performing arts touring program. (Image p. 11)

6:30 p.m.

your own

Visit our **Dining Guide** (p. 15) for recommendations to downtown Richmond eateries.

Dinner on

Thursday | January 31

Arts Advocacy Day Activities begin at 7:30 a.m.

BIOS: Speakers and Performers

KATHY MATTEA Keynote Speaker and Showcase Performer

Twice named *Female Vocalist of the Year* by the Country Music Association, Kathy Mattea carved out a role for herself in the late 1980s and 1990s as a sensitive yet energetic artist at ease both with country tradition and free-ranging innovation. In 1990, the West Virginia native won the first of her two Grammy Awards, earning the Best Female Country Vocal Performance award for her moving "Where've You Been," co-written by husband Jon Vezner. She is among the most successful women in the genre's history, yet her creative spirit has led her to explore musical territory extending well beyond its confines. Her recent recordings have intertwined Celtic, gospel, and bluegrass influences with the folk and acoustic music that have always served as her artistic anchor. An early spokesperson and advocate for AIDS awareness and research, Kathy's long history of activism has led her to bring public attention to several current environmental issues, including global warming and some mining practices in her native Appalachia. The work and the music joined together to produce 2008's Grammy-nominated CD, "COAL", featuring songs from the coal country and culture of "her place and her people." "Calling Me Home", released in September 2012 on Sugar Hill Records, is a deeper, more personal exploration of the music of Appalachia. www.mattea.com



Charlotte Anders Executive Director | Virginians for the Arts

Charlotte Anders joined Virginians for the Arts in November 2011 as Executive Director and brings a significant background in leadership, management and development for the arts and education. Prior to joining VFTA, she was the Director of the Virginia Tech Hampton Roads Center where she served as a liaison between the university and local governments, regional businesses and industries, the education community and non-profit organizations seeking development information and faculty expertise. She developed and delivered educational programs, facilitated strategic and community planning, and provided technical research and development assistance to organizations and agencies, local governments, and the private sector. Her professional career includes more than 25 years at Virginia Tech where she designed and delivered workshops, conferences and development opportunities in partnership with the Virginia Commission for the Arts, Virginians for the Arts, the Virginia Festivals and Events Association and the Virginia Tourism Corporation. A particular focus of her work with arts organizations has been identifying and promoting local, regional and statewide cultural tourism opportunities. On a personal level, Charlotte has been an active leader and board member in a number of arts and cultural organizations, including serving on the boards of the Virginia Opera, the Virginia Stage Company, and the Virginia Downtown Development Association and as president of the Virginia Festivals and Events Association and chair of the Virginia Opera Guild. Her experience with arts and cultural nonprofits has run the gamut from bluegrass music, to crafts, to drama and classical music.

Bowen McCauley Dance

For 16 years BMD has energized broadly diverse audiences with inventive and vibrant choreography – a fusion of contemporary and classical techniques set to a sweeping range of musical styles. BMD has performed at The Kennedy Center and Jacobs Pillow and tours extensively throughout the Metro DC region. The Washington Post called BMD "Metro DC's premier contemporary dance company." Washingtonian named McCauley as among the "top men and women who have helped transform Washington into one of the nation's liveliest centers for the performing arts." (Image p. 4)

Philip Crosby Managing Director | **Richmond Triangle Players**

Philip Crosby has thirty years of experience leading nonprofit arts and cultural organizations. He has been a professional marketer, publicist, fundraiser and strategist for Cleveland's Great Lakes Theater Festival, Boston Shakespeare Festival, TheatreVirginia, and Richmond Ballet. During his career, he has had the good fortune to work with some of the most celebrated names in theatre, film and dance, including Tom Hanks, Olympia Dukakis, Hal Holbrook, Alfred Drake, George Abbott, Ruby Dee, Graciela Daniele, Gerald Freedman, Bart Cook, and Maria Calegari. He joined the Board of RTP in 2001, and became the company's first full-time Managing Director in 2009. He holds a BS in Speech from Northwestern University.



Ronit Eisenbach Architect | **Associate Professor** | **Kibel Gallery Chair**

Ronit Eisenbach is a visual artist and architect whose creative and scholarly efforts are located at the Intersection of the two disciplines. With an extensive resume of collaborative designs, installations and exhibitions throughout the U.S. and abroad, Eisenbach is a member of the University of Maryland Architecture faculty, a 2011 MacDowell Fellow, and a 2012 Virginia Center for the Arts (VCCA) Fellow. www.roniteisenbach.com



Susie Farr Executive Director | **Clarice Smith Performing Arts Center**

Susie Farr is the Executive Director of the Clarice Smith Performing Arts Center at the University of Maryland, College Park. She is responsible for the establishment of the strategic direction of the Clarice Smith Center and the stewardship of the Center as a place for learning, exploration and growth through the performing arts. Susie came to the Clarice Smith Performing Arts Center from the Association of Performing Arts Presenters where she served as Executive Director for thirteen years. During her tenure at Arts Presenters, she administered the National Task Force on Presenting and Touring the Performing Arts and published "An American Dialogue." Prior to her tenure at Arts Presenters, she served for six years as Director of Cal Performances at the University of California, Berkeley. She also held arts management positions at Stanford University. Farr has extensive experience in the development of new initiatives in support of cultural participation and integrating performance and learning on campus and off. She has served as a panelist on numerous state and federal review panels for state arts agencies and the National Endowment for the Arts.



Barbara Goldstein Public Art Director | **City of San José Office of Cultural Affairs**

Barbara Goldstein is the Public Art Director for the City of San José Office of Cultural Affairs and the editor of Public Art by the Book, a primer recently published by Americans for the Arts and the University of Washington Press. Prior to her work in San José, Goldstein was Public Art Director for the City of Seattle. Goldstein has worked as a cultural planner, architectural and art critic, editor and publisher. From 1989 to 1993, she was Director of Design Review and Cultural Planning for the Los Angeles Department of Cultural Affairs. She edited and published Arts + Architecture magazine from 1980-1985. She has written for art and architectural magazines both nationally and internationally, and has lectured on public art throughout the United States, and in Canada, Japan, China, Taipei, Korea, the Netherlands and Abu Dhabi. She is past Chair of the Public Art Network for Americans for the Arts.





Michelle Grove Program Officer of Performing Arts | Mid Atlantic Arts Foundation

Michelle Grove is the Program Officer of Performing Arts at Mid Atlantic Arts Foundation. Prior to coming to Mid Atlantic Arts Foundation, Michelle was the Director of Grants for the Arts and Humanities Council of Montgomery County (MD). She has served on grant panels for the DC Commission on the Arts and Humanities, the Maryland State Arts Council and The Arts Council of Fairfax County, as well as a presenter at many meetings and conferences. Michelle holds a BA in Music Performance from the University of Maryland, College Park and an MA in Arts Management from American University.

Marny Hackley Operations Manager | Virginians for the Arts

Following a winding career path that included visual merchandising and decorative arts appraisal, Marny worked with the City of Los Angeles Cultural Affairs Department as the liaison for the public private partnership program. While at Cultural Affairs, she helped coordinate “Living Roots,” a National Folk Art Conference, and curated exhibitions for the Los Angeles Theatre Center and the Craft and Folk Art Museum. She became the museum registrar for FIDM, Museum and Galleries, where she developed an appreciation for costume design, working on the “Annual Art of Motion Picture Costume Design” and many other exhibitions of historical and contemporary costume. After eventually moving back to Richmond Marny was the database administrator, donor stewardship, information and volunteer manager in the philanthropy department of a non-profit that serves at-risk youth. She has been the Operations Manager of Virginians for the Arts since December 2011.



Lynn Kirk Principal | Kirk Communications

Marketing strategist. Public relations consultant. Media buyer. Copywriter. Lynn Kirk’s extensive experience equips her to enhance your organization’s internal and external messaging through communications that are well crafted, well delivered, well received.

www.Kirk-Communications.com



Sharon Mansur

Sharon Mansur is an experimental multi-media dance artist based in the Washington, DC area. Her choreographic and improvisational projects have been presented throughout the U.S. and abroad in traditional, alternative, and site-specific venues. Mansur is currently a University of Maryland dance faculty member in the School of Theatre, Dance, and Performance Studies, and a 2012 Virginia Center for the Arts (VCCA) Fellow. www.mansurdance.com

Photo credit : Doug Sundin

Rodney Overstreet Marketing Director | Roanoke Symphony Orchestra

Marketing Director Rodney Overstreet brings to the Roanoke Symphony Orchestra a range of experience in music performance, sales and marketing, web development and e-commerce. Rodney's musical training began in public school and has led to positions in orchestras such as the Charleston (SC) Symphony, and the orchestra of Pittsburgh Opera. Rodney has performed hundreds of solo and small ensemble engagements, including those for Young Audiences of Virginia. 2012 marks Rodney's 25th year as a member of the RSO's horn section. Prior to becoming the RSO's Marketing Director in 2006, Rodney served as the Internet Sales & Marketing Manager for the thriving Roanoke based online retail business, mouthpieceexpress.com. In addition to web development experience, Rodney has used 15 years in print design to tie together effective marketing campaigns and innovative new membership models for subscription and ticket sales. He produces the RSO's concert program guides, designed and administrates the organization's website, puts together TV spots, records radio spot voiceovers, and runs the RSO's social media. Rodney serves on the RSO's Artistic Advisory committee, leading the discussion between musicians, music director, and the board of directors for a transparent approach to an ever-changing business.

Robert Jospé & Inner Rhythm

“Jubilant, life-affirming energy with dynamic solos and sophisticated arrangements....played with passion and precision” describes Robert Jospé’s Inner Rhythm band. Jazz, Latin, Funk, and R&B fuse together in the Inner Rhythm repertoire. Groove and move with renowned drummer, educator and composer Robert Jospé. His highly skilled and entertaining trio, quartet or quintet, include drums, guitar, piano, sax, bass and percussion. “The band was extremely tight and had wonderful energy on stage. The arrangements were top notch and they tastefully exhibited their chops on straight ahead jazz, Latin grooves, funk, (and) beautiful ballads.” (Image p. 6)

Rootstone Jug Band

Rootstone Jug Band evokes a time before radios and recordings, when folk songs were woven into the fabric of rural life. Musicians played with distinctive 'regional accents'. This group has studied and absorbed a range of regional styles. Old-time songs from Virginia are presented alongside material from the classic jug bands and songsters of Memphis, all with a deep respect for the music's origins. These songs are essential ingredients in the American musical recipe, and in the hands and voices of Rootstone Jug Band, they come alive again.



Debra Smyers Principal and Founder | Arts Consulting International



Debra H. Smyers has over 20 years of philanthropic experience within the arts and social services sectors. Currently an adjunct professor in the Arts Management Program at George Mason University, Professor Smyers is supportive and appreciative of the Arts at Mason. She is a member of the Friends for the Center of the Arts on the Fairfax Campus, Friends of the Hylton Performing Arts Center on the Prince William Campus, and also serves on the College of Visual and Performing Arts Alumni Board. Ms. Smyers has served as an Arts Consultant in the D.C. metropolitan area, working with arts organizations in grant writing, strategic planning, organizational assessments, board retreats, and fundraising. She continues to work with social services organizations in fundraising and job recruitment. Her special area of interest is to raise money for social service organizations through arts events. Ms. Smyers is the founder of Waste Not Want Not, a not-for-profit in Northeast Florida, that is in its 20th successful year of serving the homeless and preventing hunger and poverty. On the artistic side of the arts, Ms. Smyers has been a working actor in theater, film and commercials. She has directed in theater and interned with Mark Bly, Dramaturg. In addition, she is an arts education advocate, dedicated to revitalizing the arts in schools and communities worldwide. Ms. Smyers holds a Master of Arts in Arts Management from George Mason University and a Bachelor of Arts in Government and Politics from the University of Maryland.



Ken Stein Executive Director | League of Historic American Theatres

Ken Stein has worked with several non-profits over the past 20 years. He began his career in the for-profit sector with Humana Inc. where he spent 5 years as Director of Marketing and Public Relations. Since entering the non-profit arena, Stein has raised over \$100 million for local, regional, and national non-profit organizations including PBS, Planned Parenthood, League of Historic American Theatres, and the American Cancer Society. During his career Stein has worked with several distinguished individuals including Vice President Al Gore, President Jimmy Carter, President George W. Bush, Governor Ann Richards, Ambassador Andrew Young, Senator Sam Nunn, as well as award-winning actors Lily Tomlin, Diane Keaton and Shirley MacLaine. His accomplishments with special events and on-line fundraising have been featured in The Chronicle of Philanthropy, The NonProfit Times, InternetWeek.com, Business Week Online and Direct Marketing News. In 2008, Stein was recognized for his use of social media platforms to raise funds and awareness for non-profits. Fast Company Magazine recognized his personal blog by

naming him one of the most influential people on the internet in 2009. His writing has been positively reviewed by the San Francisco Chronicle, the Washington Post and Atlantic Monthly Magazine. Award winning editor and writer Andrew Sullivan said Stein's on-line blog "knocks my socks off!"

Susie Surkamer Marketing Consultant | ArtsReady

Prior to her retirement in May 2009, Susie Surkamer spent 35 years dedicating her career to the development of a thriving arts environment in South Carolina. Her work with the South Carolina Arts Commission began in 1974 when she joined the Commission as a dancer-in-residence. After working in the areas of arts development and administration, Surkamer was named executive director in 1994. Guided by her vision and drive, the agency earned a national reputation as a leader in the arts for its work in arts education reform, rural arts development, design arts and other initiatives. Surkamer's work in strengthening partnerships has led to her service on numerous state, regional and national boards and alliances. Formerly, she was past chair of Southern Arts Federation (South Arts), treasurer of the Association of Performing Arts Presenters, member of the Coca-Cola Scholarship National Selection Committee, member of the National Arts Education Partnership Steering Committee, and served on the Winthrop University Board of Visitors, the South Carolina Rural Development Council, Clemson University's President's Advisory Committee, Secretary of State Mark Hammond's Nonprofit Advisory Council, and South Arts business continuity planning committee. She has served on panels for the National Endowment for the Arts and for many other organizations. In 2006 Winthrop University awarded her its distinguished Medal of Honor in the Arts, and in 2008, the National Assembly of State Arts Agencies recognized her with the Gary Young Award, its highest honor for individual achievement. Surkamer is immediate Past President of the board of the National Assembly of State Arts Agencies, chair of the audit committee for the Association of Performing Arts Presenters and occasionally consults in the arts. Surkamer earned a M. Ed. in dance education from George Washington University and a B. A. in dance from the University of Maryland.



CONTACT LIST: Speakers and Performers

Charlotte Anders

Shout Out for the Arts! and Art Stars Awards
Executive Director, Virginians for the Arts
1 East Cary Street
Richmond, VA 23219
804.644.2787 | charlotte.anders@cox.net

Bowen McCauley Dance

Ricki Marion, Executive Director
818 North Quincy Street, Suite #104
Arlington, VA 22203
703.910.5175 | ricki@bmdc.org

Ronit Eisenbach

Body/Space In Situ: Dance & Architecture in Collaboration
University of Maryland
School of Architecture, Planning & Preservation, Building 145
Mowatt Lane and Campus Drive
College Park, MD 20742
301.254.0549 | rze@umd.edu

Barbara Goldstein

Public Art Public Engagement
Public Art Director, City of San José Office of Cultural Affairs
200 East Santa Clara Street
San Jose, CA 95113
408.793.4337 | barbara.goldstein@sanjoseca.gov

Marny Hackley

Shout Out for the Arts! and ArtStars Awards
Operations Manager, Virginians for the Arts
1 East Cary Street
Richmond, VA 23219
804.644.2787 | marny.hackley@vaforarts.org

Lynn Kirk

Drive by Marketing (By Appointment)
Principal, Kirk Communications
P.O. Box 11281
Richmond, VA 23230
804.337.6667 | Lynn@Kirk-Communications.com

Artisans Center of Virginia

Artisans Center of Virginia's Gallery
Sherri Smith, Executive Director
P.O. Box 452
Waynesboro, VA 22980
540.946.3294 | info@artisanscenterofvirginia.org

Philip Crosby

Engaging Social Media
Managing Director, Richmond Triangle Players
P.O. Box 6905
Richmond, VA 23230
804.346.8113 | crosby@rtriangle.org

Susie Farr

Presenter Risk
Executive Director, Clarice Smith Performing Arts Center
University of Maryland Clarice Smith Performing Arts Center
Suite 3800
College Park, MD 20742
301.405.2993 | sfarr@umd.edu

Michelle Grove

Mid Atlantic Arts Foundation
Program Officer of Performing Arts, Mid Atlantic Arts Foundation
201 N. Charles Street, Suite 401
Baltimore, MD 21201
410.539.6656 | Michelle@midatlanticarts.org



CONTACT LIST: Speakers and Performers continued

Sharon Mansur

Body/Space In Situ: Dance & Architecture in Collaboration

University of Maryland
School of Theatre, Dance, and Performance Studies
Clarice Smith Performing Arts Center, Room 2810
College Park, MD 20742
301.254.6930 | smansur@umd.edu

Rodney Overstreet

Engaging Social Media

Marketing Director, Roanoke Symphony Orchestra
541 Luck Avenue SW, Suite 200
Roanoke, VA 24016
540.343.6221 x 227 | rodney.overstreet@rso.com

Robert Jospé & Inner Rhythm

Robert Jospé, Band Leader
1174 Rosebrook Road
Stanardsville, VA 22973
434.985.3362 | rjospe@aol.com

Kathy Mattea

Keynote Speaker and Showcase Performance

Don London, Manager
201 S. Main Street
Franklin, KY 42134
615.469.7879 | donlondon@comcast.net

Betsy Parkins

Engaging Social Media

Director of Social Media, Neathawk Dubuque & Packett
410 South Jefferson Street
Roanoke, VA 24011
540.345.5403 x 128 | bparkins@ndp-agency.com

Rootstone Jug Band

Jeff Hoffman
3809 Shadylawn Ave, #3
Roanoke, VA 24012
540.815.3444 | jeff@unisonfoundation.org

Debra Smyers

The Art of Strategic Grant Writing

Principal and Founder, Arts Consulting International
3330 N. Washington Blvd Suite 400EE
Arlington, VA 22201
703.609.5469 | debra@artsconsultinginternational.com

Ken Stein

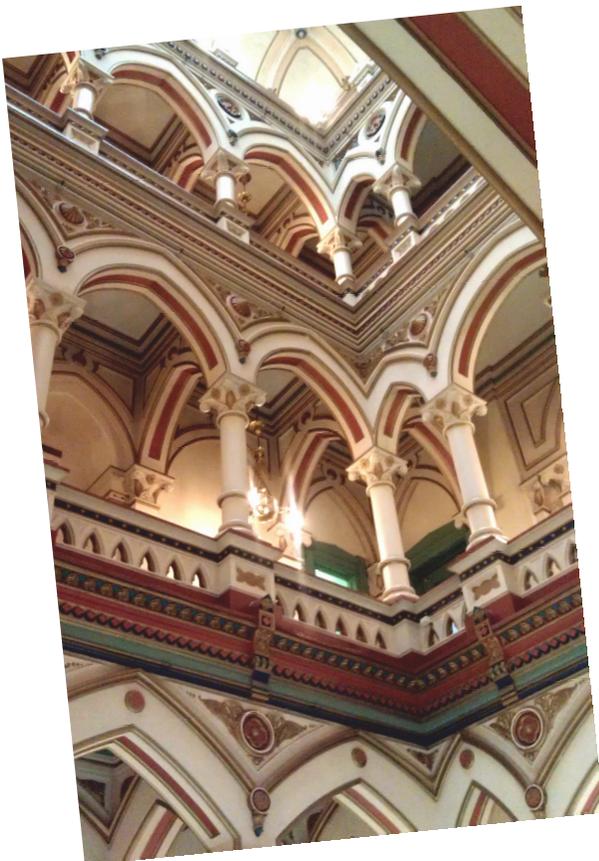
Finding Your Center

Executive Director, League of Historic American Theatres
3510 Turtle Creek Blvd. #10C
Dallas, TX 75219
512.789.2087 | kstein@lhat.org

Susie Surkamer

ArtsReady: What To Do When the S!#@ Hits the Fan

Marketing Consultant, ArtsReady
1800 Peachtree Street NW #808
Atlanta, GA 30309
404.874.4244 | ssurkamer@gmail.com



RICHMOND DINING GUIDE



Photo credit: Ben Shumin

Bistro Twenty Seven

27 West Broad Street Richmond, VA 23220
804-780-0086
Monday-Friday: 11:30am - 10pm
www.bistrotwentyseven.com

Capital Ale House Downtown

623 East Main Street Richmond, VA 23219
804-780-2537
Monday - Sunday: 11am - 1:30am
www.capitalalehouse.com

Lemaire Restaurant at The Jefferson Hotel

101 West Franklin Street Richmond, VA 23220
804-649-4644
Daily: 4pm - 1am
www.lemairerestaurant.com

Lift Coffee Shop

218 West Broad Street Richmond, VA 23220
804-344-5438
Monday - Friday: 7am - 7pm
www.liftcoffeeshop.com

Pasture

416 East Grace Street Richmond, VA 23220
804-780-0416
Monday - Thursday: 5 - 10pm
www.pasturerva.com

Popkin Tavern

123 West Broad Street Richmond, VA 23220
804-343-1909
Monday - Saturday: 4pm - 2am
www.popkintavern.com

Rappahannock Restaurant

320-322 East Grace Street Richmond, VA 23220
Tuesday - Sunday: 6 - 10 pm
bit.ly/W3T5CO

Tarrant's Cafe

1 West Broad Street Richmond, VA 23220
804-225-0035
Monday - Thursday: 11am - 10pm
tarrantscafe.org

525 at the Berry Burk

525 East Grace Street, Richmond, VA 23220
804-525-6490
Monday - Thursday: 11am - 11pm
www.525rva.com

GRANT PROGRAMS: Information and

The Virginia Commission for the Arts is the state agency which supports the arts with funding from the Virginia General Assembly and the National Endowment for the Arts. The Commission distributes grants to artists, arts and other not-for-profit organizations, educators, educational institutions, and local government and provides technical assistance in arts management.

GENERAL OPERATING SUPPORT FOR ARTS ORGANIZATIONS

The largest program offered by the Commission, its purpose is to assist arts organizations of artistic merit in fulfilling their missions by providing funds to maintain their stability and encourage their advancement. General Operating Support helps arts organizations continue, strengthen, and expand their programs.

PROJECT GRANTS

This program offers support to eligible organizations for projects designed to increase high-quality arts for all Virginians; to increase opportunities for artists to create and present their work; and to expand arts in education opportunities for young people.

LOCAL GOVERNMENT CHALLENGE GRANTS

The Commission encourages local governments to support the arts by matching up to \$5,000, subject to funds available, tax monies given by independent town, city, and county governments to arts organizations in their jurisdictions.

TECHNICAL ASSISTANCE PROGRAM

This program supports professional development opportunities designed to enhance artistic and administrative expertise and improve community service. Short-term consultations, conferences, and seminars are among the eligible activities.

ARTISTS IN EDUCATION GRANTS (PK-12)

These grants provide elementary and secondary students and teachers opportunities to work with professional artists either in a school setting or through after-school or summer activities. These grants support educational programs in the arts that enhance arts instruction in the school curriculum. In addition, the grants will support the training of professional artists to work with elementary and secondary students.

ARTIST FELLOWSHIPS

This program encourages significant development in the work of individual artists and the medium in which they work. The fellowship supports the realization of specific artist ideas and recognizes the central contribution professional artists make to the creative environment of Virginia. Artistic disciplines rotate each year.

TOURING PROGRAM

Virginia-based professional performing artists/ensembles wishing to apply for inclusion in the next edition of the Tour Directory should contact the Commission for application deadline information, forms, and current program guidelines.

Please review the Commission's 2013-2014 Online Guidelines for Funding for information about basic eligibility, application deadlines, procedures, and review criteria for each funding category. Guidelines, directories, applications and final report forms are available in printed and electronic formats. www.arts.virginia.gov

| Grant Program | Grant Deadline |
|--|---|
| General Operating Support | March 1, 2013, for expenses occurring between July 1, 2013, and June 30, 2014. |
| Project Grants | March 1, 2013, for projects taking place between July 1, 2013, and June 15, 2014. |
| Artists in Education Grants (PK-12) | April 1, 2013, for programs taking place between July 1, 2013, and June 15, 2014. |
| Local Government Challenge Grants | April 1, 2013, for local government grants awarded in 2013-2014. |
| Touring Assistance - For Presenters | At least four weeks prior to the event, and before December 1. Presenters may begin applying on March 15, 2013. |
| All Final Reports | June 1, 2013 |
| Technical Assistance Grants | Throughout the year, at least four weeks before the proposed activity. |
| Touring Directory - For Performing Artists | July 15, 2013, for the touring season of July 1, 2014, to June 15, 2015. |
| Virginia Tourism and the Arts | August 1, 2013 <i>Application will be online on June 1, 2013.</i> |
| Artist Fellowships | October 1, 2013 for Fellowships in Choreography. <i>Application will be online in May 2013.</i> |
| Artist Roster | Throughout the Year |

NOTE: Final Report Deadline June 1st of each year



Virginia Commission for the Arts, 1001 East Broad Street, Suite 330 Richmond, VA 23219

www.arts.virginia.gov | 804.225.3132