



ART WORKS 2014
JANUARY 28 – 29, 2014
CONFERENCE AGENDA



Featuring Keynote Speaker Elisabeth von Trapp

Greater Richmond Convention Center
351 North Third Street
Richmond, Virginia 23219



2014 Art Works Registration Information

Schedule of Events

Tuesday, January 28, 2014

Registration	11:30 a.m. to 4:00 p.m.
Roundtable: Majors (by invitation)	1:00 p.m. to 4:00 p.m.
Roundtable: Virginia Local Arts Agencies (by invitation)	1:00 p.m. to 4:00 p.m.
Roundtable: Virginia Presenter Network (by invitation)	1:00 p.m. to 4:00 p.m.
Dinner on your own	

Wednesday, January 29, 2014

Registration, Coffee and Conversation	begins at 8:00 a.m.
Conference Opening and Welcome	9:00 a.m.
Opening Session Performance featuring SPARC (School of the Performing Arts in the Richmond Community)	
Keynote Presentation featuring Elisabeth von Trapp	

For Elisabeth von Trapp, the sounds of music are part of her earliest memories. Born and raised in Vermont, Elisabeth is the granddaughter of the legendary Baron and Maria von Trapp whose story inspired *The Sound of Music*. Sing professionally since childhood, Elisabeth has enthralled audiences internationally from European cathedrals to the Kennedy Center in Washington D.C. Inspired by her father's guitar playing and singing, she has carried on the legacy of the renowned Trapp Family Singers. Von Trapp's education includes a Bachelor of Arts in Elementary Education, a Master of Arts in Education with concentrations in classroom curriculum, drama and theatre for children, and voice, piano, and music composition. Building on her famed family's passion for music, Elisabeth has created her own artistic style and a showcase of the influence, inspiration, and legacy of the arts.

Morning Sessions

11:00 a.m. to 12:20 p.m.

- **The Transformative Power of Branding for Arts Organizations**

Roger Neathawk and Kim Farlow

Think branding is a discipline that's important only for the Nikes and Coca Colas of the world? Think again. Experts agree that a clearly differentiated brand can be an arts organization's secret weapon, helping it to survive in an increasingly challenged economic environment. But make no mistake that branding is easy, especially in the non-profit arena where resistance to change is common. Experts will walk you through a tested process for discovering your brand and building buy-in from key players.

- **Redefining Aging in America through Arts Education**

Ed Friedman and Maura O'Malley

By 2030 the number of people over the age of 65 will double to 71.5 million – over 20% of the nation's population. Americans are living longer, healthier, more active lives and 'positive aging' initiatives are multiplying. As ideas about 'old age' are shifting, arts, cultural, and social service organizations and agencies are reassessing traditional approaches to 'senior programming.' The field of 'Creative Aging' promotes arts education programming as a proven approach to enhancing the quality of life for older adults and is an important contributor to positive aging efforts. Participants in this session will learn about important resources and information. Join the dialogue about why and how arts organizations can assess their current educational offerings and consider new approaches to arts education that include older adults as active arts learners.

- **“Tourism and the Arts” ... or is it “The Arts and Tourism?”**

Steve Galyean

Have no doubts... the arts are an integral part of the overall tourism appeal of Virginia. The recently completed DRIVE Tourism – Virginia State Tourism Plan – highlights the significant role of arts in relation to tourism and underscores that the arts are an integral part of Virginia's five-year tourism blueprint. Arts organizations work hard to provide superior programming that is engaging to both their local citizens and visitors from outside the region and outside the state. Learn how to work better with the Virginia Tourism Corporation and local tourism offices to capitalize on those visitors. Hear about programs that are available to arts organizations, including marketing initiatives and grant and funding opportunities.

- **Re-thinking and Restructuring Staff and Board Leadership Partnership**

Nello McDaniel

The arts in this country are working with a traditional board structure based upon a mid-20th century arts environment defined by philanthropy, patronage, and subsidy. Unfortunately, in this early-21st century arts environment of reciprocity, investment, and capitalization, this traditional approach to boards requires serious rethinking and restructuring. In this session, learn some more functional and functioning relationships between the Leadership Partnership that can better respond to contemporary realities.

- **The Chi of Public Art and Design**

Karen Rudd and Kevin Walters

Have you ever turned a street corner and immediately felt welcomed? Or walked through a plaza and gotten an eerie feeling? Or maybe almost entered a store and changed your mind about going in at the last minute? Understanding how energy moves in a space is the best place to start creating our shared places. Hear the principles of Feng Shui and how to modify and manage flow of the earth's energy in urban design and public art. See examples of public art placed in just the right location of just the right elements and contrast with misplacements. Discuss colors, materials, shapes, and the chi of creating our public spaces.

- **Capitalization for Art's Sake! Investing in Non-profit Financial Fitness**

Alice Antonelli

Strong balance sheets provide artistic freedom. Without adequate levels of cash and flexible capital for change, arts and cultural organizations struggle to pursue new artistic ideas, explore innovative program approaches, and undertake organizational adaptation. Data show that only one third of arts organizations in the US report annual surpluses, with most groups getting by with just a few months or weeks of cash. In this session, draw on three decades of experience advising cultural leaders and their supporters on the connection between money and mission. Learn strategies and approaches for assessing financial health, setting appropriate financial goals, prioritizing revenue and capital needs, and building more vibrant and viable arts institutions.

- **From Content to Skills: Preparing Students for a 21st Century World**

Bruce Taylor

Our 21st century society and economy are growing more complex, conceptual, globalized, and arts-infused. As our children grow up, they will enter a workforce where they will be paid to imagine things that don't exist, create things that others want or need, and be able to communicate effectively with people in cultures different from their own. To prepare students for evolving conditions, the US paradigm for teaching and learning is shifting from an emphasis on content to one that focuses on skills. Learn how to leverage practices in arts education in order to provide students with the skills necessary to emerge as capable adults in a rapidly changing world.

- **When YOU Become the Story... turning bad news into good**

Grant Neely

You're thrilled when the reporter calls... surely she wants to learn about your sold-out show and rave reviews. Instead, she's heard your board is fighting and she asks pointedly about your finances. Your lawyer: "say nothing." Another call, another reporter. You're Twitter-trending and it's not about the show: it's about you. Negative publicity eventually strikes every arts group, big and small. Learn how to handle it, tips to prevent it, and ways to turn bad news into good.

- **Drive by Marketing** with Lynn Kirk

Faced with a tough PR challenge? Not sure how to secure media coverage? Need to maximize your marketing budget? Want to confidentially discuss ideas with an expert in the field? Lynn Kirk is back by popular demand. Her drive-by marketing session offers an opportunity for one-on-one education, evaluation, and consultation. Sessions are offered in 20-minute appointments by signing up directly at the registration desk.

- **Virginia Art Educators Supervisors Meeting**

Public school art supervisors meet for discussion.

- **Virginia Music Educators Supervisors Meeting**

Public school music supervisors meet for discussion.

Conference Lunch

Showcase Performance featuring The Crooked Road

12:30 p.m. to 2:00 p.m.

Afternoon Sessions

2:30 p.m. to 4:00 p.m.

- **Integrating the Arts with STEM: Wolf Trap's Early Childhood STEM Learning**

Akua Femi Kouyate, Dr. Meredith D. Ludwig and Rachel Knudson

The performing arts enhance STEM knowledge for Virginia's young learners! Through Wolf Trap's US Department of Education AEMDD funded Grant Program - Early Childhood STEM Learning Through the Arts – early childhood educators partner with Wolf Trap Teaching Artists to integrate performing arts strategies with math curriculum to increase STEM learning. This session features active engagement in quality STEM/Arts experiences led by a Wolf Trap Teaching Artist to demonstrate the seamless connections between dance, music, and drama and early childhood math. Wolf Trap project staff and the evaluation team leader from the American Institutes for Research will share ideas for creating and maintaining strong school partnerships within the early childhood environment, developing a team approach to develop math/performing arts instructional content, designing multi-layered teacher and teaching artist professional development, and implementing a comprehensive approach to research and evaluation.

- **The Transformative Power of Branding for Arts Organizations**
Repeat of Morning Session
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Repeat of Morning Session

Reception featuring performance by Plunky and Oneness 4:00 p.m. to 5:30 p.m.

HOTEL OPTIONS

- **Linden Row Inn**
100 East Franklin Street, Richmond, VA 23219
804-783-7000, Front Desk
- **Crowne Plaza - Richmond Downtown**
555 East Canal Street, Richmond, VA 23219
804-788-0900, Front Desk
1-877-227-6963, Reservations
- **Hilton Garden Inn - Richmond Downtown (Conference Hotel)**
501 East Broad Street, Richmond, VA 23219
1-804-344-4300, Front Desk
- **Holiday Inn Express-Richmond Downtown**
201 East Cary Street, Richmond, VA 23219
1-804-788-1600, Front Desk
- **Doubletree by Hilton - Hotel Richmond Downtown**
301 W. Franklin Street, Richmond, VA 23220
1-804-644-9871, Front Desk