



KATHY MATTEA, KEYNOTE SPEAKER

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

JOIN US IN RICHMOND ON JANUARY 29-30, 2013 FOR THE ANNUAL ART WORKS FOR VIRGINIA CONFERENCE

WHO SHOULD ATTEND?

Artists, board and staff members of Virginia arts organizations, arts educators,
and arts advocates.

CONFERENCE LOCATION

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

CONFERENCE HOTEL

Hilton Garden in Richmond, Virginia 23219
501 East Broad Street
Richmond, Virginia, 23219
Telephone: (804) 344-4300

Special Conference Rate

Single or Double: The room rate is \$130 + taxes/night.

Hotel reservations are to be made directly with the Hilton Garden Inn Richmond
Downtown. Reservations must be guaranteed with a major credit card or accompanied
by a first night's deposit.

The cut-off date to receive the special conference rate is December 30, 2012.

Reservations may also be made on-line by visiting www.richmonddowntown.hgi.com.
Please enter "ART" in the "Group/Convention Code" box when making reservations
via the internet.

PARKING

Valet parking only at the Hilton Garden Inn: \$21 + tax/day with in/out privileges.
Self-parking across the street flat lot: \$18/day with NO in/out privileges.

SCHEDULE OF EVENTS

Our agenda will continue to be updated on the Virginia Commission for the Arts website (www.arts.virginia.gov)

Tuesday, January 29, 2013

12:00 pm **Shout Out for the Arts! ArtStars Awards**

Dominion Foundation has graciously agreed to sponsor the ArtStars Award for its third year. Because of the generosity of Dominion, five organizations will be awarded a cash prize of \$5,000 for a "Shining Star" from each region and five organizations will be awarded the "Rising Star" prize of \$1,000. Come to this session hosted by Virginians for the Arts for guidelines and tips on making sure you have a strong application for this award.

1:00 pm **Pre-Conference Welcome**

A. Public Art Public Engagement

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 buildings. Their work also 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 pm **Break**

2:45 pm **B. Body/Space In Situ: Dance & Architecture in Collaboration**

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 will discuss their creative process and relationship to Lake Anne Plaza's striking architecture, sculpture and history. And they will also 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 time.

4:30 pm **C. Art Walk - transportation will be provided**

6:00 pm **Dinner on Your Own**

Wednesday, January 30, 2013

8:30 am **Registration, Coffee, and Conversation**

9:30 am **Opening Session Opening Session Performance Bowen McCauley Dance**



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

Welcome - Deborah Wyld, Chair, Virginia Commission for the Arts

Keynote Speaker and Showcase Performance Kathy Mattea



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.

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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.

11:00 am **Concurrent Sessions**

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

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 revolution? Whether you're new to the social media scene or you have a strong history of success, we encourage you to take part in this session. Join Neathawk Dubuque & Packett, the Roanoke Symphony Orchestra and the Richmond Triangle Players as they outline the most effective ways to plan and execute a social media program.

E. Finding Your Center

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

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 will lead this session.

G. Managing Risk in an Uncertain Environment

Risk is an inherent part of 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 perhaps even reducing the risks you deal with regularly. 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

Enjoy the artistic side of strategic grant writing. Arts Consultant and Professor of Arts Management Debra H. Smyers leads this workshop that focuses 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

Public school art supervisors will meet to discuss common issues.

J. Virginia Music Educators Supervisors Meeting

Public school music supervisors will meet to discuss common issues.

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 lobby of the convention center. Stop by and have a one on one conversation with the tourism corporation staff.

Drive-By-Marketing

Need help with publicity? Perplexed by a marketing or PR challenge? Unsure how to allocate a limited advertising

SCHEDULE OF EVENTS

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budget? Or, desire to confidentially brainstorm with an expert in the field? Schedule your Drive-By-Marketing consultation with Lynn Kirk, Principal of Kirk Communications. Sign-up for a FREE 20-minute session. Limited number of sessions, so sign up early! Sign-up sheets will be in the Convention Center lobby.

12:30 pm **Conference Luncheon**
Showcase Performance
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. They tour the state through the Virginia Commission for the Arts performing arts touring program.

2:00 pm **Break**

2:30 pm **Concurrent Sessions**

K. The Good, The Bad & The Ugly

Running a successful nonprofit requires much more than a commitment to your mission. Modern nonprofits need to be run like a business, and they face the same challenges. Learn how to reward your employees' achievements and how to correct missteps. Learn how to love your auditor. Navigate the maze of laws and regulations that bedevil not-for-profit organizations. Jay Squires, an experienced not-for-profit executive, will discuss all this and more in this fun, informative session.

L. Mid Atlantic Arts Foundation Funding Opportunities

Mid Atlantic Arts Foundation (MAAF) is the Regional Arts Organization that works with the Virginia Commission for 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 will provide 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

Repeat of the morning session

N. Finding Your Center

Repeat of the morning session

O. The Art of Strategic Grant Writing

Repeat of the morning session

P. Virginia Art Educators Supervisors Meeting

Continuation of the morning session

Q. Virginia Music Educators Supervisors Meeting

Continuation of the morning session

Virginia Tourism Help Desk

The help desk will be set up in the lobby of the convention center. Stop by and have a one-on-one conversation with the Tourism Corporation staff.

Drive-By-Marketing

Repeat of the morning session - Sign up for a FREE 20-minute session. Limited number of sessions, so sign up early! Sign-up sheets will be in the convention center lobby.

4:00 pm **Concurrent Sessions Adjourn**

4:10 pm **Virginians for the Arts Annual Membership Meeting**

5:30 pm **Reception**
Showcase Performance
Rootstone Jug Band



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

6:30 pm **Dinner on Your Own**

7:00 pm **Major Arts Institutions Roundtable and Dutch Treat Dinner**

**Tuesday & Wednesday,
January 29 – 30, 2013**

Stop by the Artisans Center of Virginia's Gallery



An Experience...A Memory...A Skill

"Once Upon a Time in Artisan Virginia" 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 & future and reconciles "meaning" with "making."

REGISTER FOR ART WORKS FOR VIRGINIA

Please complete a registration form for each person attending. You may photocopy this form or download it from the Virginia Commission for the Arts website

www.arts.virginia.gov

Registration Fee:
\$55 per person (checks or money orders only)

Please print:

Name _____

Title (if applicable) _____

Organization (if applicable) _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Email _____

Please register no later than January 17th, 2013

Special Arrangements:

- I would like a vegetarian lunch
- I will need sign language interpretation

On Tuesday, January 29th

I Will Attend:

- Pre-Conference Sessions A and B
- Art Walk

On Wednesday, January 30th

I Will Attend the Following Concurrent Sessions:

- D.** Engaging Social Media: You CAN Build and Maintain an Effective Social Media Program (a.m.)
- E.** Finding Your Center (a.m.)
- F.** ArtsReady: What to Do When the S!#@ Hits the Fan
- G.** Managing Risk in an Uncertain Environment
- H.** The Art of Strategic Grant Writing (a.m.)
- I.** Virginia Art Educators Supervisors Meeting (a.m.)
- J.** Virginia Music Educators Supervisors Meeting (a.m.)
- K.** THE GOOD, THE BAD & THE UGLY
- L.** Mid Atlantic Arts Foundation Funding Opportunities
- M.** Engaging Social Media: You CAN Build and Maintain an Effective Social Media Program (p.m.)
- N.** Finding Your Center (p.m.)
- O.** The Art of Strategic Grant Writing (p.m.)
- P.** Virginia Art Educators Supervisors Meeting (p.m.)
- Q.** Virginia Music Educators Supervisors Meeting (p.m.)
- Reception**

NEW ADDRESS

**Mail completed payment
and registration form(s) to:
Virginia Commission for the Arts
1001 East Broad Street, Suite 330
Richmond, VA 23219
Questions? (804) 225-3132**

**For information on the Arts
Advocacy Day activities on Thursday,
January 31, contact Virginians for
the Arts, www.VaForArts.org
or 804-644-2787.**