

Agenda



THURSDAY

12:30 – 1:30

Networking Lunch

1:30 – 3:00

Keynote Session: *Authenticity & the Arts*

Patricia “Patty” A. Bryant, TCA Chair;

B. Joseph Pine, Strategic Horizons LLP;

Performance by Warren Hood and the Goods

3:00 – 3:30

Networking Break

3:30 – 5:00

Breakout Sessions:

(A) Strategies in Building New Audiences

Patty Diou, Levitt Pavillion; **Brad Carlin**, Fusebox Festival; **Allison Orr**, Forklift Danceworks

(B) Exploring Kickstarter, Crowdsourcing and the Virtual Fundraising Frontier

David J. Neff, Digital Engagement Strategist at PwC

(C) Exploring Authenticity for Your Organization

Howard Taylor, San Angelo Museum of Fine Arts; **Heather Kitchen**, Dallas Theater Center

(D) Telling Your Story: Become More Engaging and Memorable

Donna Ingham, Tale Teller & Author

(E) Integrating Accessibility Into Your Programs

Celia M. Hughes, VSA Texas; **Marissa Austin**, Georgetown Palace Theater; **Doylene Land**, Ellen Noel Museum

(F) Texas Commission on the Arts: Overview

Jim Bob McMillan, TCA Deputy Director and **Anina Moore**, TCA Program Administrator

Texas Cultural Trust Reception

5:00 – 7:00

Performance by Del Castillo

7:00

Dinner on Your Own

FRIDAY

7:45 – 8:45

Networking Breakfast

8:45 – 10:00

Plenary Session: *Engaging for Success: Building Communities not Audiences*

Doug Borwick, CEO of Arts Engaged;

Performance by Ruby Nelda Perez

10:00 – 10:30

Networking Break

10:30 – 12:00

Breakout Sessions:

(A) Tips on Fundraising Today

David Lake, Houston Endowment; **Amy Baskin**, Young Audiences of Northeast Texas; **Jennifer Ransom Rice**, Texas Cultural Trust/Texas Women for the Arts

(B) Improving Donor Relations

Cookie Ruiz, Executive Director – Ballet Austin

(C) Models for Arts Education

Brent Hasty, Mind Pop; **Kay Thomas**, Texarkana Regional Arts and Humanities Council; **Jon Hinojosa**, Say Sí; **Caroline Hammond** – TX Cultural Trust

(D) Telling Your Story: Become More Engaging and Memorable

Donna Ingham, Tale Teller & Author

(E) New Engines of Growth: Creative Placemaking Today

Michael Killoren, NEA; **Ann Rolling**, The EmilyAnn Theater; **Karen Wiley**, Louise Hopkins Underwood Center for the Arts

(F) Mid- America Arts Alliance: Overview

Christine Dotterweich Bial, Mid-America Arts Alliance

Networking Lunch

12:00 – 1:15

Performance by E-Flat Porch Band

1:15 – 2:45

Breakout Sessions:

(A) Effective Strategies for Today's Market

Ashley Cass, Giant Noise; **Rebecca Campbell**, Austin Film Society

(B) Developing a Fundraising Board

Magdalena McCall, Maravilla Group; **Barry Silverberg**, Texas Association of Nonprofit Organizations; **Cynthia B. Nunn**, Center for Nonprofit Management, Dallas

(C) Making Your Website Work for You

Christopher Rankin, Whole Foods Market; **Earl Lundquist**, Texas Dept of Agriculture

(D) Mainstreaming Engagement

Doug Borwick, CEO of Arts Engaged

(E) National Endowment for the Arts: Overview

Michael Killoren –NEA Discipline Director for Challenge America & Local Arts Agencies

2:45 – 3:00	Networking Break
3:00 – 4:15	Plenary Session: <i>The Future Starts Now</i> Sherry Kafka Wagner , Consultant in Urban Design and Public Spaces; Performance by Big Squeeze artist Ruben Moreno
4:15 – 4:30	Conference Closing