



## Presenter and Facilitator Bios

*Please join NASAA in saluting the outstanding cast of experts who are sharing their knowledge, skills and ideas during our Assembly 2008 briefing sessions and workshops.*

### Morning Briefing Sessions

**FRIDAY, SEPTEMBER 12**

#### **ARTIST SPACE DEVELOPMENT CREATING A SUPPORTIVE CLIMATE FOR ARTISTS, PART I**

##### **Florence Kabwasa-Green**

Florence Kabwasa-Green is a Consulting Research Associate with The Urban Institute and has conducted research on arts and community development/planning-related initiatives, including the Arts and Culture Indicators in Community Building Project, Cultural Dimensions of Transnational Communities, Artist Space and Community Revitalization, Marketplace Empowerment for Artists Program, and Investing in Creativity: A Study of the Support Structure for U.S. Artists, among others. She is co-author of several publications with the Urban Institute's Arts and Cultural Indicators Program (ACIP). Kabwasa-Green formerly worked on housing and transportation planning issues in the United States and has been involved in evaluation of local and self-help organizations in Senegal and the Democratic Republic of Congo. She earned a bachelor's degree in economics and a master's degree in urban planning from the University of California, Los Angeles.

##### **Jesse Rye (Moderator)**

Jesse Rye joined the NASAA staff in 2007. As NASAA's Policy and Program Associate, he monitors and disseminates information about innovative programs that state arts agencies use to encourage arts participation, strengthen the arts sector and serve the public. He also supports state arts agency strategic planning practices. Prior to his service at NASAA, Rye directed Future Tenant, an alternative exhibition and performance space in the heart of Pittsburgh's downtown Cultural District. He also worked for the Flying Pig Gallery and Greenspace in Algoma, Wisconsin. Rye is a graduate of Carnegie Mellon University's Heinz School of Public Policy and Management.

While earning his master of arts management degree, Rye assisted the Pennsylvania Council on the Arts and the Sprout Fund with a study on the roles of artists in post-industrial communities. Rye also holds a theatre degree from Ripon College and has taught drama in the public schools.

## **ARTS LEARNING: A CRITICAL FACTOR IN ARTS PARTICIPATION**

### **Julia Lowell**

Julia Lowell, Ph.D is a researcher with the RAND Corporation in Santa Monica, California, specializing in public policy and international economics. Her past arts-related research includes a comparison of the organizational demography and financial strategies of nonprofit, for-profit, and community-based performing arts organizations, and an evaluation of Arts Council England's 2007 public inquiry into national priorities for arts funding. Ongoing research includes a synthesis of the international evidence on how to increase arts participation among minority ethnic and low-income groups, and a multi-year study of the history and policies of U.S. state arts agencies. Her most recent work in this area, *Cultivating Demand for the Arts: Arts Learning, Arts Engagement, and State Arts Policy* (co-authored), was released in August 2008. Lowell has been a guest commentator on National Public Radio's *Morning Edition*, the BBC World Service, public radio station KPCC FM's *Talk of the City*, and public radio station KCRW FM's *Which Way L.A.?* She graduated from Wellesley College in Massachusetts, and earned her Ph.D. in economics at the University of California, Berkeley.

### **Ann Stone (Moderator)**

Ann Stone joined the Wallace Foundation in 2002 and serves as Senior Research and Evaluation Officer for the Arts Unit. In this role, she oversees research to develop effective ideas and practices that institutions can employ to bring the arts to more people. She speaks widely about arts topics to groups including the Arts Education Partnership, Museum Education Roundtable, Theater Communications Group, and Grantmakers in the Arts. Prior to joining Wallace, Ann was at the RAND Corporation where she specialized in arts policy research. Her research explored collection utilization in art museums, building participation in the arts, and how community-based arts programs promote prosocial behavior in at-risk youth. Her non-arts work at RAND spanned projects in higher education, child policy, and leadership development for the Army ROTC. Before joining RAND, Ann worked at Mullin Consulting (formerly Management Compensation Group), a national firm specializing in executive benefits consulting for large companies. There, she held positions in financial analysis, client management, marketing, and government affairs. She has a Ph.D. in policy analysis from the RAND Graduate School of Policy Studies and a B.A. in economics from the University of California, Berkeley.

## **ASSESSING GRANTEES' FISCAL HEALTH**

### **Steve Runk**

Steve Runk was named Executive Director of the New Jersey State Council on the Arts in January 2008 after serving in an acting capacity since August 2007. Prior to being named Acting Executive Director, he held the post of Director of Programs and Services for 11 years. He also held the positions of Grants Coordinator, Program Coordinator, and Assistant Director of Information Services during his 17 years with the Council. Previous experience includes Arts Development Coordinator and Assistant Director of the Summer Session at Rutgers University's Camden Campus and Manager of Corporate Communications for a large architectural, planning and interior design firm. He is a member of the board of the Mid Atlantic Arts Foundation and past president of the board of the Arts and Cultural Council of Bucks County. He is a founding member of the Cultural Access Network of New Jersey and has served on grant review panels for the National Endowment for the Arts, Pennsylvania and Ohio state arts agencies, and as a guest lecturer for the Seton Hall University Graduate Program in Arts Administration. Runk graduated from Villanova University with a B.F.A. in visual arts and a B.A. in communications and has earned credits in the Rutgers graduate creative writing program.

### **Joyce Jonat**

Joyce F. Jonat, who has more than 20 years' experience in finance, grants administration, and fundraising for social service and arts organizations, joined the staff of the Nonprofit Finance Fund (NFF) in 2005. The NFF is a

national leader in helping nonprofits strengthen their financial health and improve their capacity to serve their communities. Jonat's responsibilities include managing client relationships and providing financial analysis, advisory services and leadership in an expanding New Jersey program. Previously, she served as the Finance Director for American Repertory Ballet and held several positions in finance and development for the Resource Center for Women and Their Families, a shelter and counseling center for battered women and their children. She holds a B.A. from Albany State University and a graduate certificate in arts management from Adelphi University.

## **COLLABORATIVE ECONOMIC REVITALIZATION: THE CHATTANOOGA STORY**

### **U.S. Senator Bob Corker**

Before being elected to represent Tennessee in the U.S. Senate, Senator Bob Corker served as Mayor of Chattanooga from 2001-2005. In this office, he was instrumental in the city's economic revitalization. He worked during his tenure to transform Chattanooga's waterfront, attracting \$2.1 billion of investment. Earlier in his career, he served as Tennessee Commissioner of Finance and Administration, the highest appointed office in state government. Prior to entering public service, Corker was the owner of a construction company and led the creation of Chattanooga Neighborhood Enterprise, a nonprofit organization that as of today has helped over 10,000 families secure decent, fit and affordable housing through low-interest loans and personal training in home maintenance. Corker grew up in Chattanooga and graduated from the University of Tennessee with a degree in industrial management.

### **Ann Coulter**

As a partner in urban planning and design with the Kennedy, Coulter, Rushing & Watson (KCRW) firm, Ann Coulter was Principal in Charge of the 2007 Chattanooga Main Street Revitalization Plan. From 2000-2005, Ann was Executive Vice President of RiverCity Company, Chattanooga's private, nonprofit downtown development firm. She authored the strategic plan that led to the historic 21st Century Waterfront Plan, a \$120 million set of public and private downtown waterfront improvements completed in 2005. Prior to that, Ann was the City of Chattanooga's Director of Economic and Community Development and the Executive Director of the Chattanooga-Hamilton County Regional Planning Agency, where she was responsible for regional long-range land use and transportation planning for eleven local governments. A Chattanooga native and graduate of Middle Tennessee State University, Ann holds a master's degree from the University of Missouri. In 2003, she was awarded a prestigious Loeb Fellowship at Harvard's Design School where she was in residence for nine months. Ann has also written and produced a short documentary film on a Native American public art installation in Chattanooga that was an official selection at the Nashville, Memphis, Asheville, N.C., and Oklahoma City Film Festivals.

### **Jack Murrah**

Jack Murrah is the past president of the Lyndhurst Foundation, which has as its mission the revitalization of the Chattanooga area and the conservation of the region surrounding it. In the mid-1980s, the foundation directed its energies almost entirely toward Chattanooga's effort to revitalize its downtown and riverfront, to enhance its arts and cultural life, and to improve its schools and its natural environment. It is currently a funder of the city's 21st Century Waterfront initiative. Murrah was with the Foundation from 1978 to 2008, including nine years as President and four years as Executive Director. He has also served as board member and Chair for the Community Impact Fund of Chattanooga, as board member and Chair for the Southeastern Council of Foundations, and as board member and Vice Chair for the Center for Documentary Studies at Duke University. He received a B.A. in philosophy from Vanderbilt University and an M.A. in English from Middlebury College, Middlebury, VT.

## **ENGAGING GRANTEES IN ARTS ADVOCACY**

### **Thomas L. Birch**

Since 1981, Tom Birch has served as NASAA's Legislative Counsel in Washington, D.C., representing the state arts agencies on Capitol Hill. He directs advocacy efforts and advises state and local groups on advocacy and lobbying strategies. In his work with NASAA and other nonprofit organizations, Birch has authored articles on

legislative advocacy and topics of public policy, particularly in his areas of specialization: cultural affairs, child welfare and human services. Birch received the American Psychological Association's 2003 Award for Distinguished Contribution to Child Advocacy. He came to this work from Congress, having served as legislative counsel to members of the United States Senate and House of Representatives on issues of domestic policy. An attorney by training, Birch received his J.D. degree from George Washington University and his B.A. degree in American history from Lehigh University. He was a Peace Corps volunteer for three years in Morocco. Birch also served two terms in elected public office as Georgetown's Neighborhood Commissioner in Washington, D.C., retiring in 2005 unchallenged and undefeated.

## **INFORMATION WITH IMPACT**

### **M. Christine Dwyer**

Chris Dwyer is Senior Vice President of RMC Research, a national firm engaged in research and consultation in areas related to the well-being of families, children, and communities, specifically education, the arts, literacy, media, and health care and prevention. Dwyer's experience includes program and policy evaluations for governments and foundations, design of indicators to measure progress and attainment, and development of products for use in training and technical assistance in education programs. Dwyer has carried out arts-related studies for numerous private foundations, including Pew, Ford, Rockefeller, and Wallace. She coauthored the widely distributed publication, *Policy Partners: Making the Case for State Investments*, which emerged from a feasibility study for the Pew Charitable Trusts about the types of state-level cross-domain innovations that had led to increased resources for culture. Dwyer worked on a study of mid-career minority artists for the Ford and Rockefeller foundations. She also led a series of activities for the Rockefeller Foundation designed to learn more about how professionals in planning and economic development fields view and use data about arts and culture. She is currently part of the Arts and Civic Engagement Impact Initiative. Her involvement in the arts also includes serving as Chair of the New Hampshire State Council on the Arts under two different governors, chairing her city's arts commission, leading the board of a local performing arts facility and serving as the current Vice-President of the Currier Museum of Art Board.

## **SATURDAY, SEPTEMBER 13**

### **ART AND RELIGION: THE DEVIL IS IN THE DETAILS**

#### **David DeVries**

David DeVries is Executive Deputy General Counsel in the Pennsylvania Office of General Counsel. His practice concentrates on administrative law, rulemaking and regulatory actions, public finance, public contract and constitutional law. He is a member of the American, Pennsylvania and Dauphin County Bar Associations, and is the Immediate Past-Chair of the American Bar Association Government Lawyers Division. He is Co-Chair of the PBA Government Lawyers Committee. He served as Co-Chair of the PBA Task Force on Representation. He previously served as Chair of the PBA Membership Committee and Vice-Chair of the Government Lawyers Committee. He has been a course planner and instructor for the Pennsylvania Bar Institute on the subjects of administrative law, contract and business finance law, tax law, professionalism and ethics. Mr. DeVries received his B.A. from Lafayette College, M.A. from the Pennsylvania State University, and J.D. from the Ohio State University College of Law.

#### **Philip Horn**

Philip Horn has been Executive Director of the Pennsylvania Council on the Arts (PCA) since 1993. In that time he has led the agency in a number of innovations, including The Cultural Data Project. Horn also initiated two programs that have increased access to state arts support through local organizations in partnership with the PCA: The Arts in Education Partnership and Pennsylvania Partners in the Arts. He also helped establish the Center for Arts Management and Technology (CAMT) at Carnegie Mellon University. With the creation of Pennsylvania

Performing Arts on Tour (PennPAT)—a program that supports the presentation of Pennsylvania performing artists and ensembles on tour—Horn initiated the first statewide partnership of major private foundations in support of the arts. Prior to coming to Pennsylvania, Horn served as Director of the Touring & Presenting Program and Arts in Education/Artists in Residence Program at the California Arts Council. He also previously served as the first Managing Director of the East Lansing (Michigan) Arts Workshop, a community arts school. Horn holds a B.A. in English from California State University, Northridge, with extensive coursework and performing in theatre, and has completed graduate coursework in theatre at Michigan State University. In 2005, Horn received the Gary Young Award from NASAA.

## **CREATIVE COMMUNITIES**

### **CREATING A SUPPORTIVE CLIMATE FOR ARTISTS, PART II**

#### **Judilee Reed**

For over 15 years, Judilee Reed has worked in the nonprofit field of arts, culture, and community service, directing programs that build on the intersections of people, art and community development. She is the Executive Director of Leveraging Investments in Creativity (LINC). Founded in 2003 with seed support from the Ford Foundation, LINC is a 10-year initiative to build and strengthen the infrastructure for individual artists in the United States. Prior to joining LINC, Reed was Program and Resource Manager at the New England Foundation for the Arts, where she helped design program and manage fundraising efforts for special initiatives including the programs of the National Dance Project and Art & Community Landscapes, a public art program in partnership with the National Park Service. In addition, she managed the Cambodian Artists Project, a 10-year program to develop the capacity of Cambodian performing arts in the U.S. and in Cambodia that now continues as a program of LINC. Judilee has a B.F.A. in painting, a B.A. in art history, and has completed the leadership development certificate program at the Harvard Business School.

#### **Arlynn Fishbaugh**

Arlynn Fishbaugh is the Executive Director of the Montana Arts Council, a position she has held since November of 1992. Known to her colleagues as Arni, she grew up on a wheat farm in Carter, Montana, near Fort Benton—the birthplace of Montana. She received her undergraduate degree in theatre from the University of Montana, Missoula, and a Master's in Theatre Management from UCLA. Her career has centered in the field of arts marketing, having held positions at the Guthrie Theatre in Minneapolis and with Houston Grand Opera's touring division, Texas Opera Theatre. She served for five years as the Associate Director of Marketing for the Metropolitan Opera. Following this position, she became Executive Director of the National Video Corporation's Direct Marketing division. Arni returned to Montana in 1990. She has been a frequent speaker on arts marketing and tour marketing, has been a panelist for the National Endowment for the Arts and has served on the Board of Trustees for the Western States Arts Federation and the National Assembly of State Arts Agencies. She currently serves as Treasurer of the NASAA Board of Directors, and is an Executive Committee member of the board of the Association of Performing Arts Presenters (APAP).

#### **Ken May**

Ken May is Deputy Director of the South Carolina Arts Commission, where he has served in several positions since 1985. He has been a panelist and site-visitor for the National Endowment for the Arts; a panelist, presenter, consultant, and facilitator for national, state, and local arts organizations; and is a regular guest lecturer in the arts administration programs at the College of Charleston and Winthrop University. Before beginning his career in arts administration, he worked in the for-profit world, holding positions with ARA Services Magazine and Book Division and McGraw-Hill. Prior to his long sojourn in the realm of day jobs, he worked as a professional musician. He received undergraduate and master's degrees in music history and musicology from Florida State University.

**Charles McDermott**

Charles McDermott (Charlie), Deputy Director of the Massachusetts Cultural Council, has more than 20 years' experience in the fields of grant-making and arts administration. He joined the Council in 1992 and has served as Deputy Director since 1995. He has also held positions at the Massachusetts Institute of Technology, the National Arts Stabilization Fund, the Dr. Sun Yat-Sen Chinese Garden in Vancouver, British Columbia, and several public radio stations. He holds an M.B.A. from the Yale School of Management.

**IN CASE OF EMERGENCY...****Gerri Combs**

Gerri Combs was appointed Executive Director of the Southern Arts Federation in 2005. Founded in 1975, the Southern Arts Federation, one of six regional arts organizations in the U.S., works in partnership with nine state arts agencies to build on the South's unique heritage and enhance the public value of the arts in our communities. Prior to her appointment, Combs served as Executive Director of the Kentucky Arts Council from 1996 through 2005. With degrees from Marshall University and the University of Kentucky, she has held positions at the J.B. Speed Museum and served as Deputy Director of the Galef Institute-Kentucky Collaborative for Teaching and Learning in Louisville, Kentucky. She has been a consultant and panelist with the National Endowment for the Arts, serves on the board of the National Assembly of State Arts Agencies, and was the first Vice Chair and Chair for Programs on the Southern Arts Federation Board prior to becoming the agency's Executive Director.

**Sallye Killebrew**

Sallye Killebrew has served as the Mississippi Arts Commission's Arts Recovery Coordinator since Hurricane Katrina devastated the Mississippi Gulf Coast in 2005. The position has been funded by a federal grant from the U.S. Department of Labor in an effort to revitalize and recognize artists on the coast as small businesses. This nod to the creative community and its importance to economic development has been significant to the recovery process. Killebrew administers grants to individual artists and small arts businesses, as well as serving in the capacity of "resource center" for all coast arts entities: the performing arts, musicians, literary arts, museums and arts organizations. She passionately supports the belief that the recovery and renewal of our arts and culture are crucial to the survival of a community, and that no recovery is complete without the recovery of our story. Having completed degrees in art, art history, and juvenile justice, in addition to being a "relocated" citizen from the Mississippi Gulf Coast, the fit has been natural for this mission. Killebrew has previously been part of the free-lance art world and has taught art in gifted classrooms on the coast.

**Mollie Lakin-Hayes**

Mollie Lakin-Hayes joined Southern Arts Federation in early 2006. As Deputy Director she works with all SAF programs, the board, member state arts agencies and other partners to make a positive difference in the arts throughout the South. She previously served as Assistant Director and Accessibility Coordinator of the Arizona Commission on the Arts. She was a founding board member of Alliance for Audience/ShowUp.com, which works to engage new audiences while dramatically raising awareness of the breadth of the Phoenix region's arts and cultural offerings, and of ARTability/Accessing Arizona's Arts, a consortium which connects people with disabilities with arts experiences. She also served the Commission as Presenting and Touring Director and as Public Information/Locals Director. Previously she worked with Arizona Center - a downtown Phoenix mixed-used development - as Audience Development Coordinator for the Herberger Theater Center, as well as with Shelley Berman Communicators, a full-service advertising agency. Mollie is a trained facilitator and consultant, working with a variety of organizations in strategic planning, participation-building, and understanding the value they can and do create. She is also trained in Critical Response, a process through which artists receive response and input on new work.

**Patrice Walker Powell**

Patrice Walker Powell was appointed Deputy Chairman for States, Regions, and Local Arts Agencies in February 2008. She is responsible for managing the agency's grants and special projects involving a national network of governmental and nonprofit partners, and maintaining oversight for the "Challenge America Fast-Track" category

and for the NEA's AccessAbility activities. She has been a staff member at the NEA since 1991. After joining the agency, she was named Director of the Expansion Arts Program (which concluded in 1995), and managed several national initiatives including the Community Foundation Initiative with 26 participating foundations, and the Rural Arts Initiative, which funded 20 state arts agencies in efforts to stabilize rural arts organizations. Beginning in 1996, as the Director of Local Arts Agencies, Powell has been responsible for grants to municipal and county agencies throughout the country. Early in 2002, she assumed the role of Acting Deputy for Grants and Awards (in all disciplines) totaling approximately \$40 million. Previously she held positions with the Connecticut Commission on the Arts and the Texas Commission on the Arts. Ms. Powell received a B.F.A. degree from Howard University and an M.F.A. degree from Yale University's School of Drama.

## **LEGISLATIVE COMMITTEES FOR THE ARTS**

### **Representative Doug Overbey**

Tennessee House Representative Doug Overbey has represented the 20th house district (part of Blount County) since 2000. He has practiced law for over twenty-five years and co-founded the firm of Robertson, Overbey, Wilson & Beeler in 1982. He is a member of the American, Tennessee, Knoxville and Blount County Bar Associations, has served as a member of the House of Delegates of the Tennessee Bar Association and has been a presenter at various continuing legal education seminars. An active member of the Blount County community, he served two terms on the Blount County Commission, and has also served as President of Maryville Kiwanis, President of the United Way of Blount County, Chairman of Maryville-Alcoa College Community Orchestra, Chairman of the Johnson Girls Group Home, and board member of the Blount County Chamber of Commerce and Knoxville Museum of Art. He graduated from Carson-Newman College with a B.A. degree and from the University of Tennessee College of Law.

### **Senator Mark Norris**

Tennessee Senate Majority Leader Mark Norris was first elected to the State Senate in 2000 and served as Chairman of the Senate Republican Caucus in 2006. He was elected Majority Leader of the Tennessee Senate in 2007. He represents District 32 which includes Dyer, Lauderdale, Tipton and Shelby County. He has practiced law in Tennessee since 1980 and serves as Special Counsel to the law firm of Adams and Reese LLP. In 2007, he was included in Memphis Magazine's "Top 100." In 2006, he received the Bob James Award for Outstanding Public Service. He was also recognized as the Tennessee School Board Association's Legislator of the Year in 2005. He is a past recipient of the Henry Toll Fellowship recognizing Norris as one of the top 40 state legislative leaders in the nation. He received his undergraduate degree in political science from Colorado College and graduated from the University of Denver College of Law.

### **Molly Pratt**

Molly Pratt is a partner in the government relations firm Pratt, Pratt and Rice, Inc. With more than 25 years of experience working for and around federal, state and local government, Pratt helps clients develop successful lobbying strategies to solve or address legislative and regulatory needs. Current clients include: Tennesseans for the Arts; UT-Battelle, LLC; The Tennessee State Museum; and Knox County Government. Pratt has served in various positions in Tennessee state government, including as Legislative Assistant to former Governor Lamar Alexander. She joined the Tennessee Health Care Association as its chief lobbyist and PAC fundraiser in 1986. Pratt was the Chief Aide to Tennessee First Lady, Honey Alexander, during the Governor's 1982 reelection and 2002 U.S. Senate campaigns. She was the state director for the Reagan-Bush Campaign in 1984 and the Coordinator of Voter Programs at the Tennessee Republican Party. Pratt was appointed to the Tennessee Arts Commission in 1999 and during her five-year term served as Secretary, Vice-Chair and Chairman. She currently chairs the Nashville Metro Arts Commission and is on the board of the Arrowmont School of Arts.

## **OLDER ADULTS MATTER TO STATE ARTS AGENCIES**

### **Johanna Misy Boyer**

Johanna Misy Boyer is the president of JMB Arts Management, which specializes in helping clients manage programs in creative aging, and arts and accessibility. She is the author of the 230-page *Creativity Matters: The Arts and Aging Toolkit* and its companion Web site for the National Guild of Community Schools of the Arts, National Center for Creative Aging and New Jersey Performing Arts Center. Other projects include managing the National Guild's creative aging grant and technical assistance program; writing a publication on effective practices in universal design for learning for VSA arts and the Association of Children's Museums; and writing a Web feature on effective practices in accessibility for the Association of Performing Arts Presenters. Prior to starting her consulting business in January 2005, Boyer worked at the National Assembly of State Arts Agencies for 20 years, most recently as the Director of Leadership Development. Boyer is a volunteer ombudsman for assisted-living residents in Montgomery County, Maryland, and a board member of PETS-DC, an organization that enables people living with HIV/AIDS and other disabling conditions to maintain and care for their pets. In the fall of 2008, she will begin graduate studies at the University of Maryland-Baltimore, School of Social Work.

### **Gay Powell Hanna**

Gay Powell Hanna, Ph.D., MFA, has 30 years of management experience in the arts, education and health related program services and is the executive director of the National Center for Creative Aging, an affiliate of George Washington University. She served as the executive director of the Society for the Arts in Health from 2003 through May 2007. Through faculty positions at Florida State University and University of South Florida from 1987 to 2003, she directed VSA Arts of Florida, an affiliate of the John F. Kennedy Center for the Performing Arts, providing arts education programs for people with disabilities and chronic illness. In 2001, she established the Florida Center for Creative Aging at the Florida Policy Exchange Center on Aging at the University of South Florida. A contributing author to numerous articles and books, she is noted for her expertise in accessibility and universal design. In addition, she is a practicing artist, who maintains an active studio with work in private and corporate collections through the Southeastern United States. Hanna holds a Ph. D. in arts education with a specialization in arts administration focusing on community service from Florida State University; a MFA in sculpture from the University of Georgia, and a BA magna cum laude in studio art from Old Dominion University.

The National Center for Creative Aging (NCCA) is an interdisciplinary non profit organization dedicated to fostering an understanding of the vital relationship between creative expression and the quality of life for older people regardless of ethnicity, economic status or level of physical or cognitive functioning. NCCA provides professional development and technical assistance including service as a clearinghouse for best practices, research and policy development to encourage and sustain arts and humanities programs in various community and healthcare settings.

### **Mary Campbell-Zopf**

Mary Campbell-Zopf is the Deputy Director of the Ohio Arts Council (OAC), where she has worked since 1988. A former director of the OAC's Office of Arts Learning, she was instrumental in building one of the largest state arts agency arts education programs in the country. She was also part of an agency-wide effort to expand the Council's International Program. At the state level, Campbell-Zopf was involved in developing Ohio Fine Arts Academic Content Standards and served on an advisory committee overseeing the development of a new state curriculum model based on those standards. She was instrumental in launching the Ohio Arts Education Assessment Project (1996-2003). At the national level, she was a member of the National Assembly of State Arts Agencies' Leadership Taskforce and the NASAA Arts Education Governance Committee. Recently she played an instrumental role in conceptualizing and implementing the Research-based Communications Tool Kit. She has been a frequent facilitator with the Arts Education Partnership, and has served on the U.S. Department of Education Blue Ribbon Schools Award Panel and National Endowment for the Arts Partnership Agreement and Arts Learning grant panels.



## **STRENGTHENING RURAL ARTS PARTICIPATION**

### **Cinda Holt**

Cinda Holt is the business development specialist for the Montana Arts Council. She is the program director for multiple agency initiatives, including the Building Arts Participation program and The Art of Leadership institute. She is a statewide advisor to the Montana Main Street Association, and is the president and founder of the Montana Five Rivers Festival of Film nonprofit corporation. Prior to joining the arts council staff, Holt served as the development director for the Missoula Children's Theatre/MCT Center for the Performing Arts, steering a capital campaign which resulted in a state-of-the-art auditorium and administrative headquarters for the company. Prior to moving to Montana, Holt was the managing director of Maurice Sendak's The Night Kitchen, a national touring children's theatre based in New York City. Before she began working with children's theatres, she served nearly ten years at the Sundance Institute for Film and Television as the managing director of the Sundance Film Festival and as the administrative director of the Institute's film, music and dance laboratories. Holt received a Master of Fine Arts in Arts Administration from the University of Utah and a Bachelor of Fine Arts with an emphasis in Modern Dance from The University of Montana.

## **VALUE PLUS SCHOOLS**

### **Kim Leavitt**

Kim Leavitt serves as director of arts education for the Tennessee Arts Commission where she oversees and administers arts learning programs both statewide and nationally through collaborations with the National Endowment for the Arts, the Kennedy Center, and the National Assembly of State Arts Agencies. She is a member of the National Endowment for the Arts' Arts Education Advisory Group and also serves as director of the Commission's Value Plus Schools program, an arts integration initiative funded by the U.S. Department of Education. A native of Winston-Salem, NC, Kim holds a BA degree in theatre arts, an MA in communication arts, and an MA in English. Before joining the Tennessee Arts Commission in 2004, Kim was a high school Language Arts teacher, taught public speaking and theater courses for Austin Peay State University and the University of Kentucky, and served as managing director of Theatre Education and Community Outreach for the Renaissance Center in Dickson, Tennessee.

### **Roy Miller**

Roy Miller was raised in Newport, Tennessee. He graduated from Cocke County High School in 1977 and attended the University of Tennessee where he received a BS in elementary education, an MS in administration, and an EdS in curriculum. He also attended Emory University in Atlanta where he received an advanced degree in theology. He has been employed with the Knox County School system since 1985. He has taught fourth grade, seventh grade, and physical education. He has been an assistant principal and is currently in his fourth year as principal at Mooreland Heights Elementary School, one of the Tennessee Arts Commission's Value Plus schools. He also recently served as grant panelist for the National Endowment for the Arts.

## **Afternoon Workshops**

## **ACHIEVING A "QUANTUM LEAP" POSITIONING YOUR STATE ARTS AGENCY FOR RESOURCE GROWTH**

### **Jonathan Katz**

Jonathan Katz, Ph.D. has served as CEO of NASAA since 1985. Prior to that, he was awarded tenure as Professor of Public Policy and Administration at the University of Illinois at Springfield, where he directed the graduate program in arts administration beginning in 1978 and established the Sangamon Institute in Arts Administration.

Before then, Katz was Executive Director of the Kansas Arts Commission, one of the first state arts agencies to focus its resources on the development of a local arts agency network. He has taught communication, literature and creative writing at universities in Indiana, Ohio and Kansas. Katz has consulted extensively in cultural policy planning, organizational development, and leadership and management training, and has authored numerous articles, plans and consultant reports. His presentations on the policies, issues and trends that affect participation in cultural activities are a frequent feature at national and state conferences, and at state arts agency planning sessions. Recently appointed to the U.S. National Commission on UNESCO, he advises the board of the International Federation of Arts Councils and Cultural Agencies (IFACCA) and has conducted planning and professional development sessions for cultural agencies in Mexico and Canada.

## **ENGAGING ART: WHAT IS THE PUBLIC SECTOR ROLE?**

### **Steven Tepper**

Steven Tepper, Ph.D. is associate director of the Curb Center for Art, Enterprise, and Public Policy, as well as assistant professor in the department of sociology at Vanderbilt University. Previously, Tepper served as the deputy director of the Princeton University Center for Arts and Cultural Policy Studies. He was a lecturer at Princeton's Woodrow Wilson School of Public and International Affairs and the Department of Sociology. Tepper is currently working on a book which assesses 900 cases of struggles over art, education, and culture in 75 American cities during the 1990's. He has published articles on the sociology of art, cultural policy, and democracy in journals such as *Review of Policy Research*, *Journal of Arts Management, Law and Society* and *International Journal of Cultural Policy*. Tepper holds a bachelor's degree in international relations and Latin America from the University of North Carolina at Chapel Hill, a master's in public policy from Harvard University's John F. Kennedy School of Government, and a Ph.D. in sociology from Princeton University. Additionally, he has served as a consultant to numerous institutions including the National Humanities Center, the American Academy of Arts and Science, the National Assembly of State Arts Agencies, and many foundations.

## **E-ADVOCACY**

### **Thomas L. Birch**

Since 1981, Tom Birch has served as NASAA's Legislative Counsel in Washington, D.C., representing the state arts agencies on Capitol Hill. He directs advocacy efforts and advises state and local groups on advocacy and lobbying strategies. In his work with NASAA and other nonprofit organizations, Birch has authored articles on legislative advocacy and topics of public policy, particularly in his areas of specialization: cultural affairs, child welfare and human services. Birch received the American Psychological Association's 2003 Award for Distinguished Contribution to Child Advocacy. He came to this work from Congress, having served as legislative counsel to members of the United States Senate and House of Representatives on issues of domestic policy. An attorney by training, Birch received his J.D. degree from George Washington University and his B.A. degree in American history from Lehigh University. He was a Peace Corps volunteer for three years in Morocco. Birch also served two terms in elected public office as Georgetown's Neighborhood Commissioner in Washington, D.C., retiring in 2005 unchallenged and undefeated.

## **HELPING ARTISTS FIND AND KEEP HEALTH CARE**

### **Jim Brown**

Jim Brown is the Director of Health Services at The Actors Fund where he oversees the Al Hirschfeld Free Health Clinic and runs the Access to Health Insurance/Resources for Care website ([www.ahirc.org](http://www.ahirc.org)). His previous experience includes work in the performing arts, the insurance industry, and social services. He taught in the Drama Department at New York University's Tisch School of the Arts for thirteen years. He also negotiated provider contracts for Aetna Health Plans, Beech Street Corporation, and Empire Blue Cross Blue Shield, and served as a managed care regulator for the New Jersey Department of Banking and Insurance. In addition, he was a public information officer for disaster relief in the United States and overseas for the American Red Cross.

## **INTRODUCTION TO PUBLIC VALUE**

### **Jonathan Katz**

Jonathan Katz, Ph.D. has served as CEO of NASAA since 1985. Prior to that, he was awarded tenure as Professor of Public Policy and Administration at the University of Illinois at Springfield, where he directed the graduate program in arts administration beginning in 1978 and established the Sangamon Institute in Arts Administration. Before then, Katz was Executive Director of the Kansas Arts Commission, one of the first state arts agencies to focus its resources on the development of a local arts agency network. He has taught communication, literature and creative writing at universities in Indiana, Ohio and Kansas. Katz has consulted extensively in cultural policy planning, organizational development, and leadership and management training, and has authored numerous articles, plans and consultant reports. His presentations on the policies, issues and trends that affect participation in cultural activities are a frequent feature at national and state conferences, and at state arts agency planning sessions. Recently appointed to the U.S. National Commission on UNESCO, he advises the board of the International Federation of Arts Councils and Cultural Agencies (IFACCA) and has conducted planning and professional development sessions for cultural agencies in Mexico and Canada.

## **INTRINSIC BENEFITS**

### **UNDERSTANDING AND ASSESSING TRANSFORMATIVE ARTS EXPERIENCES**

#### **Alan Brown**

Alan Brown is a leading researcher and management consultant in the nonprofit arts industry. As a principal of WolfBrown, his work focuses on understanding consumer demand for cultural experiences and on helping institutions, funders and agencies see new opportunities, make informed decisions and respond to changing conditions. He has studied audiences, visitors and patterns of cultural participation in almost every major market in the U.S., and has led numerous strategic planning efforts. Currently, he is leading a large study of cultural engagement for The James Irvine Foundation in California, segmentation studies for the Philadelphia Orchestra and Steppenwolf Theatre, a major research effort for the Dallas Arts Learning Initiative, and an evaluation of the Creative Campus grant program for the Doris Duke Charitable Foundation. Prior to his consulting career, Alan served for five years as Executive Director of the Ann Arbor Summer Festival, a multi-discipline performing arts presenter in Michigan. He holds three degrees from the University of Michigan: a master of business administration, a master of music in arts administration and a bachelor of musical arts in vocal performance.

#### **Jeanette Guinn (Facilitator)**

Jeanette Guinn has worked almost her entire adult life at the South Carolina Arts Commission (SCAC) where she is currently Director of Performing and Presenting. She is also producer, writer, and host of Arts Daily, which airs on public radio. Previously she was Director of Electronic Communication, Director of Planning and Director of Special Projects for SCAC. She has served on panels for the National Endowment for the Arts, Southern Arts Federation and many state arts agencies. For three years, she taught in the Arts Management Program at College of Charleston and is pleased to have former students working throughout the U.S. Guinn hosted her first live radio show at radio station WUSC while pursuing a master's degree in media arts at the University of South Carolina (USC). A native of Cincinnati, she earned a bachelor of music from USC and a certificate in arts and technology from Columbia University.

#### **Mary Campbell-Zopf (Facilitator)**

Mary Campbell-Zopf is the Deputy Director of the Ohio Arts Council (OAC), where she has worked since 1988. A former director of the OAC's Office of Arts Learning, she was instrumental in building one of the nation's largest state arts agency arts education programs. She was also part of an agency-wide effort to expand the Council's International Program. Campbell-Zopf was involved in developing Ohio Fine Arts Academic Content Standards and served on an advisory committee overseeing the development of a new state curriculum model based on those standards. She was instrumental in launching the Ohio Arts Education Assessment Project (1996-2003). At the national level, she was a member of the National Assembly of State Arts Agencies' Leadership Taskforce and the

NASAA Arts Education Governance Committee. Recently she played an instrumental role in conceptualizing and implementing the Research-based Communications Tool Kit. She has been a frequent facilitator with the Arts Education Partnership, and has served on the U.S. Department of Education Blue Ribbon Schools Award Panel and National Endowment for the Arts Partnership Agreement and Arts Learning grant panels.

## **MAKE THE MOST OF FOCUS GROUPS**

### **Craig Dreeszen**

Craig Dreeszen, Ph.D. is an educator, consultant and author who works with arts and community organizations to do organizational development and strategic planning, collaborative planning, program evaluation and community cultural planning. He teaches organizations how to use focus groups as part of peer advising training and strategic planning. He is author of many publications on planning, board development, arts education collaborations, and program evaluation, including *Fundamentals of Local Arts Management*. Before founding Dreeszen & Associates, a consulting firm based in Massachusetts, Dreeszen directed the Arts Extension Service at the University of Massachusetts for twelve years. He has assisted many state arts agencies by providing constituent training services, program design and evaluation support, and strategic planning consultation. Craig earned his Ph.D. in regional planning and his M.Ed. in organizational development at the University of Massachusetts Amherst.

## **NATIONAL ENDOWMENT FOR THE ARTS GRANTS WORKSHOP**

### **John E. Ostrout**

John Ostrout was appointed as the Director of State and Regional Partnerships for the National Endowment for the Arts in July 2004. Previously, Ostrout served for twelve years as the Executive Director of the Connecticut Commission on the Arts. While there, he guided the development of a bipartisan partnership committed to increasing the state's investment in the nonprofit arts industry. This strategy resulted in Connecticut's ranking in per capita funding for the arts rising from 44th to first in the nation. From 1997 to 2002, Ostrout served as an elected officer of the National Assembly of State Arts Agencies. From 1990 to 2002, he also served on the board of the New England Foundation for the Arts, which provides arts programming to the New England states. He was appointed to serve as the director of cultural tourism for Connecticut in 2002 and served in that position until arriving at the NEA. Ostrout is a graduate of the Yale University School of Drama and the University of Connecticut School of Fine Arts, where he was honored with the Distinguished Alumni Award in 2005.

## **WHEN GRANTEES HIT FINANCIAL HARDSHIP**

### **Angela Han**

Angela Han directs NASAA's research services, managing the surveys and other information-gathering strategies NASAA uses to maintain data about state arts agencies and their work. She helps state arts agencies and NASAA partners use research to assist their planning, evaluation and advocacy activities. She also monitors current arts and public policy research, keeping members abreast of trends that affect public funding for the arts. Prior to joining NASAA in 2007, Han served as Executive Director for two nonprofit arts organizations. At River Arts, Inc. in Prairie du Sac, Wisconsin, she managed all aspects of programming, community outreach, marketing, and fundraising for an arts presenter in the rural Midwest. While with the Plymouth Symphony in Michigan her responsibilities included expanding an extensive music education program. Han's research work at NASAA is also shaped by her education. She holds an M.B.A. in arts administration from the University of Wisconsin-Madison and bachelor's degrees in music and physics.