



## Presenter Bios

*Please join NASAA in saluting the outstanding cast of experts who are sharing their knowledge, skills and ideas during our Assembly 2007 briefing sessions and workshops.*

### Briefing Session Presenters and Facilitators

#### CULTURAL DEMOCRACY

##### **James Counts Early**

James Early is the Director of Cultural Heritage Policy at the Smithsonian Center for Folklife and Cultural Heritage. He has served in various positions at the Smithsonian, including Assistant Provost for Educational and Cultural Programs, and Assistant Secretary for Education and Public Service. Prior to his work with the Smithsonian, Early was a humanist-administrator at the National Endowment for the Humanities; producer, writer, and host of "Ten Minutes Left," a weekly radio segment of cultural, educational, and political interviews and commentary at WHUR-FM radio, Howard University; and a research associate for programs and documentation at the Howard University Institute for the Arts and Humanities. He is a long-time advocate and activist for cultural diversity and equity issues in national and international cultural and educational institutions, and has explored the implications of culture, ethnicity, and nationality in constructions of statecraft and democratic institutions. The main focus of his professional work is cultural democracy and development of cultural heritage policy.

##### **Mayumi Tsutakawa (Moderator)**

Mayumi Tsutakawa is Manager of Grants to Organizations for the Washington State Arts Commission (WSAC) and has been with the agency for six years. She developed and implements the six-year Arts Participation Initiative, funded by the Wallace Foundation. Tsutakawa also worked at the King County Arts Commission from 1984 to 1993, and was manager of its Cultural Resources Division for the last three of those years. She has been an editor, curator and arts consultant for numerous literary, visual arts and community arts projects presenting artists of color, and was Director of External Relations for the Wing Luke Asian Museum in Seattle from 1997 to 2002. She edited five anthologies of literature and art, including *Edge Walking on the Western Rim: New Works by 12 Northwest Writers* and *The Forbidden Stitch: Asian American Women's Literary Anthology*, receiving the Before Columbus Foundation's American Book Award for multicultural literature in 1990. She curated the exhibition and edited the catalog *They Painted From Their Hearts: Pioneer Asian American Artists* at the Wing Luke Asian Museum. Tsutakawa also was a reporter and editor at The Seattle Times from 1976 to 1982. She earned her undergraduate degree in East Asian history and her master's degree in Communications.

## **QUALITIES OF QUALITY: EXCELLENCE IN ARTS EDUCATION AND HOW TO ACHIEVE IT**

### **Steve Seidel**

Steve Seidel, Ed.D., holds the Bauman and Bryant Chair in Arts in Education at the Harvard Graduate School of Education. He has been the Director of Project Zero since July 2000 and the Director of the Arts in Education program at the Harvard Graduate School of Education since July 2004. He continues his work as a Research Associate and Principal Investigator and as Lecturer on Education at the Harvard Graduate School of Education. Seidel has worked in the areas of the arts and education for over thirty-five years. Seidel trained and worked professionally as an actor and as a stage director. He has worked with theater companies in Baltimore, New York and Boston, and his directorial work has been seen Off-Broadway and Off-Off Broadway in New York, Boston and at the Edinburgh Fringe Festival. In addition to working in theaters, Seidel has also worked on short and feature-length films as acting coach, writer and script consultant.

### **Sherilyn Brown (Moderator)**

Sherilyn Brown is the Education Director at the Rhode Island State Council on the Arts (RISCA), a position she has held for 21 years. She has degrees in theatre education and adult education, and is a proponent of network structures as the way to bring about change in the 21st century. In her role as RISCA Education Director, Brown is responsible for several projects and programs. Brown serves as an administrator and broker of services for the Rhode Island Arts Learning Network, a statewide policy initiative working for equal access to the arts for all Rhode Island children and youth, both in and out of school.

## **THE CULTURAL DATA PROJECT (PARTS I and II)**

### **Peggy Amsterdam**

Peggy Amsterdam is President of the Greater Philadelphia Cultural Alliance. The Cultural Alliance is dedicated to advancing the cultural sector and serving its 298 non-profit member organizations and the broader cultural community. Under Amsterdam's direction, the Cultural Alliance has launched major marketing and grant making initiatives while moving to the forefront of the region's advocacy efforts. Amsterdam also serves on the Executive Committee of the Greater Philadelphia Convention & Visitors Bureau and the International Women's Forum. She is a frequent panelist for the National Endowment for the Arts and has served on the steering committee of the Arts Education Partnership. Amsterdam formerly served as Governor Tom Carper's Director of the Delaware Division of the Arts from 1993-2000 and was a founding member of the Delaware Arts Stabilization Fund, which now serves as a national model for private, public, and corporate collaboration for sustaining arts organizations.

### **Theresa Colvin**

Theresa Colvin was appointed to the position of Executive Director of the Maryland State Arts Council in 2002, after having served for five years as the Program Director for Community Arts Development and Music. Previously, Colvin served for more than six years with the Howard County Arts Council located in Ellicott City, MD. Originally from Philadelphia, PA, Colvin holds a Bachelors Degree in Business Administration from La Salle University and a Masters of Science in Arts Administration from Drexel University. Colvin has served on numerous advisory boards and grant review committees for agencies including the National Endowment for the Arts and Very Special Arts. She is also a board member of the Mid Atlantic Arts Foundation.

### **Marian Godfrey**

Marian A. Godfrey is Managing Director of Culture and Civic Initiatives of The Pew Charitable Trusts. From 1989 through 2003 she served as the Trusts' Program Director for Culture. Previously, Godfrey was Manager of the theater collaborative Mabou Mines, for which she also produced a feature film, "Dead End Kids: A Story of Nuclear Power" (1980-86); Instructor in Drama at New York University Tisch School of the Arts (1980-87); Director of Development for Dance Theater Workshop (1983-85); and Managing Director of Ensemble Studio Theater (1977-80). She received her MFA in Theater Administration from the Yale School of Drama in 1975 and BA magna cum laude in English Literature from Radcliffe in 1970. Godfrey currently serves on the boards of the Mid Atlantic Arts Foundation and the Center for Cultural Innovation, and chairs the Arts Policy Roundtable of

Americans for the Arts. Godfrey previously served on the boards of the Maine College of Art, Grantmakers in the Arts (chair, 2000-02) and Theatre Communications Group.

### **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. In honor of his achievements, Horn received the 2005 Gary Young Award from NASAA. 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.

### **Barbara Lippman**

Bobbie Lippman is a Senior Program Officer for Culture at The Pew Charitable Trusts and Project Director for the Cultural Data Project (CDP). She also manages the Trusts' Philadelphia Cultural Leadership Program. Prior to joining The Pew Charitable Trusts in 1999, Lippman taught at The University of the Arts in Philadelphia, where she also served as Assistant Dean of the College of Art and Design and as Director of Adult Education and Extension Programs. She founded the papermaking program at Historic Rittenhouse Town in Philadelphia, site of the first paper mill in the United States, and was co-editor of Hand Papermaking magazine. She earned her BA from Sarah Lawrence College and a certificate from Pennsylvania Academy of the Fine Arts.

### **Neville Vakharia**

Neville Vakharia is the Project Manager for the Cultural Data Project (CDP) at The Pew Charitable Trusts. Neville oversees the operations and expansion of the project including training, user support and Web development. Prior to joining the CDP, Vakharia was the Director of Technology Services and Programs for the Arts & Business Council of Greater Philadelphia. He was also the Director of Marketing for the Prince Music Theater, overseeing its audience development, branding and communications. Vakharia has more than 10 years of experience in the corporate sector, working in product development, marketing and global product management for W.L. Gore & Associates, Inc., the international manufacturer of GORE-TEX products. He holds two international patents and has developed several new products and technologies. He also serves as an adjunct faculty member in Drexel University's graduate arts administration program. Neville received both his Bachelor of Science degree in Materials Engineering and his Master of Science in Arts Administration from Drexel University.

### **Brian Rogers (Moderator)**

Brian Rogers is the Deputy Executive Director of the Pennsylvania Council on the Arts (PCA), in the Office of the Governor. Rogers has been at the PCA since 1992, serving as the Deputy Director of Administration, Program Director for Art Museums, and Fellowship Manager. Rogers is responsible for the PCA's grant programs for organizations and individuals and the administration of the agency. He also implements several programs and services including Picture Pennsylvania—a state-wide traveling exhibition program. Rogers also works with decentralized funding partnerships and initiatives for alternative funding options. Rogers has worked closely with leadership to conduct and implement three strategic planning processes resulting in the nationally recognized re-organization of the agency's responsive funding programs, providing a higher level of service and more than doubling the number of applicants funded. Rogers holds a BFA from Tyler School of Art at Temple University where he majored in painting, and a MFA from the Graduate School of Art at the University of Arizona.

## **THE ARTS AND HEALTH CARE**

### **Sandy Shaughnessy**

Sandy Shaughnessy has a Bachelors of Arts degree in Dramatic Literature, Theatre History, and Cinema with a minor in Political Science from New York University. Shaughnessy has been with the Florida Department of State for seven years, administering various programs, special events and initiatives. Prior to her initial appointment with the Division of Cultural Affairs, she served as Box Office Manager for Old School Square Cultural Arts Center in Delray Beach, Florida, and as Director/Treasurer of Box Office Operations for the Tampa Bay Performing Arts Center in Tampa, Florida. She has more than 18 years of experience working with performing arts venues, artists, producers and Broadway Road Show managers. Shaughnessy speaks fluent Spanish, and has working knowledge of French and Portuguese. Growing up with New York City as her playground, she has been hooked on the arts and culture since the age of three. She enjoys writing, designing and hanging art exhibitions, costume, scenery and make-up design, international collaborations, meeting people and serving the community.

### **Jill Sonke-Henderson**

Jill Sonke-Henderson is Co-Founder and Co-Director of the Center for the Arts in Healthcare Research and Education (CAHRE) at the University of Florida (UF). She also is on the faculty of the School of Theatre and Dance at the University of Florida and is Assistant Director and Artist in Residence with Shands Arts in Medicine (AIM). She has been an Artist in Residence with AIM since 1994, when she founded the Dance for Life program. She is active in research, curriculum and program development at UF, serves as vice president on the Board of Directors of the Society for the Arts in Healthcare, and is a frequent presenter, consultant, and guest artist at universities, conferences, hospitals, and festivals throughout the United States and abroad. Sonke-Henderson studied dance at Interlochen Arts Academy, the Florida State University, and in London, Paris and Athens. She has been a principal dancer and soloist with Lori Belilove & Company in New York City and a guest performer and choreographer with Dance Alive! and Stuart Pimsler Dance and Theatre. She is a soloist and regisseur of the historic works of Isadora Duncan, as well as a recognized teacher of the Duncan and Horton techniques.

### **Paula Terry**

Since 1979, Paula Terry has directed the AccessAbility Office at the National Endowment for the Arts. AccessAbility is an advocacy and technical assistance office that encourages and assists arts programming involving older adults, individuals with disabilities and people who reside in institutions. Terry has established leadership initiatives in Creativity and Aging, Universal Design, Careers in the Arts for Individuals with Disabilities, Arts in Healthcare and Arts in Corrections. Terry's office developed a broad partnership with the public and private sectors to support the "Creativity and Aging Study" with George Washington University. Completed in 2006, this multiyear study was the first-ever effort to quantify the impact of professional arts programming on the quality of life for older adults. Other achievements include work with the Graphics Artist Guild to develop the first collection of 12 disability symbols to encourage and assist groups in advertising access accommodations. Terry received a B.S. degree and did graduate work in the fine arts at Louisiana State University and at Garrett University in Evanston, Illinois.

## **ARTS & ENTERTAINMENT DISTRICTS: FOSTERING COMMERCE AND CULTURE**

### **Elizabeth Affleck Carven**

Elizabeth Carven is the Deputy Director of the Maryland State Arts Council. She directs the Arts and Entertainment Districts program, manages the Maryland Cultural Data Project and assists in the development and direction of agency programs. Carven joined the Maryland Department of Business and Economic Development (DBED) in April 2003 where she served as the Deputy Assistant Secretary for the Division of Tourism, Film and the Arts. Carven is a Harford County resident and graduate of Towson University and Villa Julie College. She brings 17 years experience as an economic development professional, including extensive experience in business development, community revitalization and grant writing/management. Prior to joining DBED, she served as Economic Development Director for the Town of Bel Air. In this position, her accomplishments included overseeing multi-million dollar community development projects and editing a book published by the Maryland Historic Trust on the history and architecture of Bel Air.

### **Kyra Kristof Pincheira**

Kyra Kristof Pincheira is the Arts and Entertainment District Coordinator for Cambridge, Maryland where she has also been an artist in residence at 447 Studios and Gallery since 2005. Pincheira consults with arts and science non-profit organizations through Macroeducation, Inc., an educational services firm that she founded in 2004. Her interest in developing programs and products that use learning experiences in the arts to meet the complex needs of communities have led her to work with organizations such as the Wolf Trap Foundation for the Performing Arts, the Washington National Opera, the Metropolitan Opera and the Choral Arts Society of Washington. She keeps her right and left brain in balance by also serving as the Director of Learning for EarthEcho International, an sustainability education non-profit. Pincheira holds two degrees from Carnegie Mellon University in Pittsburgh, PA: a Bachelor of Humanities and Arts in Creative Expression and a Master of Arts Management from the H. John Heinz III School of Public Policy and Management/College of Fine Arts. She is proud to be an active member of Cambridge's arts community during such a vibrant period of revitalization.

### **Andrew L. Vick**

Andrew Vick has been the Executive Director of the Allegany Arts Council since April of 2003. He and his wife were full-time artists when they relocated to Western Maryland from Fairfax, Virginia in March of 1998, and they continue to be active contributors to the local arts community. Prior to his career in the arts, Vick was employed as a Marketing Director and as a Manager of Human Resources for businesses in the Washington, DC area. In addition to his role as Executive Director of the Allegany Arts Council, Vick also serves on the Maryland Tourism Development Board, the Maryland Downtown Development Association Board of Directors, the Allegany County Chamber of Commerce Board of Directors, and is the current President of the Rotary Club of Cumberland. He is also a member of The Greater Cumberland Committee and the City of Cumberland's Downtown Development Commission, is the Coordinator for the City of Cumberland's Arts & Entertainment District, is the Co-Chair of Allegany County's Tourism Committee, and sits on the statewide Advisory Board for *Maryland Life* magazine.

### **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 Masters 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.

## **NEA GRANTS OVERVIEW**

### **Eileen Mason**

Eileen Mason is the Senior Deputy Chairman of the National Endowment for the Arts (NEA). Appointed by the Bush Administration in November 2001, she served as Acting NEA Chairman from January 2002 to February 2003. Previously, Mason served as a manager and administrator at the U.S. Nuclear Regulatory Commission and the Federal Energy Regulatory Commission. Her 27 years of public service include service as Vice President for Grants on the Arts and Humanities Council of Montgomery County, Maryland, and as a Music Advisory Panelist for the Maryland State Arts Council. Before entering the federal service, Mason was a book editor at Acropolis Books in Washington, DC, and at Little, Brown in Boston, where she edited textbooks in political science, history, and English literature. Mason is a violinist who has played with the Cornell University Symphony, the M.I.T. Symphony, the Augusta Symphony, and the American University Symphony Orchestra. She has a Bachelor of Arts degree from Cornell University, where she majored in English, and a Masters degree in Public Administration from American University.

## ENGAGING ART: THE NEXT GREAT TRANSFORMATION OF AMERICA'S CULTURAL LIFE

### **Steven J. Tepper**

Steven Tepper 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.

## MAKING THE MOST OF YOUR GOVERNOR'S ARTS AWARDS

### **Rich Boyd**

Rich Boyd is in his ninth year as executive director of the Tennessee Arts Commission, previously serving 15 years as the deputy director. With a mission of making the arts accessible to the citizens of Tennessee, the Commission makes more than 850 direct and 2,000 indirect grant awards annually, covering every art discipline and with a strong focus on arts education. Under Boyd's leadership, the Commission's grant categories have seen a 60% increase in funding over eight years. Boyd's background includes experience as an educator, theater producer/director, published playwright and composer. He has an interest in period architecture and landscape design, serving as a restoration consultant for historic buildings and gardens. His design projects in Tennessee, North Carolina, Florida and Alabama have been featured in numerous places, including on HGTV's *Homes Across America*, *Country at Home* and *Country Style* series, as well as in *Country Living*, *Classic Homes* and *Colonial Homes* magazines.

## HOW LOCAL COMMUNITIES COLLABORATE TO IMPROVE ACCESS TO HIGH QUALITY ARTS EDUCATION

### **Susan Bodilly**

Susan Bodilly, PhD in Public Policy, has worked at RAND for more than 25 years. Her primary research interests and expertise lie in K-12 school reform, resource allocation and its impact on reforms, formative evaluation, and implementation analysis. Bodilly has evaluated an array of K-12 improvement initiatives such as the General Electric College Bound program, attempts by high schools to integrate academic and vocational education, attempts by the federal government to return Section Six schools on military bases to local control, and attempts by schools to implement Perkins legislation as evaluated under the National Assessment of Vocational Education. She played a leading role in the RAND evaluation of the New American Schools Initiative. Bodilly recently managed review panels for the National Board for Professional Teaching Standards. She co-edited a book on scale up issues in education and an extensive literature review on the use of out-of-school-time. She is now leading an evaluation of the Ford Foundation's Collaborating for Educational Reform Initiative and an effort to analytically describe collaborative systems that support high quality arts education experiences, funded by the Wallace Foundation. She is currently Director of RAND Education.

### **Mary R. Trudel**

Mary Trudel joined The Wallace Foundation in 2004 as senior communications officer. She serves on the arts team, handling communications of foundation arts research products, as well as developing events and outreach to share effective practices and ideas. She played a key role in the launch of the RAND study "Gifts of the Muse: Reframing the Debate About the Benefits of the Arts." Before joining Wallace, Mary served as group director, consumer marketing & technology, at Hill & Knowlton; executive vice president, consumer/consumer healthcare, at Ruder

Finn Public Relations Worldwide; president of Kahn/Trudel Communications Group; and president of The Rowland Company Worldwide. She has developed major campaigns for the American Heart Association, DuPont, Procter & Gamble, Johnson & Johnson and Volkswagen, among other Fortune 500 companies. Trudel is a magna cum laude graduate of the City College of New York (CCNY), where she was elected to Phi Beta Kappa. She is a winner of numerous public relations industry awards for her work in consumer products and community relations and she was named a PR All-Star by *Inside PR* magazine. Mary began her career as a singer and attended the Manhattan School of Music.

**Amy Duggins Pender** (Moderator)

Amy Duggins Pender is Director of Arts in Education and the Empire State Partnerships at the New York State Council on the Arts, where she has served since 1998. She is also a classically trained singer and a lover of performing contemporary and new works. She previously served as Senior Program Officer for Education and Information at the New York Foundation for the Arts and, before that, Assistant Director for Administration at the Brooklyn Music School. She holds a BM in music education and piano performance, a MM in vocal performance, and is currently writing a dissertation in fulfillment of the requirements for the Doctor of Musical Arts degree in vocal performance. Her vocal studies were conducted at the University of Cincinnati's College-Conservatory of Music. She has more than ten years of teaching experience, both in the private setting and in the public schools, and she has taught music to students K-12 and at the college level.

## GETTING TO KNOW THE REGIONAL ARTS ORGANIZATIONS

**Gerri Combs**

Gerri Combs has served as Executive Director of the Southern Arts Federation (SAF) since 2005. She joined SAF after 10 years as Executive Director of the Kentucky Arts Council. After completing her undergraduate studies at Marshall University and graduate studies at the University of Kentucky, Combs began an extensive career in the field of arts administration and education. Over the past 30 years, she has worked as a public school teacher, local arts council director, facility manager, presenter, programmer and consultant. She has held the positions of Regional Coordinator for the Kentucky Arts Council, Education Director for the J.B. Speed Museum and Deputy Director of the Galef Institute-Kentucky Collaborative for Teaching and Learning—both in Louisville, Kentucky. Combs served as consultant and panelist with the National Endowment for the Arts and other national, state and regional organizations. She currently serves as an advisory member of the NASAA Board, representing Regional Arts Organizations.

**Alan Cooper**

Alan Cooper has been Executive Director of Mid Atlantic Arts Foundation (MAAF) since 1994. The Foundation is one of six regional arts organizations in the U.S., serving a nine-state region that includes Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virgin Islands, Virginia and West Virginia. Cooper's previous positions include Associate Director of the North Carolina Arts Council, Executive Director of the Winston-Salem (NC) Symphony and Associate Director of Development for Special Gifts at Washington National Cathedral. Cooper is currently Secretary, Chair of the Membership Committee, and a board member of Grantmakers in the Arts. He has previously served as a NASAA board member, chair of the U.S. Regional Arts Organizations working group, and a member of the Regional Council of the Pew Fellowships in the Arts. Other accomplishments include serving as a panelist for the New Jersey State Council on the Arts, a site visitor for the NEA, and President of the North Carolina Association of Symphony Orchestras.

**David Fraher**

For three decades, Fraher has been building and leading arts organizations and programs throughout the U.S. For nearly twenty-five years he has been the Executive Director of Arts Midwest, where his commitment to innovation, managed risk, and return on investment to the organization's member state arts agencies is a nationally recognized hallmark of his leadership. Arts Midwest connects the arts to audiences throughout Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin. Prior to his Arts Midwest tenure, Fraher served as Executive Director of the Wyoming Arts Council and as an independent consultant for the Western States Arts Federation. He has served on numerous boards, including NASAA, the Western States Arts

Federation, and the Hennepin Center for the Arts. He has also been named to over a dozen national funding and advisory panels. Fraher is the recipient of the 2007 Gary Young award in recognition of his exceptional leadership at the state, regional, national, and international levels.

### **Anthony Radich**

Anthony Radich has served as the Executive Director of the Western States Arts Federation (WESTAF) since 1996. He oversees WESTAF's work in the areas of research, advocacy and online systems development designed to benefit the cultural community. Prior to WESTAF, Radich served as the Executive Director of the Missouri Arts Council for eight years. There he led the successful effort to create a state cultural trust fund supported by a stream of dedicated state funding. Preceding this position, Radich was the Senior Project Manager for the Arts Tourism and Cultural Resources Committee of the National Conference of State legislatures (NCSL). As Senior Project Manager, he worked with state legislators nationwide to develop state-level legislation and policy concerned with the arts, tourism and historic preservation. While with NCSL, Radich was appointed by Denver's mayor, Federico Peña, to chair the Denver Commission on Cultural Affairs. Radich holds a Bachelors degree in Physical Anthropology and a Masters degree in Art Education, both from the University of Oregon. He also holds a Doctorate from the Graduate School of Public Affairs of the University of Colorado at Denver.

### **Jane Preston**

Jane Preston serves as Director of Programs at the New England Foundation for the Arts (NEFA). She provides leadership and oversight in program design and delivery, and advises on the administration of NEFA grant processes. One of her priorities is to focus on the direction, quality, integration, and results of NEFA's research projects related to the creative economy, and to assure that evaluation and research are integrated into all of the organization's programs and activities. Externally, Jane builds relationships with grantees and other partners. Preston has over 25 years of experience in the cultural and nonprofit community, working at the intersection of public and private initiatives addressing the arts and community development. Consulting clients have included the National Endowment for the Arts, state and local arts agencies, and community based cultural organizations across the U.S. As Research Fellow at the Hauser Center for Nonprofit Organizations at Harvard University, she explored future directions in philanthropy, and leadership challenges of museums. Previously, she directed the Cultural Facilities Fund in Chicago, served as Deputy Director for Partnership at the Illinois Arts Council, and held senior development positions at the Goodman Theatre, American Conservatory Theatre, and New England Conservatory.

### **Suzanne Wise**

Suzanne Wise has served as executive director of the Nebraska Arts Council (NAC) since 2003. Prior to her appointment, she served on the NAC staff for 14 years managing grant programs, artist fellowships, special initiatives and the state's public art program. Previously, she held curatorial positions at Sheldon Art Gallery in Lincoln, Nebraska; Joslyn Art Museum in Omaha, Nebraska; and Northwestern University's Block Gallery in Evanston, Illinois. She has also been adjunct faculty at Creighton University and the Lincoln and Omaha campuses of the University of Nebraska. Wise was part of the development team that established the Nebraska Cultural Endowment which provides supplemental funding support for the agency. As executive director, she opened a gallery dedicated to showcasing the best of Nebraska artists adjacent to the NAC offices, re-established the state's citizen advocacy organization and guided the development of a slate of arts education initiatives that address the needs of rural educators, youth at risk and the state's cultural institutions. She holds degrees in art history from the University of Nebraska-Lincoln and the University of Kansas. In 1998, she was awarded an Outstanding Alumni Achievement Awards from the University of Nebraska-Lincoln's Hixon-Lied College of Fine & Performing Arts.



## **Workshop Facilitators**

### **YOU'VE GOT IT, SO FLAUNT IT! PROMOTING YOUR STATE'S DISTINCTIVE CULTURAL ASSETS**

#### **Pamela Breaux**

A native of Lafayette, Louisiana, Pam Breaux graduated from McNeese State University with a Bachelor of Arts degree in English. She later graduated from the University of Louisiana at Lafayette with a Master of Arts degree in English and Folklore. Pam managed Southwest Louisiana's Decentralized Arts Funding Program for Region Five of the state from its inception through its seventh year. She also spent six years as executive director of the Arts & Humanities Council of Southwest Louisiana. During her tenure there, she worked to create and develop the Central School Arts & Humanities Center (an adaptive reuse project), as well as the Southwest Louisiana Cultural Tourism Coalition. She also led the Louisiana Division of the Arts as its executive director, before taking on her current position as the Assistant Secretary of the Louisiana Office of Cultural Development. She is on the boards of the National Assembly of State Arts Agencies and the Southern Arts Federation.

#### **Valsin Marmillion**

Valsin Marmillion is recognized as one of the top public relations and campaign strategists in the country. He is the President of Marmillion + Company (MCo), with offices in Los Angeles and Washington, D.C. Clients include the State of Louisiana, the National Conference of State Legislatures, the National Association of Counties, the American Psychological Association, the John F. Kennedy Center for the Performing Arts, IBM, Verizon and UCLA. Prior to founding MCo, Marmillion worked for Hunt/Marmillion and Associates and Atlantic Richfield Company (ARCO). In addition to being a staffer for several members of Congress, he was also the Chief of Staff for former Senator and Representative John B. Breaux. Many of his campaigns have earned recognition for bringing challenging issues to the public. MCo won the Best Public Service Campaign of 2006 award for work with America's WETLAND. Marmillion has served as executive producer for several features developed for Discovery and The Learning Channel. His production work has garnered several awards including the Pollie Award from the American Association of Political Consultants and the Platinum Award from the League of American Communications Professionals. Marmillion is a Louisiana native and graduate of Northwestern State University in Louisiana.

### **MAKING MEETINGS MATTER: CREATIVE PATHWAYS TO PUBLIC INVOLVEMENT**

#### **Barbara Schaffer Bacon**

Barbara currently co-directs Animating Democracy, a program of Americans for the Arts' Institute for Community Development and the Arts, funded by the Ford Foundation. Launched in fall 1999, Animating Democracy's purpose is to foster artistic activity that encourages civic dialogue on important contemporary issues. Barbara has worked as a consultant since 1990, and prior to that she served as executive director of the Arts Extension Service at the University of Massachusetts where she was on staff for 13 years. Her work with consulting partner Pam Korza includes program design and evaluation for state and local arts agencies and private foundations nationally. Projects include strategic plans for the Heinz Endowment's Arts and Culture programs and the New York State Council on the Arts; a 20-year review of the North Carolina Arts Council's Grassroots Arts Program; and cultural plans for Northampton, MA, and Rapid City, SD. Barbara has written, edited, and contributed to several publications, including the revised edition of Fundamentals of Local Arts Management and The Cultural Planning Work Kit, published by the Arts Extension Service. She is an arts management educator, serving as a primary instructor for the "Fundamentals and Advanced Management" seminars, guest lecturer for the New York University Graduate Program in Arts Management, and a senior faculty member for the Empire State Partnerships' Summer Institute in arts education. A graduate of the University of Massachusetts, Barbara has served as a panelist and adviser for many state and national arts agencies. She is president of the Arts Extension Institute, Inc., a board member of the Fund for Women Artists, and chair of her local school committee.

## **STATE ARTS AGENCY ADVOCACY: STRATEGIES FOR LONG-TERM SUCCESS**

### **Thomas L. Birch**

Since 1981, Tom Birch has served as NASAA's legislative counsel in Washington, DC, 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 undergraduate 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, DC, retiring in 2005 unchallenged and undefeated.

## **BEYOND GRANT MAKING: EXPLORING ALTERNATIVE MODELS OF SAA INTERVENTION**

### **Kelly J. Barsdate**

Kelly Barsdate is the Chief Program and Planning Officer at NASAA, where she has worked since 1991. She oversees NASAA's services to members, including research activities, member education programs, and special initiatives that help state arts agencies adopt effective strategies for serving the public. In addition to managing NASAA's strategic planning practices, Barsdate provides extensive consultation to state arts agencies in the design and evaluation of their state plans, policies and programs. She provides training, facilitation and advisory services to state arts agency staff and councils, as well as to corporate and foundation clients. Barsdate has managed NASAA's collaborations with partners including the National Governors Association, the National Conference of State Legislatures, The Wallace Foundation, the Urban Institute's National Center for Charitable Statistics, Grantmakers in the Arts, the Foundation Center and The Pew Charitable Trusts. She has authored numerous monographs and articles on state arts agency funding, planning and evaluation. She is a regular presenter at national arts and philanthropy conferences, and is a contributing editor of the *Journal of Arts Management, Law and Society*.

## **INTRODUCTION TO PUBLIC VALUE & PUBLIC VALUE AND THE FUTURE**

### **Jonathan Katz, PhD**

Jonathan Katz 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.