

Hosted by the Wyoming Arts Council / Wyoming Department of State Parks and Cultural Resources

NASAA

NATIONAL ASSEMBLY OF STATE ARTS AGENCIES
2013 LEADERSHIP INSTITUTE

OCTOBER 16-18, 2013 JACKSON, WYOMING

Hotel Terra Meeting Rooms

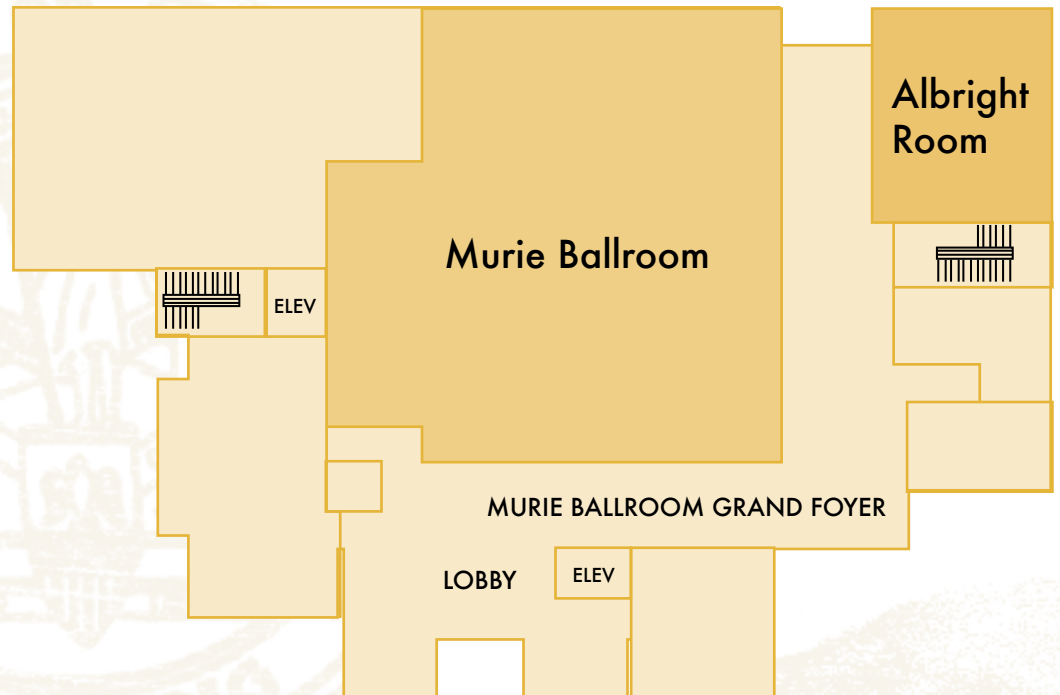


Table of Contents

Welcome	1
Schedule at a Glance	2
Sessions & Events	4
General Information	9
Sponsors	10
Thank You!	11
Message from NASAA President	13
Board & Staff	14
Credits	15

WELCOME

Welcome to the NASAA 2013 Leadership Institute in Jackson, Wyoming!



The Wyoming Arts Council and the Wyoming Department of State Parks and Cultural Resources are very excited to host NASAA's 2013 Leadership Institute. We know you'll be energized by the learning, networking and creative opportunities this conference will offer amidst breathtaking surroundings. This famous mountain town on the winding Snake River is home of the Teton Mountains, the National Elk Refuge, world-class cultural amenities and outdoor recreation. On behalf of our arts community and government leaders, welcome to Wyoming!

During your time in Jackson, you'll experience a wonderful array of cultural offerings. You'll see everything from cowboy poetry (in this case, from a *cowgirl*!) to Native American drummers and singers, chamber music to country music, theatrical clowning to contemporary dance. This artistic variety reflects the Equality State as a place that cherishes both its traditional arts and its contemporary expressions—and exemplifies the vital role of the arts in a thriving American democracy.

Focused, in-depth learning sessions will empower, stimulate and challenge us as public-sector leaders and advocates. We'll also have plenty of time to network with friends and colleagues, old and new. The next few days will give us the opportunity to share ideas, discuss new approaches and deepen us as a network of leaders who can help each other.

Besides its natural beauties, Jackson surges with creative energy and is full of galleries, shops, theatres, museums and restaurants. Its ranking on the Creative Vitality Index is one of the highest in the nation. In our time together, we'll visit the National Museum of Wildlife Art, which showcases the depth of artistic inspiration drawn from the majesty of nature. While there, we'll hear from one of Wyoming's most legendary public figures, former U.S. Senator Alan K. Simpson, a lifelong champion of the arts and their place in the public realm. We'll also visit the new Center for the Arts, which houses some truly world-class organizations, including Contemporary Dance Wyoming. After the closing session, you are encouraged to shop in the downtown galleries that are participating in a Jackson gallery walk and enjoy having dinner at one of Jackson's many and varied restaurants.

Such vibrant, creative and intellectual abundance will inspire and refresh you like the crisp mountain air and the sun on the aspens. We hope you return home with renewed vigor and passion for the important work you do every day. Enjoy your visit in Jackson!

Sincerely,



Milward Simpson
Director
Wyoming Department of State
Parks and Cultural Resources



Rita Basom
Arts Council Manager
Wyoming Arts Council



Karen Stewart
Chair
Wyoming Arts Council



SCHEDULE AT A GLANCE

Wednesday, October 16

- 9:30 a.m. – 4:00 p.m. **NASAA Board Meeting**
Hotel Terra – Murie A Ballroom
All members are invited.
- 1:00 – 5:00 p.m. **Leadership Institute Registration**
Hotel Terra – Murie Ballroom Grand Foyer
- 6:30 – 8:30 p.m. **Leadership Institute Opening Reception**
Hotel Terra – Murie Ballrooms A & B

Thursday, October 17

- 7:30 – 8:30 a.m. **Networking Breakfast**
Teton Mountain Lodge – Spur Restaurant and Teton Room
- 7:30 – 9:00 a.m. **Leadership Institute Registration**
Hotel Terra – Murie Ballroom Grand Foyer
- 9:00 – 10:15 a.m. **Welcome and Roll Call**
Hotel Terra – Murie Ballrooms A & B
- 10:30 – 11:45 a.m. **Plenary Session with Terry Tempest Williams**
Hotel Terra – Murie Ballrooms A & B
- 12:00 – 1:00 p.m. **Networking Luncheon**
Teton Mountain Lodge – Spur Restaurant and Teton Room
- 1:15 – 4:45 p.m. **Peer Sessions**
Chairs and Council Members: Hotel Terra – Murie A Ballroom
Executive Directors: Teton Mountain Lodge – Teton Room
Deputy/Assistant Directors: Hotel Terra – Murie B Ballroom
- 6:15 p.m. **Bus departure**
- 7:00 – 9:00 p.m. **Evening at the National Museum of Wildlife Art: Reception, Dinner and Performances**
Buses depart Teton Village at 6:15 p.m. for the museum. Buses depart the museum at approximately 9:00 p.m. for our Teton Village hotels.



Friday, October 18

7:00 – 8:00 a.m.

Networking Breakfast

Teton Mountain Lodge – Spur Restaurant and Teton Room

8:30 – 9:30 a.m.

Briefing Sessions

Arts Advocacy Meets Intrinsic Impact: Hotel Terra – Murie A Ballroom

The Arts and the Military: Hotel Terra – Murie B Ballroom

Rural Myths, Realities and Opportunities: Hotel Terra – Albright Room

10:00 – 11:30 a.m.

Workshops

Collective Impact: Hotel Terra – Murie A Ballroom

Animating Your Return on Investment: Hotel Terra – Murie B Ballroom

Arts Leadership in the Public Sector: Hotel Terra – Albright Room

12:00 – 1:00 p.m.

Networking Luncheon

Teton Mountain Lodge – Spur Restaurant and Teton Room

1:00 – 1:30 p.m.

Louisiana Coffee and Dessert Break

Hotel Terra – Murie Ballroom Grand Foyer

1:45 – 3:00 p.m.

Dialogue Sessions

Arts Education: Hotel Terra – Albright Room

Arts Advocacy: Hotel Terra – Murie B Ballroom

Beyond State General Funds: Hotel Terra – Murie A Ballroom

3:15 p.m.

Bus departure

4:00 – 6:00 p.m.

Business Meeting and Artist Showcase at the Center for the Arts

Buses depart Teton Village at 3:15 p.m. for the Center for the Arts. At approximately 6:00 p.m., all buses depart the Center for the Arts for downtown Jackson Square.

Evening

Dinner on your own in downtown Jackson

Buses depart Jackson Square at 6:30, 8:30 and 9:30 p.m. for our Teton Village hotels.

SESSIONS & EVENTS

Wednesday, October 16

9:30 a.m. – 4:00 p.m. NASAA Board Meeting

Hotel Terra – Murie A Ballroom

All NASAA members are invited to drop in to see their board at work.

1:00 – 5:00 p.m. Leadership Institute Registration

Hotel Terra – Murie Ballroom Grand Foyer

6:30 – 8:30 p.m. Leadership Institute Opening Reception

Hotel Terra – Murie Ballrooms A & B

Relax, visit with friends old and new, and hear a saddlebag full of great songs by Wyoming native Michael Hurwitz. An extensive variety of hors d'oeuvres, savory dishes and desserts offer tastes of Wyoming.

Thursday, October 17

7:30 – 8:30 a.m. Networking Breakfast

Teton Mountain Lodge –
Spur Restaurant and Teton Room

7:30 – 9:00 a.m. Leadership Institute Registration

Hotel Terra – Murie Ballroom Grand Foyer

9:00 – 10:15 a.m.

Welcome and Roll Call

Hotel Terra – Murie Ballrooms A & B

Let your voice be heard during the traditional opening ceremonies and roll call of the states! In addition to warm welcomes from your hosts, enjoy native drumming and singing from North Bear, of the Northern Arapaho and Oglala Lakota tribes.

10:30 a.m. – 11:45 a.m.

Plenary Session with Terry Tempest Williams

Hotel Terra – Murie Ballrooms A & B

A nationally acclaimed author, educator and environmental activist, Terry Tempest Williams has deep roots in the American West and the Jackson Hole region. Williams has done fieldwork in Grand Teton National Park through the Teton Science School and is a frequent writer in residence, speaker and facilitator of community dialogues across Wyoming. She divides her time between homes in Wilson, Wyoming, and Castle Valley, Utah. During this plenary session, Williams joins us for a conversation on the meaning of responsive citizenship, the power of place, and the roles that the arts and advocacy play in a living democracy.

Moderator

Jonathan Katz, Chief Executive Officer, NASAA



Terry Tempest Williams



Please silence your cell phone
during all sessions.

Use a QR code scanner on your smart-phone or tablet to access material on artists and speakers. This tech tool keeps information at your fingertips and conserves paper—good news for NASAA’s budget and the planet! If you don’t have a QR reader, visit your app store for options.

Terry Tempest Williams:



Peer sessions:



Museum:



Artists:



12:00 – 1:00 p.m.

Networking Luncheon

Teton Mountain Lodge – Spur Restaurant and Teton Room

1:15 – 4:45 p.m.

Peer Sessions

Peer sessions offer state arts agency staff and council members the chance to network and exchange ideas with people from around the nation who share similar responsibilities. Meeting agendas, developed by volunteer leaders for each group, are available at the NASAA registration desk or by scanning the code above.

Chairs and Council Members

Hotel Terra – Murie A Ballroom

Executive Directors

Teton Mountain Lodge – Teton Room

Deputy/Assistant Directors

Hotel Terra – Murie B Ballroom

7:00 – 9:00 p.m.

Evening at the National Museum of Wildlife Art

Buses depart Teton Village at 6:15 p.m. for the National Museum of Wildlife Art, 2820 Rungius Road, Jackson Hole, 307-733-5771. Featuring the works of more than 500 painters, photographers and sculptors, the museum provides an inspiring setting for an evening of performance from the Verismo Trio, dinner and reflections from former U.S. Senator Alan K. Simpson. Buses depart the museum at approximately 9:00 p.m. for our Teton Village hotels.



Nature photography is featured in the National Museum of Wildlife Art’s current Wild Wonders of Europe exhibition.



Please silence your cell phone during all sessions.



Special Guest

Alan K. Simpson

Alan Simpson has served as a Wyoming state representative, a U.S. senator and director of the Institute of Politics at Harvard University’s John F. Kennedy School of Government. A longtime champion for the National Endowment for the Arts, Simpson joins us on Thursday evening to share his perspectives on the arts and American public policy.



SESSIONS & EVENTS Friday, October 18

Friday, October 18

7:00 – 8:00 a.m.

Networking Breakfast

Teton Mountain Lodge – Spur Restaurant and Teton Room

8:30 – 9:30 a.m.

Briefing Sessions

Arts Advocacy Meets Intrinsic Impact

Hotel Terra – Murie A Ballroom

Arts advocates often emphasize how the arts create jobs and revenues. Our conversations with lawmakers focus on this data and, by extension, on economic justifications for government arts funding. Does this emphasis reflect our true value? Recent research offers new insights into many social and emotional benefits that stem from arts participation. Does such information on “intrinsic impact” have a role in making an effective case for public support? Explore these questions and more in this briefing, inspired by *Counting New Beans: Intrinsic Impact and the Value of Art*.

Presenter

Brad Erickson, Executive Director, Theatre Bay Area

The Arts and the Military

Hotel Terra – Murie B Ballroom

Recent wars have catalyzed dramatic changes in the lives of active-duty military personnel, reservists and veterans. The arts can be a powerful asset to the health and well-being of these individuals—totaling nearly 24 million—throughout their span of service. Join this session to learn more about the needs of this population, the multiyear National Initiative for Arts & Health in the Military, and the roles that state arts agencies can play in supporting our nation’s service members, their families and caregivers.



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Moderator

Margaret Hunt, Director, Colorado Creative Industries

Presenters

Marete Wester, Director of Arts Policy, Americans for the Arts

Robert Booker, Executive Director, Arizona Commission on the Arts

Lynn Martin Graton, Acting Director, New Hampshire State Council on the Arts

Rural Myths, Realities and Opportunities

Hotel Terra – Albright Room

Rural America is shaped by numerous social, demographic, economic and technological forces, many of which affect the success of state arts agency programs and policies. Join Dee Davis, publisher of the Daily Yonder website, for updates and insights into dynamic new developments as well as a look at the challenges, trends and myths that surround our relationship with rural communities.

Moderator

Eric Giles, Learning Services Manager, NASAA

Presenter

Dee Davis, Founder and President, Center for Rural Strategies

10:00 – 11:30 a.m.

Workshops

Collective Impact

Hotel Terra – Murie A Ballroom

No single organization can create large-scale, lasting change alone. But what can be achieved if governments, nonprofits, foundations, civic leaders and businesses all pool their efforts around a common agenda? This session shares how communities across the globe are utilizing Collective Impact concepts and invites you to explore how these strategies can be applied to the arts. FSG is the nonprofit firm that



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pioneered the Collective Impact model, published in the *Stanford Social Innovation Review*.

Facilitator

Abi Ridgway, Consultant, FSG

Animating Your Return on Investment

Hotel Terra – Murie B Ballroom

Good design can bring your data to life and can communicate compelling ideas in a short amount of time. This session shares infographics and data visualizations that effectively convey information, illustrate impact and make a case for an agency's return on investment. By harvesting multiple examples from traditional and on-line media, this workshop helps you consider how you can more creatively put your own agency's information assets to use.

Facilitator

Ryan Stubbs, Research Director, NASAA

Presenters

Alex Aldrich, Executive Director, Vermont Arts Council
Nicholas Paleologos, Executive Director, New Jersey State Council on the Arts

Arts Leadership in the Public Sector

Hotel Terra – Albright Room

State arts agency staff and council members have diverse leadership responsibilities as agency decision makers, managers of people and resources, agents of change, and champions for the arts. These leaders also must navigate an ever-changing landscape with an eye toward policy, politics, and emerging cultural and social trends. This workshop examines concepts, strategies and skills that distinguish public-sector leaders and contribute to enhancing agency public value.

Facilitator

Jonathan Katz, Chief Executive Officer, NASAA

12:00 – 1:00 p.m.

Networking Luncheon

Teton Mountain Lodge – Spur Restaurant and Teton Room

1:00 – 1:30 p.m.

Louisiana Coffee and Dessert Break

Hotel Terra – Murie Ballroom Grand Foyer

Enjoy special treats and sweets from the Louisiana Division of the Arts and the Louisiana Department of Culture, Recreation and Tourism, hosts of NASAA Assembly 2014, November 13 – 15 in New Orleans.

1:45 – 3:00 p.m.

Dialogue Sessions

Arts Education

Hotel Terra – Albright Room

What are state arts agencies aiming to achieve in arts education? Given the vast, complex and decentralized nature of the education system, how can our agencies be most influential? Participate in this conversation to share your aspirations and thoughts on obstacles, opportunities and strategies for success.

Facilitators

Joy Pennington, Executive Director, Arkansas Arts Council

Camellia El-Antably, Deputy Manager
and Arts Specialist, Wyoming Arts Council

Arts Advocacy

Hotel Terra – Murie B Ballroom

What advocacy tactics have proven most productive for you in the last several years? What new champions have you successfully recruited? What advocacy challenges do you need to overcome, and what new advocacy strategies would you like to pursue? Join this session for a candid exchange of ideas about strengthening arts case-making at the state level.

Facilitator

David Miller, Arts Strategy Consultant

SESSIONS & EVENTS Friday, October 18

Center for
the Arts:



Artists:



Beyond State General Funds

Hotel Terra – Murie A Ballroom

By far the largest funding source for state arts agencies—currently and historically—is state general funds. However, state legislatures have enacted a variety of other policies to provide support. Interest in these policies is on the rise. Some state arts agencies also have found ways to navigate the sensitivities of securing private funds. After a brief review of various funding vehicles, this discussion explores the risks and returns of supplemental funding strategies.

Facilitators

Kelly Barsdate, Chief Program and Planning Officer,
NASAA

Henry Clapp, Research Associate, NASAA

4:00 – 6:00 p.m.

Business Meeting and Artist Showcase at the Center for the Arts

Shuttles depart at 3:15 p.m. for the Center for the Arts, a multidisciplinary cultural campus in Jackson, for NASAA's closing ceremonies. The NASAA 2013 Leadership Institute finale features a closing keynote by NASAA CEO Jonathan Katz, a (very brief!) business meeting, and performances by playwright Bob Berky, Contemporary Dance Wyoming and "alt-country" singer Jalan Crossland. After we adjourn, enjoy dinner on your own at one of downtown Jackson's excellent local restaurants.

The Center for the Arts is located at 265 Cache Street, Jackson, 307-734-8956. At approximately 6:00 p.m., all buses depart for downtown Jackson Square, where attendees can explore a variety of restaurants, galleries and shops.



Top to bottom: Bob Berky,
Contemporary Dance
Wyoming, Jalan Crossland



Dinner on your own in downtown Jackson

Restaurant guides and a map of Jackson Hole are available at the NASAA registration desk and at the Center for the Arts. **Buses depart Jackson Square at 6:30, 8:30 and 9:30 p.m.** and return to our Teton Village hotels.



Please silence your cell phone
during all sessions.

GENERAL INFORMATION

Meeting Sites

Unless otherwise indicated, all meetings take place at the following locations:

Hotel Terra
3335 West Village Drive
Teton Village, WY 83025
307-739-4000; 800-631-6281

Teton Mountain Lodge & Spa
3385 Cody Lane
Teton Village, WY 83025
307-734-7111; 800-631-6271

Registration Hours

The NASAA registration desk is available at Hotel Terra – Murie Ballroom Grand Foyer:

Wednesday, October 16, 1:00 – 5:00 p.m.
Thursday, October 17, 7:30 – 9:00 a.m.

If you miss registration, please ask a NASAA staff member for assistance.

Networking Meals

Take advantage of the Leadership Institute's networking meals to continue conversations with colleagues. No formal programs or performances are scheduled during these times:

Networking Breakfasts

Teton Mountain Lodge – Spur Restaurant and Teton Room
Thursday, October 17, 7:30 – 8:30 a.m.
Friday, October 18, 7:00 – 8:00 a.m.

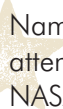
Networking Luncheons

Teton Mountain Lodge – Spur Restaurant and Teton Room
Thursday, October 17, 12:00 – 1:00 p.m.
Friday, October 18, 12:00 – 1:00 p.m.

Name Badges

Your name badge is your “admission ticket” to Leadership Institute sessions and special events. If you lose your badge, you may replace it at the NASAA registration desk or ask a NASAA staff member. Ribbons are identified below.

Yellow	NASAA staff
Black	NASAA board
Blue	Wyoming Arts Council / Wyoming Department of State Parks and Cultural Resources
Red	Speakers, panelists, facilitators
Purple	Sponsors
Magenta	Donors
Emerald	Campaign for NASAA donors

 Name badges with a star sticker indicate a first-time attendee. Please help us welcome all newcomers to our NASAA Leadership Institute community.

Business Centers

Feel free to use the computers in the business centers at both conference hotels.

High-Altitude Tips



Most visitors to Jackson do not suffer any effects from the altitude, but please be aware of a syndrome known as acute mountain sickness (AMS). About 5% of visitors develop some symptoms, such as headache, nausea, insomnia, fatigue, lack of appetite or light-headedness. Symptoms usually improve with rest and fluids. Alcohol and some medications (including tranquilizers, sleeping pills and antihistamines) can make AMS worse. Consult a physician if you have any questions or feel ill. EMERG+A+CARE of Jackson Hole has medical staff on call 24 hours at 307-733-8002.

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The work of NASAA and the state arts agencies is
strengthened in many ways through partnership with
the National Endowment for the Arts.

THANK YOU!

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In gratitude to the Kentucky Arts Council for the hard work and long hours, made by Andee Rudloff
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In honor of Theresa Colvin, made by members of the Maryland State Arts Council
In honor of Arni Fishbaugh, made by Ken May
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In honor of Mr. Robert S. "Bobby" Kadis, Chair of the North Carolina Arts Council, made by Ray McKinney
In honor of Bobby Kadis, made by Ardath Weaver
In honor of Governor Martin O'Malley, in recognition of his strong and consistent support for the Maryland State Arts Council, made by Terri Moreland
In honor of Becky Quinn, made by Lisa Blach and Andy Weil
In honor of Becky Quinn, made by Rachel and Conrad Fowler
In honor of Laura Smith, made by Patricia Bizzell
In memory of Bonnie Bernholz, former Chair of the Alaska State Council on the Arts, made by Timothy Wilson
In memory of Frank Samuel Cole, made by Shelley Morhaim
In memory of Mary Noel Culver, made by Robert Culver
In memory of Maria Estrada, Idaho Commission on the Arts, who will be remembered for her dedication, made by Wilfred Watkins
In memory of Dorothy Crawford McCarty, made by Karen Ellerbrook
In memory of Jacque and Lila Stahler, made by Julie Henahan

In memory of Gary Young, who knew how to do the job and have some fun! made by Barbara Schaffer Bacon
In recognition of the dedicated service of Dennis Dewey to NASAA, made by Rich Boyd
In recognition of regional and state arts agencies' commitment to excellence and access to the arts, made by Dorothy Pierce McSweeny

In recognition of the valuable, dedicated volunteer service provided by the members of the West Virginia Commission on the Arts, made by Susan Landis

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This list acknowledges gifts made from October 1, 2012, through September 20, 2013.



Dear friends,

We have much to be proud of! As you know, this past spring NASAA got a \$50,000 challenge grant that we wanted to match by September 30. The **Campaign for NASAA** was a fabulous chance to reach out to friends—old and new—and connect everyone with the great work NASAA does for state arts agencies. NASAA hadn't done such a bold campaign before, so we faced a new challenge.

And we met it! Thanks to so many of you, we SURPASSED our \$50,000 goal, which secured more than \$100,000 for NASAA. This is a major achievement for our field and one we can all celebrate. So many of you stepped up to participate in the campaign and donations of all sizes made this success possible. Thank you!

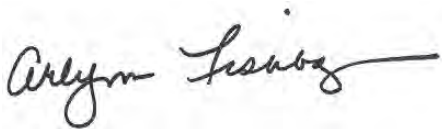
NASAA has lots on tap for 2014, and contributions from individuals will help make it possible. In the coming year your continued support will help NASAA:

- do innovative state legislative research—for example, to corral model creative economy policies
- tell compelling stories about public arts funding using new data visualization techniques
- orient new staff, chairs and council members to state arts agency service

Now add to this what NASAA provides: access to the finest research and data, a tireless and effective voice in Congress on behalf of states, and support and good counsel to the National Endowment for the Arts. If we want NASAA to continue to do this and more, it needs to be the strongest organization it can possibly be.

You can help by supporting **NASAA's 2014 Annual Fund**. Please watch for your letter in the mail next month or visit the registration desk to make your gift.

Thank you so much for your ongoing support of NASAA, and for all the incredible work you do in your state.



Arni Fishbaugh
President, NASAA
Executive Director, Montana Arts Council



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NOTES





Save the date!
Assembly 2014
November 13 – 15
New Orleans,
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National Assembly of State Arts Agencies

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