



**President's Message from
Bruce Labadie**



We've heard from a number of presenters lately, and the challenges of selling tickets are more difficult this year than most. California Presenters is positioned to help -- as the source of information and exchange. Our presenter member listserv has seen increased activity, as members ask for and receive answers to questions regarding programming, production issues and legal issues quickly and easily.

If you are not signed up to the listserv, contact our administrative coordinator Ruth Rosenberg to check the status of your membership.

Our programs of advocacy; support for new entrants to the field; the Information Exchange conference; and the New Work commissioning and touring program have been recognized by the Irvine Foundation and the National Endowment for the Arts.

With the hard work of board members Chris Wolf and Lenore Naxon, and Ruth's, we will keep the 2009 Information Exchange conference affordable and will return to San Francisco after a long absence. We hope to add topics that are timely to you.

You'll be getting your membership renewal in the mail soon. Membership is the backbone of our organization, so be sure to renew right away. We'll continue to work hard on your behalf. As always, we encourage your feedback to keep the organization effective.

Bruce Labadie
brucelabadie@yahoo.com

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**CALIFORNIA PRESENTERS
NEW WORK**

**REQUEST FOR
2010-2011 ARTISTIC PROJECT
PROPOSALS**

Proposals Due: Friday, January 30, 2009

California Presenters seeks proposals for exceptional new performing arts projects for touring in the 2010-2011 season.

Representatives of top ranked projects will be invited to make "California Presenters New Work" presentations to share the artistic visions of their new performance pieces with California Presenters' membership on May 28, 2009 at the Artist Information Exchange (AIE) conference to be held in San Francisco, California.

Following the conference, California Presenters will select one, or possibly two, projects for block booked touring. The selected project(s) will be eligible to receive financial support through CP's Tour Support Program of grants to California presenters presenting the work(s) during the period July 1, 2010 to June 30, 2011.

RFP may be downloaded at www.calpresenters.org

**2009 ARTIST INFORMATION
EXCHANGE CONFERENCE**

San Francisco

May 27-29, 2009

SEE PAGE 6 FOR DETAILS

Job Listing Sites

Association of Performing Arts Presenters

<http://www.artspresenters.org/networking/jobbank.cfm>

Western Arts Alliance

<http://www.westarts.org/jobs.html>

California Arts Council

<http://www.cac.ca.gov/jobs/>

Arts Northwest

<http://www.artsnw.org/>

Western States Arts Federation

<http://artjob.com>

International Society for the Performing Arts Foundation

<http://www.ispa.org/jobs/index.html>

Southern Arts Federation

<http://www.artsopportunities.org/>

Send your job listings to admincoordinator@calpresenters.org and we'll post them in our e-mail bulletins.

California Presenters

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Ruth Rosenberg, editor

Contributors

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Bruce Labadie
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Nominations Sought for James Irvine Foundation Leadership Awards

The James Irvine Foundation is accepting nominations for the 2009 James Irvine Foundation Leadership Awards. **Nominations are due by January 16, 2009, and awards will be announced in the summer of 2009.**

The James Irvine Foundation Leadership Awards recognize individual leaders who are advancing innovative and effective solutions to significant issues in California. The award aims both to recognize the leaders' successes and to advance the solutions they have implemented. Nominees for the award may be working in any field — such as education, health, housing, economic development or the environment — in the public, private or nonprofit sector.

The foundation We anticipate making four to six awards in 2009, the program's fourth year. Award recipients will each receive \$125,000 to support their work to benefit the people of California. The award also includes communications activities, undertaken together by award recipients and the Foundation, to educate policymakers and practitioners about the solutions they have implemented.

Nominations are welcome from people who are well-acquainted with the leader or leadership group, and can attest to their qualifications. Nominations can be submitted online at www.irvine.org/leadership. The Web site provides more details about the awards, profiles of past recipients and answers to frequently asked questions.

California Presenters' Statement of Professional Ethics

- Professional ethics should be adhered to by member organizations and their representatives.
- Inherent in the relationship between presenters, artists, and artist management, which form the core professional activities in the presenting field, should be a commitment to honesty and integrity in the performance of one's professional duties.
- Members will conduct their professional activities in good faith.
- Members will not breach professional confidences.
- Members will not abuse their professional affiliation by seeking inappropriate benefits that result in personal gain.
- Members will not engage in or participate in activities where one has a real or perceived conflict of interest.
- Members will conduct their business within the letter and spirit of all applicable laws, and governmental and institutional regulations.

the James Irvine foundation



California Presenters Meeting At APAP

California Presenters will hold its Special Interest Session on Monday, January 12, 2009 during this year's Arts Presenters Conference in NYC.

This roundtable discussion is open to all California presenters, regardless of membership status. Listen to and share ideas gleaned from the first three days of the conference. The meeting will take place from 9:30-10:30am in Conference B of the Sheraton New York.

For more info, contact Ruth at admincoordinator@calpresenters.org.

NEW MEMBERS

California Presenters added these new members in 2008:

Tommy Aguilar, *Movimiento de Arte y Cultura Latino Americana*

Steve Amerson, *Classic Concert Productions*

Roman Baratiak, *Arts & Lectures, University of California, Santa Barbara*

Fred Blanco, *The Stories of Cesar Chavez*

Linda Bolt, *Kanbar Center for the Performing Arts @ the Osher Marin JCC*

Bud Coffey, *Sturges Center for the Fine Arts*

Meridith Hankenson, *Agency for Creative Talent Strategies, Inc.*

Tomas Janzon, *Changes Music*

Daniel Kays, *Moonlight Stage Productions*

Robin Klinger, *Robin Klinger Entertainment LLC*

Marilyn Levinson, *Bay Area Cabaret*

Larry McCoy, *McCoy Artists Group*

Staci Santa, *Merced County Arts Council*

Alex Scollon, *Moonlight Stage Productions*

Steven Valencia, *Instituto Mazatlan Bella Artes*

Zoot Velasco, *Muckenthaler Cultural Center*

Ann Vermel, *Warnors Centre for the Performing Arts*

Dan Wolf, *The Hub at the JCCSF*

Devon Zotovich, *Sunset Cultural Center, Inc.*

NEA Changes Some Presenting Deadlines

The National Endowment for the Arts is making changes to the NEA Access to Artistic Excellence deadlines involving **Presenting projects**. The next set of guidelines for fiscal year 2010 will reflect a few **changes** that may decide the deadline date for your upcoming application. The deadlines listed below are tentative.

Deadline Changes

- Projects involving **Access to the Arts for Underserved Communities** must now apply in **March instead August**. (Tentative Deadline: March 12th, 2009 with earliest project start date January 1, 2010)

The actual date will be confirmed in January and will be listed at www.Arts.gov.

- Projects involving **Creation, Commissioning, Presentation, Touring, Residencies, and Artist Training** must now apply in **August instead of March**.

(Tentative Deadline: August 13th with earliest project start date June 1, 2010)

The actual date will be confirmed in January and will be listed at www.Arts.gov.

No Deadline Changes

- **Artists Communities will still apply in March**, but under the new Artist Communities discipline/field instead of Presenting.
- **Outdoor Festivals and Dramas will still apply in March. Services to the field and Preservation projects will still apply in August.**

If you have any questions, please contact Mario Garcia Durham, Director of Presenting, durhamm@arts.gov, 202.682.5469 or Silvio Lim, Presenting Specialist, lims@arts.gov, 202.682.5658

It's time to renew!

Your 2008 California Presenters membership is about to expire.

Watch your mail for a 2009 renewal form. Your prompt renewal will keep CP going and growing!

New Westside \$45 Million 'Global Theater' to Open as 'Vital Addition' to the Cultural Ecology of Los Angeles



After 10 years of consulting with internationally lauded performing artists and administrators on their vision of a "dream venue," The Stage will welcome audiences in May

2008 as the only Los Angeles theater of its kind in both design and artistic intent.

Envisioned by opera singer turned artistic director Dale Franzen as a "global theater," The Stage aspires to be more than a traditional performing arts venue. In addition to presenting renowned and respected artists, The Stage's vision for the long-term is to serve as a "laboratory of creative spontaneity," where performing artists can nurture new work and collaborate in all performance disciplines and where audiences of all ages and backgrounds are welcomed into a more intimate arts experience.

"The Westside of Los Angeles has never had anything of its kind," enthuses Dustin Hoffman, Chairman of the Artistic Advisory Board. "What makes it unique is that it's a stage for dance, opera, and musicals... It's also an intimate theater and it looks great."



Architecturally, The Stage is unique in providing the intimate immediacy of a 499-seat hall yet with a variable proscenium and a stage comparable to UCLA's 1,833-seat Royce Hall, able to accommodate a full orchestra, even beyond a 45-musician orchestra pit.

Artistically, Franzen hopes to develop The Stage to be first and foremost an incubator for collaboration, and a site of creative spontaneity where artists can develop new work as they envision it. Presenting all genres within every performing arts discipline, including film, internationally renowned and established artists and companies will appear as well as the best of emerging generations. Designed and built from the stage out to suit the sensibilities of world-class artists, presenting work on any scale, and with artistic dimensions that embrace the creative process from inception to opening night, The Stage is poised to become a vital and visionary cultural catalyst for Westside audiences and

"The Westside has always contributed generously to the performing arts of Los Angeles but this may be our greatest contribution yet," claims Los Angeles County Supervisor Zev Yaroslavsky. "The Stage and its complex speak to the creative heart of our city by teaching our students, developing new talent, inspiring audiences and bringing the best performing artists in the world to our neighborhood. It is a vital addition to the cultural landscape and its impact promises to be felt for years to come."

Reinforcing that promise, within the complex a smaller, black box theater called the Second Space "exists as an invitation to young artists and audiences," says Franzen. Starting October 2007, prior to The Stage's official Fall



2008 opening, Second Space performances in the Under the Radar Series will be presented free of charge. The Stage was built at a cost of \$45 million, financed with a \$35 million bond measure passed by the cities of Santa Monica and Malibu in 2004; \$5 million from other government agencies and from private donors; and a bond measure for Santa Monica College improvements passed in 2002. "Embedded in the original Santa Monica College charter is the call for a performing arts center, so The Stage fulfills our mandate and our traditions," explains Dr. Chui L. Tsang, president of Santa Monica College. "Like KCRW, it is also a community 'service' of Santa Monica College, a world-class global theater befitting our identity as a world-class leader in education."



The Stage and Second Space are located at Santa Monica Blvd and 11th Street, formerly the site of a former public school that Santa Monica College had been using

as additional class space. Pre-existing structures next to The Stage and Second Space have been retrofitted, creating a complex of "smart" classrooms, administrative offices, and gallery and rehearsal space. A service of Santa Monica College, The Stage complex is a dynamic vision in architectural execution, cultural impact and artistic intent.

Photos courtesy of The Eli & Edythe Broad Stage

CP Members Crow!



The **California Presenters** Board of Directors has selected **Adam Philipson** to fill out the board term of Kerstyn Olson, who resigned in September to take another position at USC.

Adam, Managing Director of the **Santa Clarita Performing Arts Center at College of the Canyons (PAC)**, passes on the news that PAC is launching a new K-12 arts education outreach program.

The program will seek to use the college's cultural and community resources to expose students to the visual and performing arts, while also collaborating with teachers and administrators in school districts throughout the area to develop an enhanced arts education curriculum and a variety of unique educational opportunities for all students.

To kick-start the new program the college partnered with the Saugus Union School District (SUSD) to host a group of more than 600 elementary school aged students who visited the PAC October 3, for a special performance and presentation by The Tweaksters.

Noting that the function of the program will be to augment, not replace, the various arts education programs already helping to meet the needs of students and schools affected by limited resources and state budget constraints, Philipson is confident the program will be a success.

Erin Palmer has been hired as the **Mondavi Center, UC Davis's** new Programming Manager. Erin's most recent work experience includes Philadelphia's prestigious Kimmel Center and The Corporation of Massey Hall and Roy Thomson Hall in Toronto. She is an experienced, passionate, and energetic arts administrator with particular programmatic depth in world music and community programming.

Len Alexander, Livermore Valley Performing Arts Center's first Executive Director, is changing roles. Alexander has worked with Livermore Valley Performing Arts Center (LVPAC) through his consulting firm, Management Consultants for the Arts, since December 2005. His consulting position was expanded in June 2006 to include the responsibilities of Executive Director. To allow Alexander to return to his theater consulting business, **David Dial**, LVPAC's General Manager for over a year, was been pro-

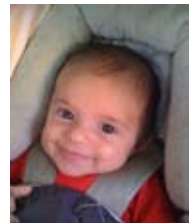
moted to the Executive Director position beginning October 1st. Alexander will be engaged as a part time LVPAC consultant.

Dial's experience includes the design, construction and day-to-day operations of such major Bay Area cultural projects as Cal Performances, Yerba Buena Center for the Arts, Zeum, and Computer History Museum. "This is a very exciting time for LVPAC," Dial said "Len has launched the Bankhead Theater as the home for performing arts in the Tri-Valley. I look forward to continuing that work and moving toward the opening of the Regional Theater."

LVPAC recently completed its first year of operations at the Bankhead Theater. During the initial season, 201 events were presented attracting a total audience of over 76,000 including 14,000 young people. In addition to operating the Bankhead Theater, LVPAC is working with the City of Livermore to develop a 2000-seat regional performing arts theater and operates the Bothwell Arts Center, an eclectic arts-incubator for area visual and performing artists.

The **City of Vista** is pleased to announce the hiring of **Jessica Walz-Viau** to the Cultural Arts Team in the Recreation and Community Services Department. She brings to the City of Vista, her boundless energy, presenting experience and endless ideas to help program and run the City's two performing venues, the Avo Playhouse and the Moonlight Amphitheatre. The Amphitheatre is currently undergoing renovations including the construction of a Stage House and related backstage facilities. For more information about the Moonlight Stage House Project along with recent construction photos, please visit the project website: www.cityofvista.com/departments/citymanager/MoonlightProject.cfm

Dan Wolf, Manager of Arts and Culture for The Hub at the JCCSF, is a new dad. Isaac Jalen Wolf was born on July 20 weighing in at 6 lb. 15 oz. and 19.5 inches long. Congrats Dan!



In September, **Ruth Rosenberg, California Presenters' Administrative Coordinator**, was included in Sacramento Magazine's *Power & Influence 100*. She was also a finalist for the Sacramento Arts & Business Council's Individual Leadership award.

*Have something you'd like included in the next CP newsletter?
Send it to admincoordinator@calpresenters.org*

IRS COMPLETES NEW FORM 990-EZ REDESIGN

The IRS has completed a redesign of the Form 990-EZ, impacting all organizations with annual receipts of less than \$1,000,000 and assets of less than \$2.5 million. The 990-EZ form has not changed as dramatically as the Form 990, but there are several additional schedules to file, depending on an organization's activities.

The qualifications for the Form 990-EZ have been adjusted temporarily to allow more organizations to file the simpler form, providing a gradual transition to the significantly revised Form 990.

All 501(c)(3) organizations that file the 990-EZ will still be required to complete Schedule C if they engage in political or lobbying activities.

The IRS will allow EZ filers to choose between two methods for reporting compensation to officers, directors, trustees, and key employees. See the IRS website for more information on the instructions, www.irs.gov/charities/article/0,,id=186630,00.html

Information courtesy of Americans for the Arts.

New Irvine Study Presents Broader View of Cultural Engagement

A middle-schooler downloads YouTube videos and suggests favorites to a friend. A family shares its heritage through a holiday skit for neighbors. A baby boomer starts a garage band to relive musical memories of the 60s. Today, many forms of cultural engagement take place off the radar of the traditional infrastructure of nonprofit arts organizations and facilities.

A new study, funded by The James Irvine Foundation and conducted by WolfBrown and the Alliance for California Traditional Arts, sets out to better understand culture and community in California's San Joaquin Valley and Inland Empire — and to spark discussion of new ways to support culture effectively and equitably in these diverse, growing communities.

Cultural Engagement in California's Inland Regions documents the results of two major surveys, involving more than 6,000 people. The study uncovered a range of cultural activity — in music, theater and drama, reading and writing, dance, and visual arts and crafts — happening outside of the boundaries of established arts programs.

Findings paint a detailed picture of current forms of engagement and suggest new opportunities for cultural service providers and funders.

Visit www.irvine.org to download the report.

SAVE THE DATE!!

2009 ARTIST INFORMATION EXCHANGE CONFERENCE San Francisco, CA

May 27-29, 2009

Conference locations:
Yerba Buena Center for the Arts & the SF Playhouse

It's not too early to register for the 2009 Artist Information Exchange!

Conference and registration info are on our web site:
www.calpresenters.org/meetings/

Artist Information Exchange Sponsorship Opportunities

The annual Artist Information Exchange conference is an opportunity for presenters from California and the surrounding western states to network, plan, catch up on happenings in the field and to simply relax. The three-day conference affords several sponsorship opportunities with promotional recognition.

At press time, several sponsorship opportunities are still available for the 2009 conference. For more information, call Ruth at (916) 716-2349 or e-mail admincoordinator@calpresenters.org.

Pennsylvania Presenters Offers Presenter Travel Grants

Pennsylvania Presenters offers grants of up to \$500 to U.S. presenters who are interested in booking a PennPAT roster artist, and would first like to see a live performance by that artist.

Funds may be used either to attend a full public performance by a PennPAT roster artist, at home or on tour (presenter may be based anywhere in the U.S.); or, if the presenter is from outside Pennsylvania, funds may also be used to attend a showcase by a particular roster artist at the PennPAT Showcases at the annual PA Presenters Networking Meeting.

Applications and eligibility information are available at http://www.pennpat.org/Grants.aspx?id=120&ekmense1=216_submenu_280_btnlink

California Presenters On The Move

In Seattle, California Presenters hosted a party for attendees of the WAA conference at the ubër-cool Pravda Studios. We'd like to thank our sponsors, Monterey International (Brian Swanson, brian@montereyinternational.net), and performer **Andy McKee**. A good time was had by all.



Conference attendees enjoying CP's hospitality

California Presenters held its most recent board meeting in Riverside. Presenters from the Inland Empire were invited to join the board for dinner and presentations by Michael Alexander, CAC council member, and Rick Noguchi from the Irvine Foundation. The Mission Inn, decorated for the holidays, was a lovely backdrop for these activities. Thanks to UC Riverside for assistance with the hotel accomodations and meeting space.



Seasons Greetings at the Mission Inn



Kevin O'Connor & Lenore Naxon greet our guests



CP Board President Bruce Labadie welcomes everyone



Jeremy Ganter and Mitch Gershenfeld talk with Rick Noguchi with the Irvine Foundation



Kevin O'Connor orders the wine, as Lenore Naxon looks on and Michael Alexander takes notes



A few Northwest CP members: Carol Philips, Karen Hanan, Walter Jaffe



Finger style guitarist Andy McKee in performance



The battle of the Michaels: Michael McFall and Michael Alexander



Wally Jaffe, Margaret Lawrence, Mario Durham, Celesta Billeci



Winter Wonderland.....