

# The California Presenter

Spring 2002

*A publication of California Presenters, a statewide association of nonprofit performing arts presenters and affiliated organizations committed to advancing professional touring and presenting of the performing arts*

## **PRESENTERS REPRESENTED AT JOINT LEGISLATIVE COMMITTEE ON THE ARTS**

California Presenters ex-officio Advocacy Chair Michael Alexander provided testimony December 3, 2001 to California state legislators during the recent Joint Legislative Committee on the Arts held in Burbank. Michael was the only presenter invited to give testimony. The state legislators present were Senator Jack Scott (Burbank/Pasadena) with Assembly members Carol Liu (LaCanada/Flintridge) and Virginia Stroh-Martin (Santa Rosa). Although none of the state legislators sit on the finance committees that will deal with the arts, all stayed through the hearing and heard great arguments for using the arts to address economic stimulation issues and healing issues. We urge you to talk to these legislators about the hearing to build broad support for the arts as the state once again faces a difficult financial period.

For a transcript of Michael Alexander's presentation to the committee, visit [capresenters.org](http://capresenters.org).

## **A Loss of a Colleague and Friend**

California Presenters were just recently reunited with an eloquent and comedic voice of our organization when presenter Michael Putnam rejoined us at annual meetings and events after a short absence due to his organization restructuring. However, we have once again lost a smile as we are saddened to report the untimely death of Michael Putnam this past January. Michael Putnam was a member of California Presenters from its earliest days when he worked at the Norris Center for the Performing Arts. At the time of his passing, Michael was Performing Arts Manager for the City of Poway Performing Arts Center, which he opened. Michael is survived by his wife, Linda, and three daughters.

Contributions can be made to the Putnam Children's Education Fund - California Bank & Trust, Attention: Mr. Carl Kruze, 11717 Bernardo Plaza Court, San Diego, CA 92128.

## **2003/04 wish lists**

Even though all the booking for 2002-2003 is not all rapped up yet it is time to start to think about what you might like to do in 2003-2004, that is if you haven't as of yet. Very soon you will be receiving a request for your wish list at that time all those wishes will be collected and put together then be distributed out to the presenting membership for everyone to look at and to add their interest to the possible tour. Start to jot down those hoped for artists to visit the West in the 2003-2004 season.

# PRESIDENT'S MESSAGE

*by Celesta Billeci*

Two years ago, the board of California Presenters set a goal to take the CP organization to a new level of service to the membership by funding and hiring a part time staff member.. Last year, CP received a grant from the CAC to help build an infrastructure. I am happy to announce the hiring of Pat Kopp to the position of Administrative Coordinator. Pat was selected from over 130 candidates. Although Pat has specific duties, if you think of a way that our new staff person can help the membership or the organization, please pass those ideas on to either Pat or myself.

I am also pleased to announce the CAC approved a second year of funding for our Infrastructure grant during their meeting January 17. Receiving the Infrastructure grant will allow California Presenters to continue to increase services to the membership. Please take a moment to thank the CAC and it's staff for their hard work in helping CP to continue our growth.

## PRESENTER MEMBERS RELOCATE

Craig Springer was appointed Executive Director of the Cerritos Center of the Performing Arts (Cerritos, CA). Dr. Springer is the vice president of California Presenters. He served as Assistant Dean and Director of Cultural Arts and Activities at the University of Southern California for the past ten years. At USC Craig established the first professional arts and lectures program in the University's 100-year history. Craig also established the USC "LAJazz" Festival, one of the largest jazz festivals in Los Angeles. Before coming to Southern California, Craig spent twelve years at Northwestern University where he was General Manger of Concert Operations for the School of Music.

Bruce Spain has relocated to Southern California as Executive Director of Center for the Arts at El Camino College (Torrance, CA). The position was recelty vacated by former CP President Tim Van Lear who moved on to the University of Kansas. Prior to El Camino, Bruce was programming at the Luther Burbank Center in Santa Rosa, California where he presented 60-70 performances per season. Prior to Santa Rosa, , Bruce was with the City of Lancaster Performing Arts. Bruce is looking forward to working with other presenters in the So Cal area.

Thirty-year performing arts veteran Barry Bonifas was appointed Executive Director of Music in the Mountains (Nevada City, CA). Music in the Mountains is a 20 year-old organization that produces classical music festivals in the Sierra foothills Gold Rush communities of Nevada City and Grass Valley, sixty miles northeast of Sacramento. They present a three-week festival in June and July, week-long festivals in the spring and fall, special concerts during the holiday season, school programs and a year-round schedule of community fund raising events including the well-known Sierra Brewfest. Barry was the Managing Director of the Carmel Bach Festival from 1998-2000 . He served as Interim Executive Director of the Santa Cruz Symphony during 2001.

## Meeting at Arts Presenters

On Monday morning January 14 at 8:00 AM 32 attendees at the 2002 Arts Presenters conference met in New York. During the meeting President Billeci summarized what the organization was trying to accomplish with the funds that it has received from the infrastructure grant that it has received from the California Arts Council and how the organization would try to communicate with its membership through the use of its list serve process. The list most current update of the 2002/03 tours was passed out (this is the same one that was distributed on the list serve) and any additions or deletions were asked for, we would ask that as you review the latest version you have received that you send any additions or deletions be forwarded to [pkopp@csuchico.edu](mailto:pkopp@csuchico.edu) so that this file can be kept up to date.

WESTAF also presented the guideline for their Tourwest program for the coming year, which includes a Hub Sight Funding Program in addition to the Standard Performance Grants. It was also pointed out that WESTAF grant application will be "on line" this cycle. The meeting ended and all in attendance made their way to the Resource Room.

## **ARTS COUNCIL SURVEY REVEALS NEW STATISTICS**

The California Arts Council released results of a statewide public opinion survey on funding the arts. The results indicated 78% of Californians are willing to pay an additional \$5 in state taxes for the arts. The survey also revealed 81% believe arts improve the academic performance of children. 90% indicated government should play a role in funding the arts.

Additional findings were 68% of Californians think the arts are as important as academics and sports. Women, younger people and those with higher education were shown to value the arts as personally more important to them than other groups.

The study was funded by the David & Lucile Packard and James Irvine foundations, the Arts Council commissioned the research organization BRS Group Inc. to conduct 1,200 random, 15 to 20 minute phone calls to members of the English-speaking public throughout the state, and is basing its statistics on that sample. Focus groups were also conducted in Los Angeles, San Francisco and Fresno to assess attitudes toward the arts, with at least one focus group in each area that included bilingual Latinos.

The list serve and the way that it can be used.

Since last July California Presenters list serve has been up and running and for any Presenter that is not on and taking advantage of the service you are missing out on a valuable resource of your organization. If for some reason you are not now connected to the list serve please follow the following instructions and you will start to receive the many notices that come out from California Presenters and from individual members. To be on the list server:

From your computer send an e-mail to [listserv@eventbooking.com](mailto:listserv@eventbooking.com)  
Put in the Subject line "Subscribe capresenters"  
Put the same message in the body text of the e-mail  
Do not include any other information in the text.

By following these instructions you will be included in the list serve, through it you will receive messages from the Organization, opportunity to interact with other presenters who have an interest in engaging an artist. And also an opportunity to ask questions to the entire membership regarding a special need you might have, such as the inquiry regarding "Volunteers" earlier this year.

If you are not now on the list serve system take a moment and place yourself on it.

**HOLD THE DATE**

**CALIFORNIA ARTS COUNCIL  
JOINT CONGRESS ON THE ARTS**

**MAY 29-JUNE 1  
2002**

**SACRAMENTO**

**FOR MORE INFORMATION  
[WWW.CAC.CA.GOV](http://www.cac.ca.gov)**

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*The California Presenter*  
is published quarterly by  
California Presenters, a 501c3  
nonprofit organization.

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# CAC UPDATE

The Performing Arts Touring and Presenting Program has allocated \$553,551 for fee support for 152 2001-02 engagements, representing 65% of eligible requests and 79% of the dollars requested for eligible engagements. Funding went to 106 discrete presenters and 69 discrete artists. Fee support averaged \$3,642, an average of 45% of the artist fee. Very recently the Department of Finance required all agencies to return all funding for the current fiscal year (2001-02) that had not been authorized or contracted and to return those monies to the general fund to address the state budget shortfall. With that constriction of the CAC's budget and with the careful adherence to the Program's documentation requirement for funded engagements, there was some impact to the 2001-02 funding figures.

For comparison, last year when fee support funds totaled \$588,201, average fee support was less at \$3361, but held at 45% of the artist fee. Last year we funded 80% of eligible requests and 87% of the dollars requested for eligible engagements; funding went to 119 discrete presenters and 73 discrete artists.

Performing Arts Touring and Presenting Program postmark deadlines are March 8 and July 12. Please submit requests for fee support for 2002-03 by those dates. If you need a *Touring Artists Directory*, call the front desk at the CAC at 916-322-6555.

The Rural and Inner City Presenting Pilot Program was one of the CAC programs with uncommitted funds and all funding allocated to this program has been returned. We also do not anticipate that RICP will be reinstated in the next fiscal year. *If, when and how* the program is reintroduced, we will notify relevant artists, booking managers and presenters, and post the information on our website ([www.cac.ca.gov](http://www.cac.ca.gov)).

Several CP members were among those who answered our request and selflessly volunteered MANY hours to analyze applications of artists wishing to be placed in the *Directory*. Our sincere thanks to: Gail Matsui of JACCC, Nancy Martino of Yerba Buena Gardens and San Francisco Performances (Dance); Marsha Gebara of Redlands Summer Music Festival, Leigh Ann Hahn of Grand Performances (Music); Brian Donoghue of Sunset Community and Cultural Center, and Peter Lesnik of the Carpenter Center at CSU, Long Beach (Theater). We had lots of insights and expertise at each panel.

If you are interested in serving on a Touring and Presenting panel, please send me your resume and indicate if you are best able to serve dance, music or theater. Panelists serve without honorarium by the CAC's enabling legislation, but expenses are covered. You can send resumes by mail, fax or email ([pmilich@caartscouncil.com](mailto:pmilich@caartscouncil.com)). Panels consist of both presenters and artists.

The following are the 2002 Council meeting dates as of this date: March 14 (No.), April 25 (So.), June 6 (No.), July 25 (So.), September 12 (No.), November 14 (So.). Meetings are scheduled to begin at 1:00pm. As ever, dates and times are subject to change. Please pencil in these dates on your calendars, but check the website ([www.cac.ca.gov](http://www.cac.ca.gov)) to verify and for more detail as to location.

Due to the state budget shortfall, we will not be conducting the planned technical assistance workshops for presenters this spring. As you may recall, this is a great opportunity to brush up on your own presenting skills and/or promote the development of skills in the secondary staff at your organization. I am exploring the possibility of offering these in the fall. Updates later.

For more information, e-mail Patty Milich at [pmilich@caartscouncil.com](mailto:pmilich@caartscouncil.com) or call Patty at 916-322-6385.



c/o Pat Kopp  
P. O. Box 0048  
Chico, CA 95927-0048

visit  
The  
**Information Exchange**  
at  
**www.capresenters.org**  
today

## **HOLD THE DATE**

**CP Annual Meeting**  
**June 19-21, 2002**  
**The Horton Grand Hotel**  
**San Diego, California**

Reminder to make your hotel reservations for San Diego

The June meeting will be taking place in San Diego on June 19, 20 and 21 at Horton Grand Hotel, the hotel is located in the Gas Light District. A block of rooms have been reserved at \$120 per night, plus tax. It is suggested that you reserve your hotel room as soon as possible as San Diego is a popular tourist destination during the summer. Information regarding registration and the cost of the conference will be out to the membership in March.

**IAAM COMBINED  
DISTRICT IV, VI AND  
VII MEETING**  
**SAN DIEGO, CA**  
**March 9-12, 2002**  
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information**

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