



2019 Annual Membership Conference
Wednesday, May 29 – Friday, May 31, 2019
Holiday Inn San Francisco-Golden Gateway
1500 Van Ness Avenue

Conference Sponsors:

TheaterWorksUSA
 UC Santa Barbara, Arts & Lectures
 Mogo Arts Marketing
 California State University Presenters
 Cal Poly Arts, Cal Poly San Luis Obispo
 Carpenter Center, CSU Long Beach
 Center for the Arts, CSU Humboldt
 Chico Performances, CSU Chico
 Green Music Center, Sonoma State University
 Hammer Theatre Center, San Jose State University
 Luckman Fine Arts Complex, CSU Los Angeles
 The Soraya, CSU Northridge
 KMP Artists
 McCallum Theatre
 Opus 3 Artists
 University of California Performing Arts Centers
 ArtPower at UC San Diego
 Center for the Art of Performance UCLA
 California Presenters' Board of Directors
 Capacity Interactive
 Center for the Arts, Pepperdine University

Conference Sponsors continued:

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 Holden & Arts Associates
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 CAMI Music
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With Organizational Support From:

California Arts Council
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WEDNESDAY, MAY 29 - Conference Day 1

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| 8:30am | Registration/Coffee & Pastries | Lower Level Lobby |
| 9:00 - 11:00am | Professional Development Session Yes You Can! Arts Organizations <u>Can</u> Lobby, Advocate and Participate in Election Activities Moderator: Julie Baker , Executive Director, Californians for the Arts, Sacramento Panelists: Shyaam Subramanian , Counsel, Boulder Advocacy, Oakland; Joe Moscone , Chief Producer, Yerba Buena Center for the Arts, San Francisco | Gold Rush |
| 11:00am - 12:00pm | New Colleagues Session | Oregon |

WEDNESDAY, MAY 29 - Conference Day 1 - continued

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| 12:00 - 1:00pm | Luncheon | R.O.H. - Holiday Inn |
| 1:00pm | Welcome and Opening Remarks Heather Silva, President, California Presenters | Gold Rush |
| 1:15 - 2:15pm | Keynote Address Speaker: Roberta Uno , theater director and director of Arts in Changing America Sponsor: <i>Mogo Arts Marketing</i> | Gold Rush |
| 2:30 - 3:15pm | Artist Information Exchange Panel - Classical Music Coordinated by Rachel Fine Panelists: Rachel Fine , Executive Director, Wallis Annenberg Center for the Performing Arts, Beverly Hills; Melanie Smith , Preseident, San Francisco Performances | Gold Rush |
| 3:15 - 3:30pm | Classical Music discussion | |
| 3:30 - 3:45pm | Break | Lower Level Lobby |
| 3:45 - 4:30pm | Artist Information Exchange Panel - Jazz Coordinated by: Isabel Yrigoyen Panelists: Arturo Riera , Hispanic Marketing Strategist & Latin Jazz Coordinator, San Francisco; Laura Evans , Director of Music Programs, Engagement and Education, Stanford Live | Gold Rush |
| 4:30 - 4:45pm | Jazz discussion | |
| 4:45 - 5:45pm | Affinity Group Forum A. #fail: Sharing Lessons Learned with a Sense of Humor Moderators info coming soon | Oregon |
| 4:45 - 5:45pm | Affinity Group Forum B. Marketing Affinity Group Moderators info coming soon | Nevada |
| 4:45 - 5:30pm | Artist Information Exchange Panel - Hip Hop/Spoken Word Coordinated by: Leah Rosenthal Panelists: Joan Osato , Executive Director, Youth Speaks, San Francisco | Gold Rush |
| 5:30 - 5:45pm | Hip Hop/Spoken Word discussion | |
| 6:00pm | Reception | TBD |

THURSDAY, MAY 30 - Conference Day 2

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| 8:30am | Registration/Coffee & Pastries | Lower Level Lobby |
| 9:00 - 10:00am | Breakout Sessions I A. Contemporary Collaborations: On Curatorial and Community Partnerships Panelists: Michael Reed , Senior Director of Programs and Organizational Initiatives, Arizona State University Gammage, Tempe, AZ; Brianne Hannum , Operations Manager, MUSE/IQUE, Pasadena; Mauro ffortissimo , Painter, Sculptor, Muscian, Poet, Co-Creator, Flower Piano, San Francisco; Dean Mermell , Filmmaker, Muscian, Writer, Co-Creator, Flower Piano, Joshua Tree, CA | Oregon |
| 9:00 - 10:00am | Breakout Sessions I B. How They Do It: Marketing and Analytical Perspectives in Programming at the Mondavi Center Panelists: Rob Tocalino , Director of Ticketing and Marketing and Sarah Herrera , Assistant Director of Business Intelligence, Mondavi Center at the University of California, Davis | Nevada |
| 10:00 - 11:00am | Breakout Sessions II A. Nightlife, Presenters and the Local Ecosystem Judy Tsang , Director of Programming, Stern Grove Festival; Jordan Kurland , Founding Partner, Brilliant Corners Artist Management, San Francisco; Kev Choice , Pianist, M.C., Composer, Producer, Oakland | Oregon |
| 10:00 - 11:00am | Breakout Sessions II B. You & Your Board: Navigating Non-Profit Board Member Roles & Responsibilities Panelist: Eve Fromberg-Edelstein , Attorney, Fromberg Edelstein Fromberg, Palm Springs | Nevada |
| 11:00am - 12:00pm | Affinity Group Forum B. Small Venue/Small Organization Affinity Group Moderators: Corrina Lesser , Artistic Director, Scripps Presents at Scripps College, Claremont, CA; Teresa Lem , Community Engagement Coordinator, MUSE/IQUE, Pasadena | Oregon |
| 11:00am - 12:00pm | Affinity Group Forum B. Evaluating Success Beyond Ticket Sales Affinity Session Moderators: Cristina Ibarra , Events Manager, Yerba Buena Gardens Festival; Julianna Crespo , Director of Performing Arts, California Center for the Arts, Escondido | Nevada |

THURSDAY, MAY 30 - Conference Day 2 - continued

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| 12:00 - 12:45pm | Annual Business Meeting | Gold Rush |
| 1:00 - 2:00pm | Luncheon | TBD |
| 2:30 - 3:15pm | Artist Information Exchange Panel - Dance Coordinated by: Leah Rosenthal Panelists: Eleanor Wallace , Artistic Associate, Baryshnikov Arts Center, New York; Ilter Ibrahimof , Director, Sunny Artist Management, Toronto <i>Sponsored by: KMP Artists</i> | Gold Rush |
| 3:15 - 3:30pm | Dance discussion | |
| 2:30 - 3:15pm | Artist Information Exchange Panel - Americana/Folk Coordinated by Sari Feinstein Panelists: Andre Perry , Executive Director, Englert Theatre, Iowa City; Jacob Yarrow, Executive Director, Green Music Center, Sonoma State University | Oregon |
| 3:15 - 3:30pm | Americana/Folk discussion | |
| 3:30 - 3:45pm | Break | Lower Level Lobby |
| 3:45 - 4:30pm | Artists Information Exchange Panel - Family Programming Coordinated by: Denise Leader Stoeber Panelists: Denise Leader Stoeber , Program Manager, Cal Poly Arts, San Luis Obispo; Melanie Weir , Education Manager, Luther Burbank Center for the Arts, Santa Rosa | Gold Rush |
| 4:30 - 4:45pm | Family Programming Discussion | |
| 4:45 - 5:45pm | All California Leadership Program Orientation | Oregon |
| 6:00pm | Reception | TBD |

FRIDAY, MAY 31 - Conference Day 3

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| 8:00am | Registration/Coffee & Pastries | Lower Level Lobby |
| 8:00 - 9:00am | New England Foundation for the Arts Consultations Meena Malik, Program Manager, Theater | Washington |
| 9:00 - 10:00am | The Nuts & Bolts of Booking Panelists: Mitch Gershenfeld , President & CEO, McCallum Theatre, Palm Desert | Gold Rush |
| 10:00 - 10:45am | Artist Information Exchange Panel - Small Venue Coordinated by Brandi Brandes Panelists: Brandi Brandes , Esecutive Director, Ashkenaz Music & Dance Center, Berkeley; | Gold Rush |
| 10:45 - 11:00am | Small Venue discussion | |
| 11:00 - 11:15am | Break | Lower Level Lobby |
| 11:15am - 12:00pm | Artist Information Exchange Panel - World Music Coordinated by Isabel Yrigoyen Panelists: Leigh Ann Hahn , Director of Programming, Grand Performances, Los Angeles; Jordan Peimer , Executive Director, ArtPower at UC San Diego | Gold Rush |
| 12:00 - 12:15pm | World Music discussion | |
| 12:15pm | Close of Conference/Drawing <i>Must be present to win</i> | Gold Rush |

- Schedule subject to change -