



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

CONFERENCE SCHEDULE

Conference Sponsors:

TheaterWorksUSA
UC Santa Barbara, Arts & Lectures
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
MogoARTS Marketing
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:

City of Las Vegas' Office of Cultural Affairs
Holden & Arts Associates
IMG Artists
Kamstar Artist Management
Mortimer & Mimi Levitt Foundation
Siegel Artist Management
CAMI Music
Cathy Pruzan Artist Representative
Shaw Entertainment Group

Scholarship Support:

Soka University of America
WESTAF

With Organizational Support From:

California Arts Council
National Endowment for the Arts
The William and Flora Hewlett Foundation
WESTAF

WEDNESDAY, MAY 29 - Conference Day 1

8:30am	Registration/Coffee & Pastries	Lower Level Lobby
9:00 - 11:00am	Professional Development Session Yes You Can! Arts Organizations Can Lobby, Advocate and Participate in Election Activities <i>Moderator: Julie Baker, Executive Director, Californians for the Arts, Sacramento</i> <i>Panelists: Shyaam Subramanian, Counsel, Boulder Advocacy, Oakland; Joe Moscone, Chief Producer, Yerba Buena Center for the Arts, San Francisco</i> <i>Sponsored by City of Las Vegas, Office of Cultural Affairs</i>	Gold Rush B
11:00am - 12:00pm	New Colleagues Session	Oregon
12:00 - 1:00pm	Luncheon <i>Sponsored by TheaterWorksUSA</i>	TBD - Holiday Inn
1:00pm	Welcome and Opening Remarks Heather Silva , President, California Presenters	Gold Rush B
1:15 - 2:15pm	Keynote Address "Future Present: Beyond Equity and Diversity" <i>Speaker: Roberta Uno, theater director, writer, national arts leader and Director of Arts in Changing America</i> <i>Sponsored by MogoARTS Marketing</i>	Gold Rush B
2:30 - 3:15pm	Artist Information Exchange Panel - Classical Music Coordinated by Rachel Fine <i>Panelists: Melanie Smith, President, San Francisco Performances; Chris Verdugo, Executive Director, San Francisco Gay Men's Chorus; Jeremy Geffen, Executive and Artistic Director, Cal Performances, Berkeley</i> <i>Sponsored by IMG Artists</i>	Gold Rush B
3:15 - 3:30pm	Classical Music discussion	
3:30 - 3:45pm	Break <i>Sponsored by California Presenters' Board of Directors</i>	Lower Level Lobby
3:45 - 4:30pm	Artist Information Exchange Panel - Jazz Coordinated by: Isabel Yrigoyen <i>Panelists: Arturo Riera, Hispanic marketing strategist & Latin jazz coordinator, San Francisco; Laura Evans, Director of Music Programs, Engagement and Education, Stanford Live</i> <i>Sponsored by Soka Performing Arts Center</i>	Gold Rush B
4:30 - 4:45pm	Jazz discussion	

WEDNESDAY, MAY 29 - Conference Day 1 - continued

4:45 - 5:45pm	Affinity Group Forum A. #fail: Sharing Lessons Learned with a Sense of Humor <i>Facilitators: Aaron Johnson, Associate Artistic Producer, SFJAZZ, San Francisco; Heather Rigby, Managing Director, Ford Theatres, Hollywood</i>	Oregon
4:45 - 5:45pm	Affinity Group Forum B. Marketing Affinity Group <i>Facilitator: Molly Lomenzo, Strategic Client Partner, MogoARTS Marketing, San Francisco</i>	Nevada
4:45 - 5:30pm	Artist Information Exchange Panel - Hip Hop/Spoken Word Coordinated by: Leah Rosenthal <i>Panelists: Joan Osato, Producing Director, Youth Speaks, San Francisco; Simone Eccleston, Director of Hip Hop Culture and Contemporary Music, John F. Kennedy Center for the Arts, Washington D.C.</i> <i>Sponsored by Siegel Artist Management</i>	Gold Rush B
5:30 - 5:45pm	Hip Hop/Spoken Word discussion	
6:00pm	Reception <i>Sponsored by McCallum Theatre</i>	TBD

THURSDAY, MAY 30 - Conference Day 2

8:30am	Registration/Coffee & Pastries	Lower Level Lobby
9:00 - 10:00am	Breakout Sessions I A. Contemporary Collaborations: On Curatorial and Community Partnerships <i>Panelists: Michael Reed, Senior Director of Programs and Organizational Initiatives, Arizona State University Gammage, Tempe, AZ; Brianne Hannum, Operations Manager, MUSE/IQUE, Pasadena; Mauro ffortisimo, painter, sculptor, musician, poet, Co-Creator, Flower Piano, San Francisco; Dean Mermell, filmmaker, musician, writer, Co-Creator, Flower Piano, Joshua Tree, CA</i> <i>Sponsored by University of California Performing Arts Centers</i>	Gold Rush B
9:00 - 10:00am	Breakout Sessions I B. How They Do It: Marketing and Analytical Perspectives in Programming at the Mondavi Center <i>Panelists: Rob Tocalino, Director of Ticketing and Marketing and Sarah Herrera, Assistant Director of Business Intelligence, Mondavi Center at the University of California, Davis</i> <i>Sponsored by University of California Performing Arts Centers</i>	Oregon

THURSDAY, MAY 30 - Conference Day 2 - continued

10:00 - 11:00am	Breakout Sessions II A. All in the Mix: Nightlife, Presenters and the Local Ecosystem <i>Panelists: Judy Tsang, Director of Programming, Stern Grove Festival, San Francisco; Jordan Kurland, Founding Partner, Brilliant Corners Artist Management, San Francisco; Kev Choice, pianist, M.C., composer, producer, Oakland</i> <i>Sponsored by California State University Presenters</i>	Oregon
10:00 - 11:00am	Breakout Sessions II B. You & Your Board: Navigating Non-Profit Board Member Roles & Responsibilities <i>Panelist: Eve Fromberg-Edelstein, Attorney, Fromberg Edelstein Fromberg, Palm Springs</i> <i>Sponsored by California State University Presenters</i>	Gold Rush B
11:00am - 12:00pm	Affinity Group Forum A. Small Venue/Small Organization Affinity Group <i>Facilitators: Corrina Lesser, Artistic Director, Scripps Presents at Scripps College, Claremont, CA; Teresa Lem, Community Engagement Coordinator, MUSE/IQUE, Pasadena</i>	Oregon
11:00am - 12:00pm	Affinity Group Forum B. Evaluating Success Beyond Ticket Sales Affinity Session <i>Facilitators: Cristina Ibarra, Events Manager, Yerba Buena Gardens Festival; Julianna Crespo, Director of Performing Arts, California Center for the Arts, Escondido</i>	Nevada
12:00 - 12:45pm	Annual Business Meeting <i>Sponsored by Chico Performance/University Public Events</i>	Gold Rush B
1:00 - 2:00pm	Luncheon Ruth's Chris Steak House - 1601 Van Ness Ave. <i>Sponsored by UC Santa Barbara, Arts & Lectures</i>	Ruth's Chris Steak House
2:30 - 3:15pm	Artist Information Exchange Panel - Dance Coordinated by: Leah Rosenthal <i>Panelists: Eleanor Wallace, Artistic Associate, Baryshnikov Arts Center, New York; Ilter Ibrahimof, Director, Sunny Artist Management, Toronto</i> <i>Sponsored by KMP Artists</i>	Gold Rush B
3:15 - 3:30pm	Dance discussion	

THURSDAY, MAY 30 - Conference Day 2 - continued

2:30 - 3:15pm	Artist Information Exchange Panel - Americana/Folk Coordinated by Sari Feinstein <i>Panelists: Andre Perry</i> , Executive Director, Englert Theatre, Iowa City, IA; <i>Jacob Yarrow</i> , Executive Director, Green Music Center, Sonoma State University <i>Sponsored by Kamstar Artist Management</i>	Oregon
3:15 - 3:30pm	Americana/Folk discussion	
3:30 - 3:45pm	Break <i>Sponsored by WESTAF</i>	Lower Level Lobby
3:45 - 4:30pm	Artists Information Exchange Panel - Family Programming Coordinated by: Denise Leader Stoeber <i>Panelists: Denise Leader Stoeber</i> , Program/Development Specialist, Cal Poly Arts, San Luis Obispo; <i>Melanie Weir</i> , Education Manager, Luther Burbank Center for the Arts, Santa Rosa <i>Sponsored by Holden & Arts Associates</i>	Gold Rush B
4:30 - 4:45pm	Family Programming Discussion	
4:45 - 5:45pm	All California Leadership Program Orientation	Nevada
6:00 - 8:00pm	Reception at Yerba Buena Center for the Arts 701 Mission Street (a shuttle bus will make two trips to YBCA) <i>Sponsored by Opus 3 Artists</i>	Yerba Buena Center for the Arts

FRIDAY, MAY 31 - Conference Day 3

8:00am	Registration/Coffee & Pastries	Lower Level Lobby
8:00 - 9:00am	New England Foundation for the Arts Consultations <i>Meena Malik</i> , Program Manager, Theater New England Foundation for the Arts, Boston, MA	Washington
9:00 - 10:00am	The Nuts & Bolts of Booking <i>Panelist: Mitch Gershenfeld</i> , President & CEO, McCallum Theatre, Palm Desert <i>Sponsored by Mortimer & Mimi Levitt Foundation</i>	Gold Rush B

FRIDAY, MAY 31 - Conference Day 3 - continued

10:00 - 10:45am	Artist Information Exchange Panel - Small Venue Coordinated by Brandi Brandes <i>Panelists: Brandi Brandes, Executive Director, Ashkenaz Music & Dance Center, Berkeley; Farrell Hirsch, CEO, Muckenthaler Cultural Center, Fullerton, CA</i> <i>Sponsored by Capacity Interactive</i>	Gold Rush B
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 <i>Panelists: Leigh Ann Hahn, Director of Programming, Grand Performances, Los Angeles; Jordan Peimer, Executive Director, ArtPower at UC San Diego</i> <i>Sponsored by Lisa Smith Wengler Center for the Arts, Pepperdine University</i>	Gold Rush B
12:00 - 12:15pm	World Music discussion	
12:15pm	Close of Conference/Drawing <i>Must be present to win</i>	Gold Rush B

- Schedule subject to change -