



**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:

UC Santa Barbara, Arts & Lectures  
TheaterWorksUSA  
AudienceView Ticketing  
Chico Performances, CSU Chico  
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  
Yerba Buena Center for the Arts

### 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	<b>Registration/Coffee &amp; Pastries</b>	<b>Lower Level Lobby</b>
9:00 - 11:00am	<b>Professional Development Session</b> <b>Yes You Can! Arts Organizations <u>Can</u> Lobby, Advocate and Participate in Election Activities</b> <i>Moderator: Brad Erickson, Executive Director, Theatre Bay Area, San Francisco</i> <i>Panelists: Shyaam Subramanian, Counsel, Boulder Advocacy, Oakland; Jon Moscone, Chief Producer, Yerba Buena Center for the Arts, San Francisco</i> <i>Sponsored by City of Las Vegas, Office of Cultural Affairs</i>	<b>Gold Rush B</b>
11:00am - 12:00pm	<b>New Colleagues Session</b>	<b>Oregon</b>
12:00 - 1:00pm	<b>Luncheon</b> <i>Sponsored by TheaterWorksUSA</i>	<b>Gold Rush A</b>
1:00pm	<b>Welcome and Opening Remarks</b> <b>Heather Silva</b> , President, California Presenters	<b>Gold Rush B</b>
1:15 - 2:15pm	<b>Keynote Address</b> "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>	<b>Gold Rush B</b>
2:30 - 3:15pm	Artist Information Exchange Panel - <b>Classical Music</b> 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>	<b>Gold Rush B</b>
3:15 - 3:30pm	Classical Music discussion	
3:30 - 3:45pm	<b>Break</b> <i>Sponsored by California Presenters' Board of Directors</i>	<b>Lower Level Lobby</b>
3:45 - 4:30pm	Artist Information Exchange Panel - <b>Jazz</b> Coordinated by: Isabel Yrigoyen <i>Panelists: Arturo Riera, Hispanic marketing strategist &amp; Latin jazz curator, San Francisco; Laura Evans, Director of Music Programs, Engagement and Education, Stanford Live</i> <i>Sponsored by Soka Performing Arts Center</i>	<b>Gold Rush B</b>
4:30 - 4:45pm	Jazz discussion	

## WEDNESDAY, MAY 29 - Conference Day 1 - continued

4:45 - 5:45pm	<b>Affinity Group Forum</b> <b>A. #fail: Sharing Lessons Learned with a Sense of Humor</b> <i>Facilitators: Aaron Johnson, Associate Artistic Producer, SFJAZZ; Heather Rigby, Managing Director, Ford Theatres, Hollywood</i> <i>Sponsored by Opus 3 Artists</i>	Oregon
4:45 - 5:45pm	<b>Affinity Group Forum</b> <b>B. The Thrills and Chills of Digital Marketing: An Honest and Open Discussion</b> <i>Facilitator: Cassandra Miguel, Senior Account Strategist, MogoARTS Marketing, San Francisco</i> <i>Sponsored by Opus 3 Artists</i>	Nevada
4:45 - 5:30pm	Artist Information Exchange Panel - <b>Hip Hop/Spoken Word</b> 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	<b>Reception</b> The Strand Theater - American Conservatory Theater 1127 Market Street (a shuttle bus will make two trips to The Strand) <i>Sponsored by McCallum Theatre</i>	The Strand

## THURSDAY, MAY 30 - Conference Day 2

8:30am	<b>Registration/Coffee &amp; Pastries</b>	Lower Level Lobby
9:00 - 10:00am	<b>Breakout Sessions I</b> <b>A. Contemporary Collaborations: On Curatorial and Community Partnerships</b> <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	<b>Breakout Sessions I</b> <b>B. How They Do It: Marketing and Analytical Perspectives in Programming at the Mondavi Center</b> <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	<b>Breakout Sessions II</b> <b>A. All in the Mix: Nightlife, Presenters and the Local Ecosystem</b> <i>Panelists: Judy Tsang, Director of Programming, Stern Grove Festival, San Francisco; Kevin Arnold, Founder, Noise Pop Industries, San Francisco; Kev Choice, pianist, M.C., composer, producer, Oakland</i> <i>Sponsored by California State University Presenters</i>	<b>Oregon</b>
10:00 - 11:00am	<b>Breakout Sessions II</b> <b>B. You &amp; Your Board: Navigating Non-Profit Board Member Roles &amp; Responsibilities</b> <i>Panelist: Eve Fromberg-Edelstein, Attorney, Fromberg   Edelstein   Fromberg, Palm Springs</i> <i>Sponsored by California State University Presenters</i>	<b>Gold Rush B</b>
11:00am - 12:00pm	<b>Affinity Group Forum</b> <b>A. Small Venue/Small Organization Affinity Group</b> <i>Facilitators: Corrina Lesser, Artistic Director, Scripps Presents at Scripps College, Claremont, CA; Teresa Lem, Community Engagement Coordinator, MUSE/IQUE, Pasadena</i> <i>Sponsored by Opus 3 Artists</i>	<b>Oregon</b>
11:00am - 12:00pm	<b>Affinity Group Forum</b> <b>B. Evaluating Success Beyond Ticket Sales Affinity Session</b> <i>Facilitators: Cristina Ibarra, Events Manager, Yerba Buena Gardens Festival; Julianna Crespo, Director of Performing Arts, California Center for the Arts, Escondido</i> <i>Sponsored by Opus 3 Artists</i>	<b>Nevada</b>
12:00 - 12:45pm	<b>Annual Business Meeting</b> <i>Sponsored by Chico Performances/University Public Events</i>	<b>Gold Rush B</b>
1:00 - 2:00pm	<b>Luncheon</b> Ruth's Chris Steak House - 1601 Van Ness Ave. <i>Sponsored by UC Santa Barbara, Arts &amp; Lectures</i>	<b>Ruth's Chris Steak House</b>
2:30 - 3:15pm	Artist Information Exchange Panel - <b>Dance</b> 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>	<b>Gold Rush B</b>
3:15 - 3:30pm	Dance discussion	

## THURSDAY, MAY 30 - Conference Day 2 - continued

2:30 - 3:15pm	Artist Information Exchange Panel - <b>Americana/Folk</b> 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>	<b>Oregon</b>
3:15 - 3:30pm	Americana/Folk discussion	
3:30 - 3:45pm	<b>Break</b> <i>Sponsored by WESTAF</i>	<b>Lower Level Lobby</b>
3:45 - 4:30pm	Artists Information Exchange Panel - <b>Family Programming</b> 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 &amp; Arts Associates</i>	<b>Gold Rush B</b>
4:30 - 4:45pm	Family Programming Discussion	
4:45 - 5:45pm	<b>All California Leadership Program Orientation</b>	<b>Nevada</b>
6:00 - 8:00pm	<b>Reception at Yerba Buena Center for the Arts</b> 701 Mission Street (a shuttle bus will make two trips to YBCA) <i>Sponsored by AudienceView Ticketing</i>	<b>Yerba Buena Center for the Arts</b>

## FRIDAY, MAY 31 - Conference Day 3

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

## FRIDAY, MAY 31 - Conference Day 3 - continued

10:00 - 10:45am	Artist Information Exchange Panel - <b>Small Venue</b> Coordinated by Brandi Brandes <i>Panelists: <b>Brandi Brandes</b>, Executive Director, Ashkenaz Music &amp; Dance Center, Berkeley; <b>Farrell Hirsch</b>, CEO, Muckenthaler Cultural Center, Fullerton, CA; <b>Ilaan Mazzini</b>, Director of Education &amp; Community Programs, The Broad Stage, Santa Monica</i> <i>Sponsored by Capacity Interactive</i>	<b>Gold Rush B</b>
10:45 - 11:00am	Small Venue discussion	
11:00 - 11:15am	<b>Break</b>	<b>Lower Level Lobby</b>
11:15am - 12:00pm	Artist Information Exchange Panel - <b>World Music</b> Coordinated by Isabel Yrigoyen <i>Panelists: <b>Leigh Ann Hahn</b>, Director of Programming, Grand Performances, Los Angeles; <b>Jordan Peimer</b>, Executive Director, ArtPower at UC San Diego</i> <i>Sponsored by Lisa Smith Wengler Center for the Arts, Pepperdine University</i>	<b>Gold Rush B</b>
12:00 - 12:15pm	World Music discussion	
12:15pm	<b>Close of Conference/Drawing</b> <i>Must be present to win</i>	<b>Gold Rush B</b>

- Schedule subject to change -