



## Workshop Descriptions *(Subject to change)*

Time	Session
9:00 – 9:55	<p><b>Morning Keynote Address - Engaging Americans in the Arts</b> Jane Chu - <i>Chairman of the National Endowment for the Arts</i></p> <p>NEA Chairman Jane Chu will discuss the way the arts foster value, connection, and creativity and innovation in our communities, our schools, and in our daily lives.</p>
10:10 – 11:10	<p><b>A Close-Up Look at Design in Everyday (_____) Experience - MWAC '14 Encore Session</b> Robin Peng - <i>Principal, Design Engine, Inc.</i></p> <p>This very popular session from last year's MWAC is back! Depending on who you addressed the question to, the blank in this session's title could be easily filled in with various disciplines: art, healthcare, media, academia and of course... business. Robin Peng created his firm, Design Engine believing creativity and imagination will be the key currencies in the new world economy. This session explores how design is or can be part of your professional, personal and educational life.</p> <p><b>Politely Printing Patterns - Perhaps in Purples, Pinks, Periwinkle, Plum &amp; Puce - Part I</b> Alisa Petersen - <i>Beverly Taylor Sorenson Endowed Chair, Elementary Arts Education, SUU</i></p> <p>Create unique prints using unflavored, edible gelatin as a printing surface. This process requires no press and uses water-soluble inks. This spontaneous, nontoxic printmaking is exciting, inexpensive and accessible to seasoned artists, novices, and children. Results of gelatin monotypes can mimic a variety of printmaking techniques but the gelatin possesses its own unique characteristics as well, lending itself to extensive experimentation. Come prepared to get right to work pulling unique print after print.</p> <p><b>Using Futures Thinking to Navigate Ongoing Change</b> Lisa Eriksen - <i>MA, John F. Kennedy University; Principal, Lisa Eriksen Consulting</i></p> <p>The coming decades will bring about massive change, creating stress within our institutions and communities. Recognizing and responding to future change is a crucial skill for all arts professionals. This interactive session will introduce concepts of strategic foresight/futures thinking and examine how arts organizations can prepare for, and respond to, continual change. In the second part of the session, we will introduce and examine a trend— <b>Demonstrating Value: Outcomes-Oriented Philanthropy</b>. Participants will work in groups to examine:</p> <ul style="list-style-type: none"><li>• How is this trend playing out in your community?</li><li>• Is this trend likely to have an effect on your organization?</li><li>• How might your organization take advantage of the opportunities or avoid the risks this trend presents?</li></ul>

<i>Time</i>	<i>Session</i>
<p>10:10 – 11:10 <i>continued</i></p>	<p><b>Volunteers: How to keep them coming back for more!</b>  LaDawn Stoddard - <i>Executive Director of the Utah Commission on Service &amp; Volunteerism</i></p> <p>You have volunteers, but are you managing them in a way that brings out the best in them? Unless you understand the importance of effective management, volunteers often fall through the cracks, are left to fend for themselves, or are forgotten altogether. The end result is a volunteer who doesn't feel valued or engaged. And that is a volunteer who will leave, taking with them the energy and time they could have contributed to YOUR mission, as well as becoming a champion advocate for your organization.</p>
<p>11:30 – 12:30</p>	<p><b>Awake in the Arts: Mindfulness, Wisdom &amp; Compassion</b>  Dennise Gackstetter - <i>USU Lecturer, Artist, Yogini &amp; Meditation Practitioner</i></p> <p>We are in the midst of a “mindful revolution”. Mindfulness has become mainstream, yet we seldom hear about it in the arts. Are creativity and mindfulness related? How can mindfulness shape both the experience of art and the creative process of making art? An awakening in the arts may be just what we need. What could that look like? Why is it essential for the 21st century?</p> <p><b>Politely Printing Patterns - Perhaps in Purples, Pinks, Periwinkle, Plum &amp; Puce - Part II</b>  Alisa Petersen - <i>Beverley Taylor Sorenson Endowed Chair, Elementary Arts Education, SUU</i></p> <p>Experiment with a super stripped down block printing method. The repeating patterns you'll make are simple enough for children but complex and striking enough for grownups to enjoy. This session can build on the gelatin process of the previous session or stand-alone as it's own session in which to create.</p> <p><b>New Models for Funding</b>  Fraser Nelson - <i>Founder, Community Foundation of Utah; Director of Data &amp; Innovation, Salt Lake County</i></p> <p>Crowd Sourcing, Pay for Success, Social Impact Bonds, Return On Investment – it's enough to make your head spin. You don't need to know Bob Dylan to know which way the wind blows or that the times, they are indeed, a changing; the good news is you don't need an MBA either. Join Fraser Nelson to learn how you can respond to the changing demands of private and public funders for increased impact and measurable outcomes. After the session, participants will be invited to submit a hypothetical grant application to Fraser and UA&amp;M grants manager Laurel Cannon Alder for direct feedback. It's the session that will keep on giving!</p>

<i>Time</i>	<i>Session</i>
<p>11:30 – 12:30 <i>continued</i></p>	<p><b>The Creative Age: Flourishing Across the Spectrum of Aging</b>  Ken Crossley - <i>Founder, EngAGE Utah; Marketing Manager, BYU</i>  Greg Finch - <i>Director of Field Services, National Center for Creative Aging</i></p> <p>Examine concepts of flourishing and core assumptions, expectations, and creative models that are reimagining aging across America. Explore snapshots of creative aging and its evidence-based impact on thriving communities, emerging micro-economies, creative caregiving, and vibrant health and social service models alongside signature programs for adaptation and replication at local, regional, and national levels. Step away from the session equipped with concrete tools that integrate session learnings and articulate next steps to support your context communities and state and regional affiliations.</p>
<p>1:30 – 2:30</p>	<p><b>Afternoon Keynote Address - Creating Possibilities in a World of Impossibilities</b>  Thierry Fischer - <i>Conductor; Utah Symphony Music Director</i></p> <p>Leadership in the arts requires us to create possibilities. In art, the fondest hopes and most ambitious aspirations of a community find their voice. Our goal is to find inspiration in this voice, to rise above pragmatism, expectations and constraints, and to give life to new realities of expression that serve as a beacon for the future.</p>
<p>2:50 – 4:00</p>	<p><b>Low and No-Cost Tools to Maximize Your Marketing</b>  Sara M. K. Neal - <i>Associate Director of Marketing , Ballet West</i></p> <p>Take some of the guesswork out of your marketing with free and cheap marketing tools to maximize your revenue. We'll highlight tools and techniques to manage data and track and measure your marketing and social media. We'll also look at strategies to leverage social media and public relations.</p> <p><b>Collective Impact: Coming Together to Grow Arts Education in Utah</b>  Debora Escalante - <i>Assistant Professor, UVU</i></p> <p>Who is currently providing arts education in Utah? Hear the results of a recent statewide survey. Do schools and organizations seek to collectively collaborate and advocate for more arts education? How can we do that together? Interact in a conversation that explores how to use the data gathered, a possible internet site that houses information about providers, arts education resources, lesson plans, advocacy tools and more. Be part of the conversation.</p>

2:50 – 4:00  
continued

### **Local Arts Agency Summit: Creating Positive Relationships with Your Local Municipalities and Other Strategic Partnerships**

Nina Laycook (Moderator) - *Former Mayor, Kanab City*

Debbie Drake - *President, Cedar City Arts Council*

Mary Ann Kirk - *Cultural Programs Manager, Murray City*

Randy Lewis - *Mayor, Bountiful City*

This session will provide various points of view on constructing and maintaining positive, productive relationships with city/county governments, public school districts, and other community-wide entities (such as senior centers and universities). Former Mayor of Kanab, Nina Laycook, will moderate the discussion between Mary Ann Kirk (Murray Cultural Arts), Debbie Drake (Cedar City Arts Council), and Mayor Randy Lewis (Mayor of Bountiful). Attendees will leave the session with specific strategies on how to work cooperatively with these major community organizations.

### **A Life in the Arts**

Jennifer Napier-Pearce (Moderator) - *Reporter & Host of Trib Talk, Salt Lake Tribune*

Ruth Draper - *Former Director, Utah Arts Council*

Joe McQueen - *American Jazz Saxophonist*

Sam Wilson - *Visual Artist; Former Professor, UofU*

This popular session returns with three more of Utah's artistic treasures.

Jennifer Napier-Pearce will moderate a discussion that explores what it means to live a life dedicated to art in Utah. Our featured guests will talk about their early careers, about surviving pitfalls and economic downturns, about staying involved and relevant, and about what art and work means to them now. Come hear these individuals share their thoughts on maintaining a life in the arts.