



PLENARY SESSIONS

Opening Plenary

Thursday, July 14, 9:45-10:45am

Speaker: Pico Iyer

Pico Iyer has written books on globalism and the Dalai Lama, on Sufism and on jet lag. Drawing on his varied experiences, he will suggest some of the **fresh possibilities--and challenges--of our coming decade**, and **how dance has to change** (or, maybe not) to meet the needs of our fast-accelerating world.

*"What will the year 2021 look like, and how can **we craft a vision** that works in sync with that? What can dance offer in a world that increasingly prizes speed and streaming information? How can **dance bring spaciousness, clarity and focus** to lives that feel ever more rushed and congested? And what is the place of stillness in a world of movement, of a pause in our go-go lives?"* Pulling together stories, impressions and reflections from a lifetime of thinking about globalism and technology, Iyer will share thoughts about **how dance can bring us connections** deeper than any plane or smart phone, and how it can offer us a model of both universalism and the capacities of the individual.

Closing Plenary

Saturday, July 16, 9-10am

Speakers: Patricia Martin

Patricia Martin, author, speaker, and cultural analyst, will aid in the discussion of numerous issues affecting the dance field, including the impact of technology, globalization, and the recession, through her knowledge of the RenGen, an emerging group of cultural consumers who thrive on information and ideas to fuel their creative self-expression. Martin proposes that as the RenGen gathers force in our civilization, it will change how Americans live and work. Her commentary on the significance of social media and her initiation of the alliance of art, technology, entertainment, and business in relation to the American consumer, is likely to impact many of the other issues discussed during the Conference.

BREAK-OUT SESSIONS

Thursday, July 14, 3:45-5pm

MANAGEMENT: Forecasting the Future of Arts Funding

Has the recent economic crisis affected funders - if so, in what way? Will funding continue as usual - if not, what will take its place? Join us for a one-on-one conversation with a national funder as they identify the major issues facing foundations, and how this will affect arts funding over the next decade. An interview with **Regina R. Smith**, Board President, Grantmakers in the Arts by **Sarah Solotaroff**, The Chicago Community Trust

ARTISTRY: The Experience of Mentoring

Experience an interactive mentoring session about the value and methods of guiding the creative practice, conducted by leaders of CHIME (Choreographers in Mentorship Exchange) and CDF (Chicago Dancemakers Forum), two of the country's successful mentorship and creative process programs. After a brief introduction about their respective artist mentoring programs, representatives from CHIME and CDF will guide pre-selected choreographers and dancers from both the San Francisco and Chicago programs through a brief choreographic problem - witness mentoring in action! Following the live demonstration, attendees will engage in small group discussions and a moderated Q & A session to collectively dialogue about the value of mentorship, how to improve and support the rigorous practice of making work, and suggestions about how this important principle can be nurtured in various communities. In a condensed, snapshot setting, this mentorship session will highlight how the host programs' support both lessens choreographers' isolation and stimulates ongoing creative interactions--lessons that will resonate throughout one's career.

Moderator: Heather Hartley, Director, Chicago Dancemakers Forum

Margaret Jenkins, Artistic Director, Margaret Jenkins Dance Company, CHIME Representative

Ginger Farley, Consortium Member, Chicago Dancemakers Forum

Margi Cole, Artistic Director, The Dance COLlective

Peter Carpenter, Associate Professor, The Dance Center of Columbia College Chicago

TECHNOLOGY: Building Stages Across Platforms: Effective Content Creation & Curation-Making Blogs/Vlogs that Engage (*First Presentation*)

This workshop explores the nuts and bolts of blog writing and promotion, and pitching projects to unlikely targets. Participants will brainstorm & collaborate on-the-spot. Everyone will leave with a game plan in place. Building Stages is based on Jennifer Edwards' work as writer/choreographer/content creator, whose work is featured on multiple media platforms, including Martha Stewart's Whole Living Magazine and the Huffington Post. Her paper by the same title will be presented in Austria at the International University's May 2011 conference titled, Performing Arts Training Today.

To learn more about this project: <http://www.jened.com/building-stages-across-platforms>

Jennifer Edwards, Founder, JenEd Productions

SPECIAL SESSION AUDIENCE ENGAGEMENT: Engaging Dance Audiences: Adapting the Results to Your Organization and Audience

As a pilot program, [Engaging Dance Audiences](#) strived to identify effective practices for building audiences, and share what was learned with the field. As EDA concludes, grantees and managers will share insights so that dance practitioners can learn, adapt what worked, and avoid what didn't. Results center around three larger themes: 1) **Connections through Technology**. Technology is used in ways we never dreamt of 10 years ago, allowing for an endless, and daunting, array of potential connections with audiences. Hear about online viewing of high definition performance; a web-based platform for audience engagement; and remote viewing of live performance. 2) **Connections through Participatory Experiences**. Hear about adapting visual arts curriculum and kinesthetic memory techniques to increase audiences' understanding of, and engagement with, dance. 3) **Connections through Community-Building**. Hear about grantees that build longer-term relationships audiences through using social media; sharing mailing lists and events, such as "opening acts" at dance concerts; forming affinity groups, such as dance docents and advocates; and reaching younger audiences.

Moderators: **Suzanne Callahan**, Manager, Engaging Dance Audiences and **Andrea Snyder**, Senior Advisor, Dance/USA

...with speakers from all nine grantees: American Dance Festival, Minnesota Shubert Performing Arts and Education Center, Misnomer Dance Theater, ODC, On the Boards, STREB, Trey McIntyre Project, Walker Art Center and Yerba Buena Center for the Arts.

Friday, July 15, 9:15-10:30am

MANAGEMENT: It's hardest in the middle: SUCCESSFUL new initiatives FOR group-show touring, and regional / national co-operative platforms

Leaders from the SCUBA National Touring Network (serving the Seattle, Minneapolis, San Francisco, and Philadelphia communities), and the InnerState Dance Project in California, will discuss their programs. This is a "DIY / how-to" for mid-sized presenters and emerging / mid career artists, looking at enhancing their touring activity or creating a similar network in their own region. Discussion will include approaches to age old questions of: group show curation, co-operative networks THAT SERVICE the creation-to-performance continuum, tour preparation for DIVERSE VENUES, and diverse artists / presenters working together to make more dance.

Moderator: **Terry Fox**, Executive Director, Philadelphia Dance Projects

Laurie Van Wieren, Dance Curator, Southern Theater, Minneapolis

Rob Bailis, Director, ODC Theater, San Francisco

Tonya Lockyer, Executive Director, Velocity Dance Center

TECHNOLOGY: (Almost) Free Technology-When You Need It, How to Use It, and How to Keep Abreast of New Tools

This session focuses on free or relatively inexpensive technology, what it can do for dance organizations,

how to use it, how to decide if a technological tool is useful for your particular organization, and how can staying on top of new technological trends that can make life easier and save money. New tools are being invented all the time, so a definitive list will be assembled and posted closer to the conference. Current contenders include Google Analytics, Vimeo, join.me, and Campaign Monitor. While specific tools will be discussed, the larger goal will be to empower attendees to experiment with new technology and think critically and creatively about using these tools.

Moderators: Betsy England, Client Relations Manager, Design Brooklyn and **Caleb Custer**, Marketing Strategist/Video Editor/Site Architect, Design Brooklyn

AUDIENCE ENGAGEMENT: Conversation Lab: Innovative Projects in Online Audience Engagement

Join a “conversation lab” focused on innovative projects in online audience engagement. Jim Leija and Liz Stover from the University Musical Society (Ann Arbor) and Connie Chin from Jacob’s Pillow Dance Festival will start the conversation by describing two new projects that engage communities online: the UMS Lobby and the Virtual Pillow. Terence Marling, Rehearsal Director for Hubbard Street Dance Chicago will offer an artist’s response to these kinds of projects. Join our conversation by being curious, sharing your own experiences, and learning from others who are doing similar kinds of work online. Our goal is to bring people together for cross-pollination, creative thinking, and collaborative knowledge sharing. Although specific topics will evolve through conversation, when you’re talking about online community engagement, certain topics always seem to emerge: dispelling myths about and barriers to engaging your staff and stakeholders in social media; thinking creatively about how both online and on-land experiences enhance audience participation; understanding staffing and budget implications; building your community and audiences; creating and providing great content. Ultimately, though, we all want to explore how performing arts organizations can harness the power of virtual dialogue, audience reviews, lively blogs, and the marketing impact of the community’s own words.

Moderator: Jim Leija, Manager of Media & Online Initiatives, University Musical Society

Liz Stover, Programming Coordinator, University Musical Society

Connie Chin, General Manager, Jacob's Pillow Dance Festival

Terence Marling, Artistic Associate and Rehearsal Director, Hubbard Street Dance Chicago

ROUNDTABLE: Common Problems: Finding Valuable Solutions (*First Presentation*)

Working in small groups, attendees will be presented with pre-selected case studies in several arenas, including HR issues, finance/budgeting, marketing, audience outreach and many more. A facilitator will guide these discussions, as we listen to one another and assist in finding creative solutions that can be applied to our own organizations.

Facilitator: Donna Walker-Kuhne, President, Walker International Communications Group

Friday, July 15, 10:45am-12pm

ARTISTRY: Lessons Learned: Is Art Making at the Center of Our Practice?

Dance makers of our generation have been called upon to create hybridist practice in work and life to sustain themselves and their work. A combination of research, choreographing, rehearsing, teaching, producing, and administration, has become recognized as the artist’s way in America. This panel examines lessons learned from the experience of the last 40 years operating within the 501-C-3 model and new operating models/structures that are emerging for choreographers and dance makers today.

Moderator: Melanie Stewart, Director, Melanie Stewart Dance Theatre

Bill Moskin, Arts Consultant

Molly Shanahan, Artistic Director, Molly Shanahan/Mad Shak

TECHNOLOGY: Building Stages Across Platforms: Effective Content Creation & Curation-Making Blogs/Vlogs that Engage (*Second Presentation*)

This workshop explores the nuts and bolts of blog writing and promotion, and pitching projects to unlikely targets. Participants will brainstorm & collaborate on-the-spot. Everyone will leave with a game plan in place. Building Stages is based on Jennifer Edwards' work as writer/choreographer/content creator, whose work is featured on multiple media platforms, including Martha Stewart's Whole Living Magazine and the Huffington Post. Her paper by the same title will be presented in Austria at the International University's May 2011 conference titled, Performing Arts Training Today.

To learn more about this project: <http://www.jened.com/building-stages-across-platforms>

Jennifer Edwards, Founder, JenEd Productions

TECHNOLOGY: #ThisIsHappening!: The Future of Tech, Dance, and Online Community

Sydney Skybetter, Artistic Director of Skybetter and Associates, Dance/USA Trustee, will prognosticate on the future of dance tech and talk about the online trends your organization can't afford to ignore. Skybetter will focus on forecasting and trending, with an emphasis on what's coming next, and discuss how organizations can prepare themselves for the technology to come. A Q & A will address organizations' burning tech questions about the future of online social media, audience engagement on the Internet and return on investment for online development projects, among other subjects.

Sydney Skybetter, Artistic Director, Skybetter and Associates

ROUNDTABLE: Common Problems: Finding Valuable Solutions (*Second Presentation*)

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Facilitator: Donna Walker-Kuhne, President, Walker International Communications Group

Saturday, July 16, 2-3:15pm

ARTISTRY: Changing Company Models: Shaping a Sustainable Future

As companies undergo major changes-be it economic, geographic, or shifts in leadership, we're challenged to incorporate the old while innovating for the new. This multi-generational panel will examine new measures of success and the shifting goals of dance companies in 2011. We will share accumulated knowledge on how to deal with change and use what has come before us for a sustainable future.

Moderator: Ellen Chenoweth, Projects Manager, Dance Exchange

Cassie Meador, Artistic Director and Company Member, Liz Lerman Dance Exchange

Amy Smith, Co-Director, Headlong Dance Theater

Jana La Sorte, Executive Director, Urban Bush Woman

MANAGEMENT: Music Rights – Demystifying the Process! (New)

Using several models, artistic individuals and company managers will discuss the use of recent music and

music in the public domain that is played on tape during performance as well as utilizing live music during performances. The moderator and group will also cover the merits of commissioning, and securing the funds to do this. A primer of terms and basic steps will be available.

Moderator: Lissa Rosenthal, Executive Director, The Future of Music Coalition

Ranee Ramaswamy, Founder/Co-Artistic Director, Ragamala Dance

C.C. Conner, Managing Director, Houston Ballet

Nancy Umanoff, Executive Director, Mark Morris Dance Group

Seth Boustead, co-founder and Executive Director of Accessible Contemporary Music

TECHNOLOGY: Next-Generation Video Production: Myths, Challenges, Opportunities

Leading practitioners in production and next-generation distribution of performances on video will share their insights and experiences in bringing product to market, while addressing many of the real and perceived challenges that have prevented dance companies from reaching, growing, and monetizing their audiences by means of video distribution strategy. Subtopics covered include video capture technologies, technical standards, union negotiations, production fundraising, vendor selection, music licensing, revenue models, and marketing and promotion.

Moderator: Zachary Whittenburg, Dance Editor, Time Out Chicago

Scott Silberstein, Co-Founder/Executive Producer, HMS Media

Marc Kirschner, General Manager, TenduTV

Carol Fox, President, Carol Fox & Associates and Board President, Audience Architects

AUDIENCE ENGAGEMENT: Cultivating Cultural Voyagers: Stimulating Cross-Ethnic Attendance for Dance

The story is familiar: When a Latino or Latino-American dance company is on the bill, there are more Latinos in the house, along with the mostly-Caucasian core audience. When an African or African-American company performs, more African-Americans attend. But if the arts are really about fostering civic dialogue, strengthening communities, and helping people understand the world we share, this cultural silo-building cannot be the end of the story. What does it take to encourage Asian-American audiences to attend a Latino performance, or Latinos to attend an African-American-based company? Join us in a participatory discussion about helping audiences find their way out of their own “cultural comfort zones” and cross the borders of ethnic identity through the common ground of dance. We’ll hear about a four-year-old initiative at The Dance Center of Columbia College Chicago that combines multicultural research, a logic model, and targeted marketing to understand the obstacles and opportunities for increasing repeat cross-ethnic attendance, regardless of the cultural-specificity of the work presented. We’ll also hear from other innovators working to develop diverse audiences for ethnically-rooted dance and performance and dialogue with you about what works (and what doesn’t) in your organization.

Moderator: Peter Linett, Partner, Slover Linett Strategies

Phil Reynolds, Executive Director, Dance Center Columbia College Chicago

Julie Mushet, Executive Director, World Arts West

SPECIAL SESSION: Navigating the National Endowment for the Arts Application Process

Learn about NEA funding opportunities in Dance through the agency’s Grants for Arts Projects guidelines, and tips on how to make your application successful, including using Grants.gov.

Doug Sonntag, Director of Dance, National Endowment for the Arts

Janelle Ott Long, National Endowment for the Arts Dance Specialist

Roundtables

Friday, July 15, 9:15-10:30am and 10:45am-12pm

Facilitated problem-solving with your peers on pre-selected case studies from the field. Everyone will participate, and take away creative solutions applicable to their own organizations.

Facilitator: Donna Walker-Kuhne, President, Walker International Communications Group

General Session

Friday, July 15, 4-5pm

A report from Wolf Brown on their recent survey of how audiences see their involvement in dance performance and what our field can do to develop a stronger presenter/audience dynamic.

Alan Brown, Principal of WolfBrown

Jennifer Novak-Leanard, Senior Consultant, WolfBrown

Dance/USA Mentorship Program

Mentee Orientation Session

Wednesday July 13, 1-2pm

This session will focus on the role of the mentee in a mentorship relationship, with discussion on setting and achieving goals, monitoring expectations of the self and others, and learning ways to communicate aspirations effectively.

Mentor Training Session

Wednesday July 13, 2:30-3:30pm

This session will address the role of the mentor in a mentorship relationship, with discussion on how to build meaningful communication channels, when and how to utilize expertise and resources, and what tools result in effective guidance.

Joint Mentorship Activity Session

Wednesday July 13, 3:30-4:30pm

This session marks the official beginning of the journey for the Dance/USA Mentorship Program participants. In addition to setting the course for the mentorship relationship and sharing goals and expectations, participants will be invited to discover more about themselves as people and artists through a presentation on personality analysis and building connections. Cookie Ruiz will be a guest speaker during this session.

Facilitator: Angelica Daniele