



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Patricia Martin to be Plenary Speaker for Dance/USA's 2011 Annual Conference in Chicago, IL July 13-16

Washington, DC – Dance/USA, the national service organization for professional dance, announces its second plenary speaker for the **2011 Annual Conference** in **Chicago, IL** in July: **Patricia Martin**, CEO and founder of LitLamp Communications and author of *RenGen: Renaissance Generation - The Rise of the Cultural Consumer and What it Means to Your Business* and *Tipping the Culture*. **Martin** will speak on the final day of the Conference on **Saturday, July 16** from **9-10 am**.

Dance/USA's 2011 Annual Conference will be the largest gathering of dance professionals in the United States. Hundreds of executive directors, artistic directors, company managers, choreographers, artists, and development and marketing professionals are expected to convene for the event. This year, the Conference aims to address numerous issues affecting the dance field, including the impact of technology, globalization, and the recession.

Patricia Martin, author, speaker, and cultural analyst, will aid in the discussion of these issues 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.

ABOUT THE SPEAKER



Patricia Martin is CEO and founder of LitLamp Communications, a marketing and communications boutique firm acclaimed for using culture as a medium to connect brands with communities of consumers. Martin tunes in to social tremors before they become trends to help clients win hearts and change minds. She conjured a strategy for the Asian tour of the New York Philharmonic, spearheaded a viral Information Privacy initiative funded by George Soros, launched Animal Planet, introduced Dannon products into school lunch rooms nationwide, and re-focused Sun Microsystems' higher education strategy. Author of the book *Renaissance Generation: The Rise of the Cultural Consumer and What it Means to Your Business*, Martin pioneered the point of view that the convergence of art, technology, and entertainment is

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remaking the American consumer. A keynote speaker in high demand, Martin brings C-level executives to their feet when she casts the American consumer in a new light and sets the stage for marketing in the 21st Century. Characterizing her speaking style, the Houston Chronicle said Martin has a "magnetic presence." Before founding her firm in 1995, Martin created the first-of-its-kind sponsorship marketing division for the American Library Association. While there, she partnered with some of the world's most recognized brands, including Microsoft, where she built the blueprint for what is now the Gates Library Foundation, an initiative Mr. Gates believes "History will get right," as his most important legacy. (New York Times, Nov. 6, 2002). Martin has been featured in *The Chicago Tribune*, *The New York Times*, *The Wall Street Reporter*, *Market Watch*, *Harvard Business Review*, *Advertising Age*, and on NPR. She lives in Chicago with her son, her daughter, and her dog.

ABOUT THE 2011 ANNUAL CONFERENCE

Dance/USA's 2011 Annual Conference takes place in Chicago, IL from Wednesday, July 13 through Saturday, July 16 at the Hyatt Regency McCormick Place. ***Design It. Dance It. Be the Architect of your Future***, the conference theme, is the perfect opportunity to examine and share new approaches and models, identify areas of challenge and need, and inspire new thinking.

Many forums will be held throughout the Conference with a special focus on **management, artistry, technology, and audience engagement**. Other events include the **Opening Night Reception** at the Harris Theater for Music and Dance on Wednesday, July 13, at 5:30pm, **Chicago Performance Showcases I and II** on Thursday, July 14, at 8:00 pm at the Museum of Contemporary Art and on Friday, July 15, at 8:30 pm at the Dance Center of Columbia College Chicago, the **Honors Celebration Reception** on Friday, July 15, from 6-8 pm at the Chicago Cultural Center, and a choice of **Chicago City Tours** on Saturday, July 16 from 3:30-6 pm to tour Performance Spaces, Architectural Highlights, or local coffee and pastry tastings.

For more information about Dance/USA 2011 Annual Conference Events, please visit our website, **www.danceusa.org/specialconferenceevents**.

ABOUT DANCE/USA

Dance/USA is the national service organization for the professional dance field. We believe that dance is essential to a healthy society, demonstrating the infinite possibilities for human expression and potential, and facilitating communication within and across cultures. Dance/USA sustains and advances professional dance by addressing the needs, concerns, and interests of artists, administrators and organizations. By providing services and national leadership, Dance/USA enhances the infrastructure for dance creation, education and dissemination.

Established in 1982, Dance/USA is a membership organization serving a broad cross-section of professional dance (currently over 440 ballet, contemporary, modern, ethnic, jazz and tap companies, dance service and presenting organizations, individuals, and related organizations). With an informed understanding of local dance communities and an eagle-eye view of dance nationally, we occupy a unique position in the field. By working primarily in the interests of our membership, Dance/USA strengthens the dance field as a whole and the performing arts field in general. Dance/USA's priorities include **advocating** for dance, providing **information & research** on the field, **convening & networking**, and **building leadership** among dance professionals.

Learn more about Dance/USA and our branch offices by visiting our website, **www.danceusa.org**.