



Americans for the Arts 2005 United Arts Funds Preconference The New Marketplace: The Best of the Best of United Arts Funds Practices

Speaker and Presenter Biographies

Michael Boberg

As communications manager for Cincinnati's Fine Arts Fund (FAF), Michael Boberg helps to administer the FAF's Business Volunteers for the Arts® and Business on Board® programs, and the National Arts Marketing Project, sponsored by American Express.

Bernard Boudreaux

Bernard Boudreaux is the senior manager, Community Relations for Target Corporation. His responsibilities include the supervision of community involvement support in education, arts, and family violence prevention, as well as community outreach initiatives and volunteerism for Target stores in the western U.S. Target Corporation contributes 5% of their pre-tax operating income to schools and nonprofit agencies in the communities where they have stores. In 2003 and 2004, Forbes ranked Target Corporation as "America's Most Generous Corporation."

Robert Bush

Robert Bush is vice president of planning for the Arts & Science Council of Charlotte/Mecklenburg, Inc. He has also worked in arts management for 25 years, authored both "United Arts Funds: Meeting the Challenge of Increased Private Sector Support for the Arts" and "Workplace Giving Programs for the Arts," and has served on the board of Americans for the Arts.

James M. Clark

Jim Clark accepted the position of president and CEO of the Lexington Arts & Cultural Council in October of 2002. He is the former president and CEO of Culture Works, a united arts fund and cultural development agency in Dayton, OH. Mr. Clark developed Pratt Institute's (Brooklyn, NY) Arts and Cultural Management Program. From 1989 to 1996, he was the executive director of the Public Art Fund in New York City.

Randy Cohen

Randy Cohen is vice president of research and information at Americans for the Arts. Mr. Cohen has produced such projects as Arts & Economic Prosperity; directed the Institute for Community Development and the Arts; edited the award-winning *Monograph* series; and published numerous reports about local arts agencies, united arts funds, arts education, and public- and private-sector support for the arts. He has also worked in partnership with the President's Committee on the Arts and the Humanities to produce "Coming Up Taller"—the White House report documenting 225 arts and humanities programs for at-risk youth—and with the National Endowment for the Arts (NEA) and U.S. Department of Justice to produce the "YouthARTS Project," the first national study to document statistically the impact of arts programs on at-risk youth. Prior to joining Americans for the Arts in 1991, Mr. Cohen worked as a policy and planning specialist for the NEA.

Allan Cowen

Allan Cowen was appointed executive director of the Fund for the Arts in Louisville, KY, in November 1976, and in May 1982 he was named president and CEO. For his first campaign in 1977, the fund raised more than \$600,000; in 2003, the amount raised exceeded \$7.6 million. Donors to the fund have also increased from 5,000 in 1976 to more than 30,000 in 2003. In 1992, Mr. Cowen received the highest award given by Americans for the Arts, the Michael Newton Award, for excellence in united arts fundraising. In 1998, he was just the second recipient of the newly-established Hugh Finn Community Service Award in the Arts. In 2000, he also received, on behalf of the fund, the 1999 Governor's Award for the Arts, Pioneer Award, in celebration of the fund's achievements over its 52-year history.

Susan L. Dorward

As campaign director, Suzy Dorward recently completed her 10th campaign working with the volunteer leadership in Greater Cincinnati to raise more than \$10.9 million. Over 1,000 volunteers—from corporate CEOs, to Campaign Coordinators, to neighborhood volunteers—work on various aspects to ensure the successful execution and completion of this 10-week campaign. Ms. Dorward has been in the fundraising business for nearly 20 years and has also worked in the banking industry for a period of time.

Walter Elcock

Walter Elcock is Bank of America's Consumer Banking Executive for Texas and New Mexico and serves as president for Bank of America, TX. Prior to his 30 years with the bank, Mr. Elcock graduated from the University of North Carolina with a degree in studio art and was the director of the Asheville (NC) Art Museum. His current art activities center around his role as president of the board of trustees for the Dallas Museum of Art.

Judith Fleitman

Judith Fleitman joined Arts Council Silicon Valley in September 2000. She is a graduate of New England Conservatory, Boston with a degree in vocal performance and earned her M.A. in vocal performance at San Jose State University. In the early days of Opera San Jose, Ms. Fleitman served both as leading soprano and administrative coordinator. Her administrative background runs the gamut from international marketing to retail management, and she has done extensive community service as an arts and education advocate. Judith serves as program manager for Arts Council Silicon Valley's Music & Arts Campaign and as administrator of the Grants Program.

Eliza M. Hoyt

Eliza M. Hoyt joined COMPAS, St. Paul, MN in 2002 as the united arts workplace campaign director. Before COMPAS, she was corporate relations manager for the Minneapolis Red Cross. She has over 10 years of professional experience in the nonprofit sector.

Amy Jensen

Amy Jensen is vice president of finance and administration for the United Performing Arts Fund (UPAF) in Milwaukee. Since 1995, Ms. Jensen has specialized in nonprofit arts management and directed the administrative and financial operations of the Skylight Opera Theatre and the Milwaukee Art Museum prior to joining UPAF. She is a CPA and holds bachelor's degrees from the University of Wisconsin-Milwaukee and the University of Washington.

Margot H. Knight

Margot H. Knight, president and CEO of United Arts of Central Florida (Orlando), has advanced nonprofit and government missions in philanthropy, arts, and history since 1977. She chairs the United Arts Funds Council of Americans for the Arts, serves on the Executive Board of Orlando Regional Chamber of Commerce, and was named a Girl Scout—Citrus Council "Woman of Distinction."

Felinda Mottino

Felinda Mottino, a sociologist, co-directs the Donor Research Project, Center on Philanthropy and Civil Society, City University of New York. Ms. Mottino co-authored *Pathways for Change*, and serves on research committees with the Association of Black Foundation Executives and Center on Philanthropy, Indiana University.

Everett G. Powers

Everett Powers is founding president of The Arts Partnership of Greater Spartanburg, SC, a full-service local arts agency which conducts South Carolina's largest united arts campaign. The organization is currently implementing a \$35.5 million plan to build and endow a new cultural center. Mr. Powers is past chairman of the national United Arts Funds Council, has conducted arts management workshops in 16 states, and has served as a grant panelist for the National Endowment for the Arts, as well as the states of Louisiana, South Carolina, and Kentucky. He established new united arts campaigns in Baton Rouge, LA, and in Spartanburg, SC.

Joanne Riley

Joanne Riley is the executive director of the Cultural Alliance of York County (PA), where she is responsible for administering a newly formed united arts fundraising agency focusing on the corporate community that funds nine member agencies. Before arriving at the Cultural Alliance of York County in 1999, she was executive director of YorkArts. She received a B.S. in communications from Syracuse University.

Karen Spacek

Karen Spacek is COO/vice president of Development of the Greater Memphis Arts Council. Ms. Spacek has also worked in a variety of management positions for three public companies. Her experience includes strategic planning, leadership development, communications, and customer service based initiatives. She has a B.B.A. and M.B.A. from the University of Texas at Austin.

Alecia Townsend

Alecia Townsend is deputy director of the Greater Hartford Arts Council, a \$5 million agency with 20 staff members. Since 1997, she has managed its united arts fund, which now raises \$3.75 million annually. She holds a master's degree in business administration from the University of Redlands and a B.A. in performing arts journalism from the University of California at Riverside.

Eric Webber

Eric Webber began his career in the mailroom, then as a research assistant at GSD&M in 1981 while he was a student in ad school at the University of Texas. Back then, the agency had only 40 employees and billed about \$20 million a year. He eventually left the shop for stints in New Orleans, Chicago, Indianapolis and Ft. Worth before he was lured back to Austin and GSD&M in 1997 to become the agency's marketing director, working to promote the agency in the press and to pursue new business leads. In 2000, Mr. Webber was named a vice president of the agency. He serves as the spokesman and "brand steward" for the agency. To that end, he and his team are involved in everything that promotes or reflects the GSD&M brand. He also serves on GSD&M's Operations Committee and is a frequent speaker on advertising trends, business development and reputation management. During his tenure, GSD&M has been featured in *Time*, *Esquire*, *Fast Company*, *USA TODAY*, *the New York Times*, *the Wall Street Journal*, *Fortune* and many other publications, and has appeared on CNN, ESPN, and both the Today and the Tonight Show on NBC.

Mary Anne Winkelman

Mary Anne Winkelman has been campaign director for the Cultural Alliance of York County for four years. Prior to coming to the Cultural Alliance, she worked in software development and database management. Ms. Winkelman also designs and develops the organization's website.

Nelson Wolff

Nelson William Wolff was appointed Bexar County Judge in 2001 and was elected to that office by the voters of Bexar County in November 2002. With his colleagues on the Commissioners Court and at the city, he has worked to promote greater economic development in Bexar County. Mr. Wolff served in the State House of Representatives and the Texas Senate from 1970 to 1974. In 1987, Wolff was elected to the San Antonio City Council, and after two terms was twice elected mayor, 1991-1995.

Marci Woodmansee

Marci Woodmansee is the director of communications at the Greater Memphis Arts Council. Before joining the Arts Council, Ms. Woodmansee worked as a magazine editor and freelance writer in Memphis, TN. She received her B.A. in English from Rhodes College, and is a member of the Memphis chapter of Public Relations Society of America.