



PRECONFERENCE TO THE AMERICANS FOR THE ARTS 2006 ANNUAL CONVENTION • JUNE 1-2, 2006

MILWAUKEE

THE EVOLVING ROLE OF
UNITED ARTS FUNDS:
SERVING CHANGING COMMUNITIES



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Join your fellow united arts funds professionals to strategically explore how UAFs continue to evolve to meet the needs of our nation's changing communities. We will focus on such issues as the growing interest in accountability and impact measurement; embracing diversity and regionalism; the challenges of the relationships between the UAFs and their member institutions; and how to make a more powerful case for the relevance of UAFs in today's world. We will also explore the UAFs transition in perception from a collection and grant-making agency to the community's trusted resource for encouraging sustainability and excellence in the local arts sector.

KEYNOTE



SO, WE THINK WE'RE IN THE BUSINESS OF CREATIVITY?

TIM DECKER, Creative Director and former award-winning Animation Director/Art Manager of Disney Interactive/Buena Vista Games explores how we as arts groups and as individuals can better capture and deliver a creative advantage to our communities. Discover together how the arts sector can truly be in partnership with the business sector in expanding the role and value of creativity and innovation. Learn how to "be" in the creative process in our own business. Finally, enjoy your own artistic expression in a surprise activity! *Joint session with Arts & Business Councils/Business Volunteers for the Arts meeting attendees*

SCHEDULE HIGHLIGHTS

THURSDAY, JUNE 1, 2006

UAF 101: ESTABLISHING AN EFFECTIVE UNITED ARTS FUND

UAF managers discuss logistics of start up as well as actual problems faced by established UAFs. PRESENTERS: Alecia Townsend, Deputy Director, Greater Hartford Arts Council; and Jeff Hawthorne, Director of Community Affairs, Regional Arts and Culture Council, Portland, OR. *Presented simultaneously with a session of BVA 101.*

RESEARCH REPORT: WHAT DO WE KNOW ABOUT WHO WE ARE AND WHAT WE DO? WHAT DO WE NEED TO KNOW?

Join Randy I. Cohen, Vice President, Research and Information, Americans for the Arts, Washington, DC, as he presents new statistics for both groups on 2005 activities and addresses broader issues of private-sector support. The session will end with brainstorming what we need in terms of next steps in research. *Joint session with Arts & Business Councils/Business Volunteers for the Arts meeting attendees.*

THE IMPORTANCE OF RELEVANT MESSAGING (PART ONE): THE BIG PICTURE—MAKING THE CASE FOR THE ARTS

How can we make an effective case for the value of the arts to business communities at large? Join a discussion on the "Grow Wisconsin Creatively" PSA campaign currently making the case in Wisconsin, with Anne Katz, Executive Director, Arts Wisconsin, Madison, WI; and Jim Armstrong, Creative Director of Good for Business, Madison, WI. *Joint session with Arts & Business Councils/Business Volunteers for the Arts meeting attendees*

JOINT PRECONFERENCE OPENING RECEPTION

Milwaukee Institute of Art & Design — THURSDAY, JUNE 1, 2006, 6:30 PM—8:30 PM

Get in the swing of things at a joint preconference reception at the Milwaukee Institute of Art & Design (MIAD), one of the nation's leading visual arts colleges. Sip some wine, nosh on appetizers, check out MIAD's galleries, then explore the Historic Third Ward and RiverWalk. This turn-of-the-century warehouse and manufacturing district houses Milwaukee's best-kept secrets: the highest concentration of art galleries in the city; treasure-filled antique shops; lively restaurants and night spots; unique specialty stores; and creative studios for architects, advertising agencies, graphic designers, and artists. The Historic Third Ward is also home to the Milwaukee Public Market, the Eisner American Museum of Advertising and Design, and the Broadway Theater complex.

THE IMPORTANCE OF RELEVANT MESSAGING (PART TWO): THE LOCAL LEVEL—MAKING THE CASE FOR YOUR UNITED ARTS FUND

The balance between communicating the UAF value and the arts message itself will be presented and discussed with field samples of UAF case statements and public messaging. Representatives from Ellingsen-Brady, the creative agency for the United Performing Arts Fund will participate. MODERATOR: Margot H. Knight, President and CEO, United Arts of Central Florida, Orlando, FL

FRIDAY, JUNE 2, 2006

A CORPORATE CONVERSATION: THE CHANGING DYNAMICS OF CORPORATE GIVING

What is the corporate donor looking for today and why? How does the corporate donor monitor and measure impact of their support? How does the corporation view a united fund campaign versus direct group funding?

PRESENTER: Edward J. Zore, President & CEO of Northwestern Mutual, Milwaukee, WI. *Joint session with Arts& Business Councils/Business Volunteers for the Arts meeting attendees*

RELATIONSHIP BETWEEN ARTS GROUPS AND THEIR UAFs

What is the nature of these relationships? How do they differ by size of group? Where do we lead and where do we stand back? How are they evolving? How do arts groups view their relationships to United Arts Funds? What is the difference in perceptions among large, medium, and smaller arts groups? Executive Directors from various-sized arts groups and representatives from UAFs discuss the issues. MODERATOR: Christine Harris, President, United Performing Arts Fund, Milwaukee, WI

ALLOCATION METHODOLOGY: CHANGING APPROACHES

This session reviews how we make decisions about allocation of grant-making funds. What are the trends, problems, and issues we must grapple with? What is our responsibility to communicate this process? New research on allocations initiated by the Arts & Business Council of Greater Philadelphia will be presented by Beth Richards, Consultant for Arts & Business Council of Greater Philadelphia, PA. MODERATOR: Jim Clark, President & CEO, Lexington Arts and Cultural Council, Lexington, KY

VOLUNTEER DEVELOPMENT

This session looks at the work of volunteer cultivation, from single-event volunteer, to BVA, to campaign manager, to Board member. How can volunteers be groomed throughout the period of engagement with the organization? What are the trends in voluntarism that we need to understand? PRESENTERS: Karen Davis, President & CEO, Arts & Business Council of Greater Philadelphia, PA; and Patrick Rath, Vice President of Development/Campaign Director, United Performing Arts Fund, Milwaukee, WI. *Joint session with Arts & Business Councils/Business Volunteers for the Arts meeting attendees*

THE ROLE OF DIVERSITY AND REGIONALISM

If we are to increase our funding base, the wholesale changes to today's communities must be reflected in the people who play a role in the arts community. PRESENTERS: Mary McCullough-Hudson, President & CEO, and Vanessa White, Director of Community Engagement & Diversity, Cincinnati Fine Arts Fund, Cincinnati, OH

EVOLVING OUR RELEVANCE

The role and responsibility of UAFs to measure our impact based on changing environmental demands. How do we measure our impact? Do we need a community definition of the value of the arts, a la United Way's community impact? If environmental changes make us less relevant, do we diminish or fade, or do we simply evolve to maintain our relevance? MODERATOR: Christine Harris, President, United Performing Arts Fund, Milwaukee, WI

DETAILED SCHEDULE

To view or print a detailed schedule of events, please visit www.AmericansForTheArts/convention

PRECONFERENCE PUBLIC ART ADVENTURE

WEDNESDAY, MAY 31, 2006 7:00 PM–9:30 PM

Get to know downtown Milwaukee and its vibrant artist-infused neighborhoods. Small groups of 10 participants will go on one-hour tours followed by a no-host dinner in one of Milwaukee's outstanding restaurants. Each neighborhood tour and dinner will be hosted by a local Milwaukee public art expert and a local artist. *\$20 advance registration is required. Space is limited, so register early!*

P R E C O N F E R E N C E S

CONVENTION HEADQUARTERS

Hilton Milwaukee City Center
509 W. Wisconsin Avenue, Milwaukee, WI 53203
414.271.7250 or 800.HILTONS

Room Rates: \$129 single/double occupancy, per night. To qualify for the convention rate, you must mention Americans for the Arts when making your reservation and confirm by May 15, 2006. All hotel room rates are subject to applicable state and local taxes (currently 14.6 percent).

Cancellation Policy: *Reservation must be cancelled at least 24 hours prior to scheduled arrival in order to avoid charges.*

The Hilton Milwaukee City Center has made it more affordable to visit Milwaukee! Stay at the hotel for three days before or after the preconference or convention (between Friday, May 26, 2006, and Friday, June 9, 2006) and qualify for our group room rate of \$129 (subject to availability).

TRAVEL INFORMATION

AIR TRAVEL

Americans for the Arts has made it easier for you to come to the 2006 Annual Convention with Diplomat Travel Services.

- For discounts and special fares, call Diplomat Travel Services at 800.476.2333 or 703.318.9400. Be sure to identify yourself as an Americans for the Arts 2006 Annual Convention attendee, and have your preferred arrival, departure, and payment information ready.
- You can also e-mail the same information to diplomat@diplomatravel.com.

GROUND TRANSPORTATION TO THE HILTON MILWAUKEE CITY CENTER

Hilton Milwaukee City Center
509 W. Wisconsin Avenue
Milwaukee, WI 53203

MODES OF TRANSPORTATION

- **Airport Connections Shuttle Service:** typical minimum charge is \$11 for one passenger and \$20 for two passengers. Reservations may be placed by calling 800.236.5450.
- **Taxi:** typical minimum charge is \$22–\$25.
- **Limousine:** typical minimum charge is \$35; reservations may be made through Airport Towncar Express by calling 800.945.5316.

SCHOLARSHIP OPPORTUNITIES

Many state, statewide, and regional arts agencies offer scholarships for people in their service area to attend the preconferences. This assistance is often in the form of registration or travel subsidies. For a list of participating organizations, along with contact information and application deadlines, please visit our website at www.AmericansForTheArts.org/Convention.

- **Daily Parking:** typical minimum charge is \$18.
- **Car Rentals:** to take advantage of special rates, call Diplomat Travel Services at 800.476.2333 or 703.318.9400.

HOW TO REGISTER

Please complete the registration form and return it to:
Americans for the Arts
P.O. Box 91261
Washington, DC 20090-1261

THREE EASY WAYS TO REGISTER

1. Register by mail:
Americans for the Arts
P.O. Box 91261
Washington, DC 20090-1261
2. Register by fax:
202.371.0424 (*credit card payment only*)
3. Register online:
www.AmericansForTheArts.org/Convention
(*credit card payment only*)

Advance reservation is required for the special events and meals listed on the registration form—please indicate your attendance at these functions. Onsite registrants and those who do not indicate attendance on their registration form may obtain seating on a space-available basis only. Guests are welcome to attend luncheons and special events for a small fee and with advance registration. Please fill out the registration form accordingly, checking carefully to ensure that the information you provide is complete.

PAYMENT POLICY

Registrations submitted without payment—check or credit card—are incomplete. Credit card numbers submitted with registrations will be processed. Registrations incomplete after the March 31, 2006, or April 28, 2006, deadlines will be billed at the higher price. Government purchase orders may be used to hold a registration, but Americans for the Arts must receive checks BEFORE May 1, 2006. If Americans for the Arts has not received payment by May 1, your registration confirmation letter will show a negative balance. Be prepared to present a check or credit card as a guarantee on site. Americans for the Arts will hold guarantees for 60 days. If payment is not received within 60 days, the guarantee will be used as payment.

REFUNDS

Full refunds, minus a \$50 administrative fee, will be made on cancellations received by May 1, 2006. Refunds of 50 percent will be made on cancellations received by May 15, 2006. No refunds will be made after May 15, 2006. All requests must be made in writing to Americans for the Arts.

Visit www.AmericansForTheArts.org/Convention regularly for updates on registration, scholarship, and program information!