



23rd ANNUAL CONFERENCE SCHEDULE
AUGUST 13 – 15, 2019
“Building a Vibrant Arts Organization”

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All Meetings will be held at Hilton Sedona Resort at Bell Rock, Sedona, Arizona

Tuesday, August 13, 2019

1:00 - 5:00pm Board Meeting - Review Conference Schedule & Yearly Planning
LOCATION: Palo Verde Suite Room 1057

6:00pm Cocktails & Welcome Dinner (*optional, not hosted*)
Meet at Hilton Shadowrock Bar 6pm. Walk to restaurants at [The Collective](#) at 6:15pm

Wednesday, August 14, 2019 LOCATION: Canyon Ballroom A (*unless otherwise noted*)

8:30am Registration & Badge Pick-Up

9:00am Welcome and Greetings – Jamie Prins, Events Director at Scottsdale Center for the Performing Arts and Board President of AZ Presenters Alliance

9:15am Session One – Keynote: The Evolution of Performing Arts Centers – What’s Next?
Steven Wolff, President, AMS Planning & Research Corp
In a short 60 years, North American performing arts centers, of all scales, have evolved dramatically, several times. Responding to our dynamic moment in time, PAC’s are again being called on to evolve with an increased emphasis on their “purpose” as distinct from their mission



Steven A. Wolff, CMC is the founding Principal of AMS Planning & Research Corp. and AMS Analytics LLC. He works from the firm’s Connecticut headquarters. For nearly 30 years, Steven has provided counsel to arts, culture and entertainment enterprises on strategic initiatives, the planning and development of capital facilities, and arts industry research. In addition to work with AMS clients, Steven is a leading industry thinker and speaker exploring topics from the role of ‘anchor cultural institutions’ to ‘re-thinking success’ for 21st century arts and cultural enterprises. In 2017, he was awarded the ACQ5 Global Award as US Gamechanger of the Year. The firm was also recognized as US Niche Planning Consultancy of the the Year.

Steven has helped to guide more than \$8 billion of new and renovated capital facilities for the arts working with notable architects and theater designers. Among the most recent, the Eccles Theater (Salt Lake City), the John F. Kennedy Center for Performing Arts expansion in Washington, DC, and planning for Granville Island’s 2040 Master Plan. He has guided projects from needs assessment through project definition to site selection, financing and project implementation, operation, and re-imagination.

Steven provides research and management counsel to drive innovative new business models, including change initiatives, governance and management evolution, strategic planning and program evaluation. Current assignments include renowned theater companies, (The Guthrie, Arena Stage, and The Old Globe), to major performing arts centers (Columbus Association for Performing Arts, The Kentucky Center for the Arts and Van Wezel Performing Arts Hall) to major foundations (The Andrew W. Mellon Foundation).

10:15am Quick Break

10:20am Session Two - Building Successful Partnerships

Kim Moyers, Cultural Development Director, City of Chandler

Michelle Irvin, Fine Arts Coordinator, Scottsdale Unified School District

Julie Brooks, Executive Director of the Wickenburg Chamber of Commerce



Kim Moyers, Cultural Development Director, City of Chandler. Kim has been in the Valley for 14 years and has been in Downtown development and redevelopment for over 20 years. As the Downtown Redevelopment Manager for Chandler for the past 5 years, she has been actively expanding the Downtown creating an urban environment in which to work, do business and be entertained while continuing to pay respect to the past. In April, Kim became the Director of the newly-formed Cultural Development Department. She oversees the Chandler Center for the Arts, Vision Gallery, Chandler Museum, Special Events, and Downtown Redevelopment. Before coming to Chandler, Kim spend 6 ½ years in Queen Creek implementing several economic development tools to further their downtown vision.

Originally from Indiana, Kim started and maintained a career in economic development and the Mainstreet movement. Kim is a graduate of the Economic Development Institute and received certification as a Business Improvement District Specialist through Rutgers University. She is involved in several organizations including the Downtown Chandler Community Partnership, Arizona Association of Economic Development, International Downtown Association, and Urban Land Institute.



Michelle Irvin, Fine Arts Coordinator, Scottsdale Unified School District

Mrs. Irvin is the Coordinator for Fine Arts and Physical Education for the Scottsdale Unified School District. Formally the Director of Bands and Orchestras at Desert Mountain High School since its opening in 1995. She was born and raised in Arizona, graduating from Moon Valley High School. Mrs. Irvin received her bachelor's degree in Music Education from Northern Arizona University and pursued graduate coursework in Instrumental Music Conducting. Mrs. Irvin was awarded the Outstanding Fine Arts Teacher for the Scottsdale Unified School District in 2006. She is an active member of the Arizona Percussive Arts Society, Jazz Education Network, Arizona Band and Orchestra Directors Association, National Association for Music

Educators presenting clinics at the Arizona Music Educators Conference. Mrs. Irvin served the National Association of Music Educators as an editor for the core arts standards for music theory. Mrs. Irvin's ensembles have performed throughout the United States, London, Paris, Rome, Ireland, and Italy.



Julie Brooks, Executive Director of the Wickenburg Chamber of Commerce

As Executive Director/CEO of the Wickenburg Chamber of Commerce, Julia leads a non-profit organization dedicated to leadership programs, education and assistance for small businesses in the greater Wickenburg region. She has 38 years of chamber management experience, the last 31 years in her hometown. The Wickenburg Chamber is one of the oldest chamber organizations in Arizona, with 500 members. Julie is a 5th generation Arizona native. Her great-grandfather Ramon Macias arrived in Wickenburg around 1857. Today, seven

generations live there.

11:15am Session Three - How to Use our Organizations Internal Data

Jordan Gross-Richmond, Director of Knowledge Management, AMS Planning & Research Corp



Jordan Gross-Richmond has extensive experience in client management and business operations. He is a co-founder of Angeles Partners and was Chief of Operations for Meor Foundation, a multinational non-profit based in the Middle East with operations on three

continents. Before moving abroad, he was a business intelligence analyst with the Broward Center for the Performing Arts in Ft. Lauderdale, FL. Jordan is a vocal advocate for music and arts education and serves as a founding member of the Rising Leaders Council, a committee dedicated to building new audience under the helm of the Segerstrom Center for the Arts. Jordan studied advanced Talmudic and Middle-Age commentary in Jerusalem, Israel and holds a B.A. in Music Performance from UCLA. Jordan works and lives in Cleveland, OH.

12:15pm Lunch: Entertainment provided by AMAZ Entertainment

LOCATION: Dry Creek Canyon Room

Author and Humorist Carrie Classon & Apache Singer-Songwriter Matthew Andrae Perform:
I've Been Waiting All My Life to be Middle-Aged

A lively celebration of the embarrassments and unexpected rewards found at mid-life, Classon's observant and whimsical stories accompanied by Andrae's heartfelt music take the audience on a journey that is comic, poignant, and inspiring.



Carrie's column appears in more than 140 newspapers and magazines and is heard weekly on Public Radio. Her memoir, ***Blue Yarn***, has received widespread critical acclaim.

"Classon's storytelling is honest and insightful. She opens herself up to the emotions and discoveries that influenced the rediscovery of her passions under harrowing circumstances, learning to value herself and trust her inner voice." —*The Mountain Mail*



Matthew's new album, ***Born***, was recorded in Santa Fe, Paris, and Australia. It boasts an all-star line-up of musicians and engineers with fourteen Grammy awards between them.

"Matthew's music combines the groove of Stevie Wonder with the emotional charge of a Tracy Chapman. Completely unique—completely beautiful." —*Santa Fe Bandstand*

1:45pm Session Four - EDI (Equity, Diversity and Inclusion)

Ralph Remington, Deputy Director of Arts and Culture, Tempe Center for the Arts
Michael Rohd, ASU Herberger Institute



Ralph Remington is a theater producer, theater director, actor, writer, and former politician. In June 2016 he was named Deputy Director of Arts and Culture for the City of Tempe to oversee Tempe Center for the Arts, the Tempe History Museum, Arts Engagement, and Tempe Public Art. He also serves as Producing Artistic Director for Tempe Center for the Arts. Ralph is a former Western Regional Director of Actors' Equity Association, former Director of Theater and Musical Theater for the National Endowment for the Arts, as well as founding Artistic Director of Pillsbury House Theatre in Minneapolis, Minnesota. He continues to be an active

playwright and screenwriter and has directed, produced and acted in more than 50 plays across the country. Ralph holds a BFA from Howard University in Washington, DC., and he also served as a full-time Minneapolis City Council Member.



Michael Rohd is the founding artistic director of 17-year-old ensemble-based Sojourn Theatre. He is author of the widely translated book *Theatre for Community, Conflict, and Dialogue*. He leads the Center for Performance and Civic Practice, where current projects include The Catalyst Initiative, a national program supported by The Andrew Mellon Foundation, and Local Landscapes, through which he is currently collaborating with Arts Councils at the State and Local level around the US. In 2015, he received an Otto Rene Castillo award for Political

Theater and The Robert Gard Foundation Award for Excellence. Recent/Current projects include leading a two-

year Sojourn Artist-in-Residence collaboration with Catholic Charities USA poverty reduction sites around the US; a Sojourn partnership with Planning Commissions around the country utilizing civic practice in public engagement settings to help communities deal with difficult conversations and resource allotment; and, collaborating with theaters and universities around the country to mount locally specific projects.

3:05pm **Session Five – Affinity Conversations**
Leadership (for Executive Directors or CEOs in Palo Verde Suite Room 1057)
Volunteers
Operations
Pre-Event Experiences

4:35pm **Session Six - Sedona Moment – Managing Stress: Walking Meditation**
Susan Patterson, Front of House Coordinator at Chandler Center for the Arts



Susan Patterson is an ordained minister who practices mindfulness in the tradition of Thich Nhat Hahn. She has been in the practice for over 20 years and was ordained by TNH in 2011 into the Order of Interbeing. Susan has been meditating since she was 15. Her practice includes sitting, walking and eating meditation as well as facilitating Dharma sharing and retreats. Susan has worked in the theatre most of her life. She has a BA in Theatre Arts and English. Susan has acted, directed and been an administrator. She was the Booking and Events Manager at the Herberger Theater Center before working at Chandler Center for the Arts. She will be retiring in September and will travel to Europe for 3 months. In November, she will be going on a pilgrimage to India: “Following in the footsteps of the Buddha.”

5:00pm **End of Sessions**

6:00pm **Member Reception: Hosted appetizers + cash bar**
LOCATION: Canyon Patio (weather permitting)

7:30pm **Dine-Arounds** - All welcome, no host
Connect with your colleagues over a great meal during these informally organized dinners at local restaurants. Please find suggested options on the last page of this schedule.

Thursday, August 15, 2019 LOCATION: Canyon Ballroom A (*unless otherwise noted*)

8:45pm **Registration – Badge Pick-up**

9:00pm **General Business Meeting**

10:15am **Break & Hotel Check-Out**

10:45am **Session Seven - Safety & Security**
Tom Naylor, Director of Operations, Mesa Arts Center
Stephen Potter, Facility and Security Manager, ASU Gammage
Lt. Amy Sloane, Wickenburg Police Department



Tom Naylor is the Director of Operations for Mesa Arts Center. Owned and operated by the City of Mesa, Mesa Arts Center is a unique, architecturally stunning facility located in the heart of downtown Mesa, Arizona and is a destination for visitors to the Phoenix area. The Mesa Arts Center campus is Arizona’s largest arts center with four theaters, five art galleries in the

Mesa Contemporary Arts Museum, and 14 art studios. The Mesa Arts Center services 450,000 visits annually through free festivals, performances, free museum exhibitions, engagement programs for all ages, art classes and more.

Tom has worked for Mesa Arts Center since 2015, overseeing the daily campus operations including safety and security. He is an active member of International Association of Venue Managers and is a graduate from their Academy of Venue Safety and Security. Tom also serves on the City of Mesa's Special Events Committee. Prior to joining Mesa Arts Center, he worked for the Mesa Public Library system as an Operations Supervisor for over 15 years and also worked for the Mesa Convention Center for over 6 years.



Stephen H. Potter, Facility and Security Manager for Arizona State University Gammage Steve has worked for Arizona State University Gammage since 1985 when he started as the Manager of the Kerr Cultural Center. In 1991, he became responsible for programming all the events in both Grady Gammage Auditorium (3,017 seats) and the Sundome Center for the Performing Arts (7,036 seats, Sun City West, AZ) and helped to create the extensive residency program. In his current position he is responsible for the events taking place in ASU Gammage, including security of the venue and other department functions. He serves on the University Emergency Preparedness task force and has a security staff of 80 part time employees.

Prior to working for ASU Public Events, Steve worked for the Chicago office, tax division of Arthur Andersen & Co., and played his clarinet professionally. Steve received his Bachelor of Arts degree in Theater, with a minor in Management from Arizona State University and his Master in Education from Northern Arizona University. Since entering the presenting field, Steve helped form the Arizona Presenters Alliance, was President of the ASU Staff Council representing all staff at ASU.



Lt. Amy Sloane was born and raised in Tucson, Arizona. Her father was a police sergeant for 35 years and she aspired to become an FBI agent. While searching for a graduate school during her senior year at the University of Arizona and seeking some "life experience" she went on a ride-along with a Tucson Police Officer. After one shift, she fell in love with local law enforcement. In 1999 she received a Bachelor of Science degree in Psychology and Criminal Justice, then entered the Southern Arizona Law Enforcement Training Academy. In 2000, she joined the Oro Valley Police Department, working patrol for five years and was promoted to Sergeant in 2005. She supervised the crime prevention unit and a patrol squad. In 2014, Sloane joined the Wickenburg Police Department as a Lieutenant where she is involved in every aspect of the department from patrol, administration, budget, special events, training and investigations, to the community itself. She moved her family (three dogs, two cats, a horse, turtle and goldfish) to Wickenburg to be an active member of the community that she passionately serves.

12:00pm

Lunch / Session Eight – An Update from Arizona Commission on the Arts

Stephen Wilcox, Communications Director, Arizona Commission on the Arts



Arizona Commission on the Arts is one of 56 state, regional, and jurisdictional agencies affiliated with the National Endowment for the Arts. Founded in 1967, the agency strengthens Arizona communities through the arts — through activities that include research, grant-making, and arts programming.

- 1:15am** **Session Nine - Open Forum Town Hall**
Facilitated by Randy Vogel, Theater Director at Mesa Arts Center
- 2:45pm** **Closing Comments and Drawing for Door prizes!**
You must be present to win.
- 3:00pm** **Adjourn**

Dining Options at The Collection on Tuesday, August 13, 2019
(Meet at Hilton Shadowrock Bar @ 6:00pm)

Cucina Rustica
J Wine Bistro

Full Moon Saloon
Rotten Johnny's Wood-Fired Pizza Pie

Miley's Café
Corner Table

Restaurant Suggestions For Dinner on Wednesday, August 14, 2019 @ 7:30pm

[The Hudson](#) 671 Hwy 179

Industrial chic dining room and patio with red rock views. It is an upscale yet casual American eatery open for lunch and dinner. Located on Hwy 179 just before uptown. Reservations recommended. Call 928-862-4099

[Oak Creek Brewery and Grill](#) 336 Hwy 179

Brewery and grill serving wood fired American fare located in Tlaquepaque Art Village. Enjoy seasonal local micro brews by brewmaster Fred Kraus.

[J Wine Bistro](#) 7000 Hwy 179

Seasonal and locally sourced menu with freshness and flavor at the heart of every dish. This quaint 32 seat restaurant features an open kitchen and outstanding wine list. This bistro is run by chef/owner John Ramagli and is walking distance in The Collective marketplace. Reservations are suggested. Call 928.641.6586

[Mariposa](#) 700 AZ-89A

Upscale restaurant & bar with South American-inspired cuisine, a patio & panoramic views. Reservations are suggested. Call 928.862.4444

[Elote Café](#) 771 AZ-179

Inspired regional Mexican fare plus tequila drinks

[Dahl & Di Luca Ristorante](#) 2321 AZ-89A

Italian fare & homemade pastas headline this romantic restaurant with villa-themed decor & grotto.