Symposium Description:
Successful state-level arts advocacy requires the active collaboration of several interests. These interests commonly include the state arts agency, the state arts advocacy organization, funders, and the political establishment. This symposium brings together voices from these interests. They are being convened in order to inform WESTAF leadership of ways it can most effectively strengthen its support for state arts advocacy in the region. They are also being brought together to contribute to the national knowledge base related to state-level arts advocacy efforts and to the ongoing conversation about how to make such efforts more effective.

Monday, October 3, 2016

5:00 p.m.  Registration
Location: The ART Hotel, Fourth Floor Lobby

6:15 p.m.  Opening Reception
Location: The ART Hotel, Grand Colonnade
- Welcome to the WESTAF region, Virginia Gowski, Chair, WESTAF
- Welcome on Behalf of Arts Advocates
  Richard Stein, President, California Arts Advocates
  Brad Erickson, Past President, California Arts Advocates

7:00 p.m.  Dinner
Location: The ART Hotel, Ballroom South Central
7:30 p.m.  **Introduction of Keynote Speaker**

- Anthony Radich, Executive Director, WESTAF

**Keynote Presentation**

*Trends in State Government that Will Impact the Future of State-Level Arts Advocacy*

- Tim Storey, Director of State Services, National Conference of State Legislatures

8:30 p.m.  **Questions and Discussion**

9:00 p.m.  **Adjourn**

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Tuesday, October 4, 2016

9:00 a.m.  **Welcome and Symposium Ground Rules**

*Location: The ART Hotel, Ballroom North*

**Co-Facilitators:**

- Larry Meeker, Chair, Kansas Creative Industries Commission
- Kimberly Howard, Community Education Specialist, Portland General Electric Foundation

9:10 a.m.  **Opening Remarks**

**Co-Facilitators:**

- Kimberly Howard, Community Education Specialist, Portland General Electric Foundation
- Larry Meeker, Chair, Kansas Creative Industries Commission

9:20 a.m.  **Introduction of Discussants**

- Cristina Aguilar, Executive Director, Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR)
- Brian Carter, Heritage Lead, 4Culture, Seattle
- Virginia Gowksi, Chair, WESTAF, Salt Lake City
- Erin Graham, Incoming Chair, WESTAF, Portland, Oregon
9:25 a.m.  **The Status of State-Level Arts Advocacy**

*Presenters in this session will explore the landscape of state arts advocacy as it exists today. They will identify strengths and weaknesses in the existing system and propose rationales for why the state arts advocacy field has emerged to take on the shape it has today.*

Presenters:

- Matthew Wilson, Executive Director, MASSCreative
- Pam Breaux, Chief Executive Officer, National Assembly of State Arts Agencies
- Richard Stein, President, California Arts Advocates
- Brad Erickson, Past President, California Arts Advocates

Respondent:

- Anthony Radich, Executive Director, WESTAF

Discussion

10:15 a.m.  **Lessons from Non-Arts State-Level Advocacy Efforts**

*Interest groups outside the field of arts and culture use a variety of means to secure funds and advantageous legislation for their causes. An examination of these entities may provide insights into how arts advocates can improve their effectiveness.*

Presenters:

- Catherine Foley, Executive Director, Arizona Citizens for the Arts; former Manager of Corporate Affairs, Salt River Project
- John White, Attorney Specializing in Alternative Energy Companies
- Mike Hillerby, Director of Legislative Affairs, Kaempfer Crowell

Respondent:

- Sofia Klatzker, Executive Director, Arts for LA

Discussion

Noon  **Lunch**

*Location: The ART Hotel, Ballroom South Central*
1:00 p.m.  **Advocates Look to the Future**  
*Location: The ART Hotel, Ballroom North*

*Unless state-level arts advocates are entirely satisfied with their position and situation, there are actions they can consider taking to advance their work and their effectiveness. The presenters in this segment will propose specific ideas regarding ways to advance state-level arts advocacy.*

**Presenters:**

- Sofia Klatzker, Executive Director, Arts for LA  
  *What might be learned from successful local arts advocacy efforts*
- Janet Brown, President and CEO, Grantmakers in the Arts  
  *State arts advocacy and the private foundation community*
- Sue Gens, Executive Director, Minnesota State Arts Board  
  *Lessons learned from successfully working with big advocacy goals in Minnesota*

1:45 p.m.  **Respondents:**

- Mike Hillerby, Director of Legislative Affairs, Kaempfer Crowell
- Pam Breaux, Chief Executive Officer, National Assembly of State Arts Agencies

2:15 p.m.  **Discussion**

2:45 p.m.  **Summary Thoughts for the Day**

- Matthew Wilson, Executive Director, MASSCreative
- Kimberly Howard, Community Education Specialist, Portland General Electric Foundation
- Larry Meeker, Chair, Kansas Creative Industries Commission

3:00 p.m.  **Discussion**

3:30 p.m.  **Adjourn**
9:00 a.m.  **State Arts Agency Directors and Advocacy**  
*Location: The ART Hotel, Ballroom North*

The directors of state arts agencies can play a critical role in state arts advocacy activities. In this session, participants will hear from a state arts agency director who previously served as the head of the state’s arts advocacy organization and another agency director who collaborated with a variety of interests to successfully rebuild the budget for a state arts agency.

Presenters:

- Donna Collins, Executive Director, Ohio Arts Council and Former Executive Director of Ohio Citizens for the Arts  
  *Looking at both sides of the State Arts Agency/State Arts Advocacy relationship*

- Craig Watson, Director, California Arts Council  
  *Perspectives on the ways state-level arts advocacy leaders collaborated with the state arts agency director to rebuild the budget for the California Arts Council*

Respondents:

- Two respondents will be selected at the symposium. One or both of them may be symposium observers.

10:00 a.m.  **Additional Considerations**  
*Facilitated discussion of key issues that emerged throughout the symposium that need further consideration. The discussion will include symposium observers as well as the symposium’s core participants.*

11:00 a.m.  **Concluding Remarks from Symposium Participants**  
*Each core symposium participant will have an opportunity to present some summary thoughts.*
11:30 a.m.  **Concluding Comments**

- Kimberly Howard, Community Education Specialist, Portland General Electric Foundation
- Larry Meeker, Chair, Kansas Creative Industries Commission

11:45 a.m.  **WESTAF Concluding Comments and Thank You**

- Erin Graham, Incoming Chair, WESTAF
- Anthony Radich, Executive Director, WESTAF

Noon  **Adjourn**

**END**