Round Robin Responses
Maura Sheffler  
Community Relations Manager, TACA

**Briefly Describe Your Biggest Challenge**  
Successfully launching our new TRG community network and engaging our members in addition to expanding the "services" pieces of our business.

**Briefly Describe Your Proudest Moment**  
I wasn't at last year's conference - BUT, implementing the beginning stages of our TRG community network here in Dallas.

**What Do You Need From This Year’s Conference**  
What are others doing effectively?

**What do You Feel Is Your Greatest Asset**  
My arts experience and my education.

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**  
Other TRG community network partners

**Quick….Don’t Think About It. What Is Your Favorite Color?**  
Black

Dek Ingharam  
Technology Projects Specialist, Greater Pittsburgh Arts Council

**Briefly Describe Your Biggest Challenge**  
Implementing our new events calendar.

**Briefly Describe Your Proudest Moment**  
Launching our new integrated membership system.

**What Do You Need From This Year’s Conference**  
connection to Project Audience

**What do You Feel Is Your Greatest Asset**  
my ability to adapt to changing situations

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**  
I'm planning to connect with the awesome people of Project Audience and TRG.

**Quick….Don’t Think About It. What Is Your Favorite Color?**  
Black
Jim Atkinson,  
Director of Programs and Services, ArtPride New Jersey Foundation

Briefly Describe Your Biggest Challenge  
Shrinking resources combined with increasing costs and greater demand on staffing capacity.

Briefly Describe Your Proudest Moment  
Significant and unexpected doubling of public engagement in our annual People's Choice Awards, a byproduct of which was a record-breaking year for annual traffic to our JerseyArts.com web site in 2013.

What Do You Need From This Year’s Conference  
Focus, guidance and information.

What do You Feel Is Your Greatest Asset  
Our reach and potential as the preeminent arts service organization in the state, combining programs and a lobbying voice to serve the arts community.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?  
Networking with other arts service organizations that facilitate similar programs and services, most notably community patron databases.

Quick….Don’t Think About It. What Is Your Favorite Color?  
Blue

Jennifer Falk  
Director of Marketing & Communications, ArtsBoston

Briefly Describe Your Biggest Challenge  
Defining and activating the team around an updated statement of purpose. Rather than adding on new services, how can we refine what we are doing to remain relevant and necessary.

Briefly Describe Your Proudest Moment  
For the 10th anniversary of Mayor’s Holiday Special (our annual marketing campaign in partnership with City Hall and the Visitor and Convention Bureau, we prodded a series of pop up performances with local performing arts orgs in subway stations around Boston. Was a true team effort and engaged not just T riders and groups performing but funders, city hall and major media.

What Do You Need From This Year’s Conference  
To build relationships with new faces

What do You Feel Is Your Greatest Asset  
ArtsBoston staff

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?  
The conversations about the value and new opportunities for ASO's

Quick….Don’t Think About It. What Is Your Favorite Color?  
Blue
Matt Lehrman  
Principal, Audience Avenue, LLC

Briefly Describe Your Biggest Challenge
Keeping up with all the opportunity that is out there! Really!!! Working in a non-profit can be a very confining existence. Learning how to re-invent oneself (and one's mission) is liberating - but it's still a great challenge.

Briefly Describe Your Proudest Moment
Having re-incarnated the mission of the former Alliance for Audience into my own practice as Audience Avenue, LLC - and discovering that my contacts, knowledge and (most importantly) credibility carries forward. Best email I received: "Congratulations! You've decided to align yourself with the innovators and not be dragged down by the laggards."

What Do You Need From This Year’s Conference
Thought-provoking insights

What do You Feel Is Your Greatest Asset
Integrity, Creativity & Infectious Enthusiasm

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
APASO is the most open, sharing, productive and personally satisfying conference I've ever attended. I come to listen and to share - and I always depart with a wealth of insight.

Quick....Don’t Think About It. What Is Your Favorite Color?
Blue

Angela Luem  
Artist Representative and Help Desk Program Coordinator and Back Office Managing Director.  
Pentacle

Briefly Describe Your Biggest Challenge
The biggest challenges I'm facing in this coming year are defining my roll in Chicago through the mission of Pentacle, maintaining contact with the organization as a 'Pentacle tentacle' and finding the support necessary to do my job well as a representative of the organization.

Briefly Describe Your Proudest Moment
Having my programming ideas recognized by the directors of Pentacle, being recognized in the Chicago community as part of a whole and guiding a successful retreat style meeting for Help Desk participants.

What Do You Need From This Year’s Conference
relief, confidence, understanding, guidance

What do You Feel Is Your Greatest Asset
My greatest asset is the ability to connect people to their needs.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
I hope to make connections to other midwest based service organizations and any organizations that offer management type programs to artists. I want to see what others are doing and how they are doing it.

Quick….Don’t Think About It. What Is Your Favorite Color?
Blue

John McEwen
Executive Director, New Jersey Theatre Alliance

Briefly Describe Your Biggest Challenge
Identifying and securing $60,000 of new or increased funding sources to make up lost revenue from long term foundations and corporations.

Briefly Describe Your Proudest Moment
Securing a grant from the New Jersey Cultural Trust to support the development of a new website. The Trust awarded only 13 grants from 77 applications. In addition, the Alliance received perfect peer panel review scores from the New Jersey State Council on the Arts and was the only arts organization to receive a 10% increase in a year of flat funding.

What Do You Need From This Year’s Conference
A learning, networking and inspiring experience.

What do You Feel Is Your Greatest Asset
Strategic planning, fundraising, board development and community partnerships.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
An opportunity to learn and network with wonderfully talented people who understand the challenges and rewards of working in the arts service field.

Quick….Don’t Think About It. What Is Your Favorite Color?
Blue

John McInerney
Executive Director, New Jersey Theatre Alliance

Briefly Describe Your Biggest Challenge
Leadership transition- major grant renewals-earned income/sustainability

Briefly Describe Your Proudest Moment
relaunch of phillyfunguide and funsavers. first underlying database that accurately parses event data, combined with a full featured API to feed content and share revenue. Hope it will tранform our consumer marketing business model.

What Do You Need From This Year’s Conference
National collaborations

What do You Feel Is Your Greatest Asset
Knowledge share
For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
to connect, see old friends, share victories and commiserate on losses

Quick....Don’t Think About It. What Is Your Favorite Color?
Blue

Catherine Peterson
Executive Director, ArtsBoston

Briefly Describe Your Biggest Challenge
Developing sustainable earned and contributed revenue sources that support ArtsBoston's evolving programmatic shift from transactional (BosTix-ticketing centric) to market knowledge, training and expanded advocacy focus.

Briefly Describe Your Proudest Moment
Results from arts member groups from using our community arts patron data base. Both the great case studies we now have from super users who are seeing significant success addressing churn through smart use of database and also newbies taking first steps using data on regular basis with hand on ArtsBoston training and support.

What Do You Need From This Year's Conference
revenue ideas, shared programs

What do You Feel Is Your Greatest Asset
Engagement plan for community arts patron database.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
Being able to share- both our own successes and the inspiration gained by hearing about the fabulous work being done by our sister ASOs.

Quick....Don’t Think About It. What Is Your Favorite Color?
Blue

Anne-Marie McKaskle
Program & Membership Director, Austin Creative Alliance

Briefly Describe Your Biggest Challenge
Funding. It is always funding.

Briefly Describe Your Proudest Moment
We planned and executed our first big fundraising event. Created and lead some new workshops that were big hits with the participants.

What Do You Need From This Year’s Conference
New programing ideas

What do You Feel Is Your Greatest Asset
Our Staff
For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
As a returning APASOite my favorite reason for attending is to learn about what fellow APASOites are doing in their communities that might also benefit Austin’s arts community. Sheer genius of this group is astounding! I always come home with incredible ideas to better serve my community and I could not do that without APASO.

Quick….Don’t Think About It. What Is Your Favorite Color?
Gray

Dale Albright
Director of Field Services, Theatre Bay Area

Briefly Describe Your Biggest Challenge
We are in the midst of a strategic plan, which we are affectionately referring to as Strategic Plan 2.0. Our funder for the plan that we submitted in 2013 pushed back on the plan as being "inspiring" but in need of more focused rationale for our activities and allocation of resources going forward, meaning we are currently giving a great of thought to where we will be spending our time, energy and dollars in the future. Tough decisions might need to be made regarding what our community might think of as sacred cows.

Briefly Describe Your Proudest Moment
Finally launching a much needed Awards program! Over 10 years in the making, we were able to launch what we feel is a credible and representative model to recognize outstanding work in professionally oriented theatres throughout the Bay Area. The program is really gaining traction and we look forward to continued modifications as well as growing public awareness of the fantastic work in our region.

What Do You Need From This Year’s Conference
invigoration

What do you Feel Is Your Greatest Asset
Ability to connect to a community with incredibly diverse needs

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
Stealing ideas!

Quick….Don’t Think About It. What Is Your Favorite Color?
Green

Alissa McCain
Operations Director, Austin Creative Alliance

Briefly Describe Your Biggest Challenge
Streamlining our fiscal sponsorship program to serve more artists and nonprofit organizations effectively. Determining the best procedures for internal recordkeeping for the program.

Briefly Describe Your Proudest Moment
The rise of ACA’s voice in local government. Creation of new marketing items and development of new membership and donor levels to include local advocacy for the arts.

What Do You Need From This Year’s Conference
ideas to engage business support

**What do You Feel Is Your Greatest Asset**
grantwriting and diversity/inclusion

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**
Learning from peers and hearing what is happening in other cities.

**Quick....Don’t Think About It. What Is Your Favorite Color?**
Green

Marcy Hoen
ED Austin Creative Alliance

**Briefly Describe Your Biggest Challenge**
Funding

**Briefly Describe Your Proudest Moment**
Successful implementation of our "Creating Clout " series of advocacy training sessions for individual artists

**What Do You Need From This Year’s Conference**
to see you all!

**What do You Feel Is Your Greatest Asset**
public policy, politics, community outreach to non-arts folks

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**
the PEOPLE!

**Quick....Don’t Think About It. What Is Your Favorite Color?**
Green

Karen Lane
Executive Director, Theatre Puget Sound

**Briefly Describe Your Biggest Challenge**
Board Development and Training.

**Briefly Describe Your Proudest Moment**
Making it through. :-) Seriously.

**What Do You Need From This Year’s Conference**
Inspiration and support

**What do You Feel Is Your Greatest Asset**
We have a focused 3 point plan devised last year that is serving as an extremely useful short-term strategic plan.
For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
Inspiration and support. :-)

Quick....Don’t Think About It. What Is Your Favorite Color?
Green

Sara Slawnik
Interim Executive Director, Chicago Artists Coalition

Briefly Describe Your Biggest Challenge
Our biggest challenge (and opportunity) is to learn how to best connect with and serve Chicago's diverse theater/performing arts community through the website we manage, www.ChicagoArtistsResource.org (known as CAR). The site connects artists to jobs, opportunities, educational resources, collaborative networks, and more. For each/every discipline, but focusing on theater during this conference, we need to figure out a way to get to know the community better, identify what their needs/services are, and develop ways to better serve and empower them.

Briefly Describe Your Proudest Moment
After acquiring the CAR website in mid-2012 from the City of Chicago, we successfully launched a newly-designed and upgraded version of the site last year. It is much more visually appealing and easier to use. We've invested heavily in social media and digital marketing that has created tremendous spikes in usage and engagement with content on the site.

What Do You Need From This Year’s Conference
networks, knowledge-sharing, partnerships

What do you Feel Is Your Greatest Asset
We have a large, well-established website platform (CAR) that attracts nearly one million visits each year.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
I'm a newbie and a bit of an outlier in this group since I'm not the program director and not a theater specialist. But I feel like I could really benefit from meeting with folks who are, as a way of tapping into the theater community, learning about the challenges facing artists/practitioners and organizations in the field, and ways we can think about better serving them, especially by by hearing from others' best practices and identifying potential partnerships to serve our collective interests.

Quick....Don’t Think About It. What Is Your Favorite Color?
Green

Andie Arthur
Executive Director, South Florida Theatre League

Briefly Describe Your Biggest Challenge
Since we had a great year last year, we need to continue providing that level of service without burning out and while also continuing to grow.

Briefly Describe Your Proudest Moment
I’m really proud of how much programming happened last year at SFTL. We brought back our Unified Auditions, we had some great professional development workshops, and we had our successful (if labor intensive) Summer Theatre Fest.

What Do You Need From This Year’s Conference
Sustainable Growth Strategies

What do You Feel Is Your Greatest Asset
SFTL does a lot with very little resources.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
The people who come to APASO are some of the most generous, lovely, intelligent, savvy people I have ever had the opportunity to interact with. I’m always energized when I leave.

Quick….Don’t Think About It. What Is Your Favorite Color?
Indigo

Jessyca Holland
Executive Director, C4 Atlanta

Briefly Describe Your Biggest Challenge
There is a resurgence in our downtown corridor. We got a space downtown right before property prices started rising. Our next challenge is to figure out our place in all the political and commercial interest in downtown.

Briefly Describe Your Proudest Moment
C4 Atlanta was recognized as "best local resource for artists" by an Atlanta print/online publication. We also hired another staff member!!

What Do You Need From This Year’s Conference
Ideas

What do You Feel Is Your Greatest Asset
Synthesizing information

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
APASO helps me recharge and feel connected to something bigger.

Quick….Don’t Think About It. What Is Your Favorite Color?
Indigo

Maud Lyon, Executive Director, CultureSource

Briefly Describe Your Biggest Challenge
Attracting ongoing funding to sustain our major projects and operations

Briefly Describe Your Proudest Moment
Launching IXITI.com, the Experience Engine, an web portal with editorial coverage listing events and programs of over 120 arts providers
What Do You Need From This Year’s Conference
inspiration

What do You Feel Is Your Greatest Asset
creative teamwork

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
talking to people who have great ideas and get what we do

Quick….Don’t Think About It. What Is Your Favorite Color?
Indigo

Arin Sullivan
Senior Associate, Cultural Data Project

Briefly Describe Your Biggest Challenge
The CDP is undergoing rapid and transformative change - both internally and externally. Our biggest challenge will be taking the time to 1) communicate effectively, 2) pause and plan before jumping.

Briefly Describe Your Proudest Moment
Finishing the strategic plan and (we think) successfully creating a equitable, transparent, flexible pricing model for our services to the grantmakers who use the CDP system and data. We're testing that now, so TBD!

What Do You Need From This Year’s Conference
Inspiration and collaborators

What do you Feel Is Your Greatest Asset
Our many partners in the field, though my personal asset is my sense of humor..

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
This is the most fun, connected, compassionate group of people I've ever encountered in one conference. Getting to know the people rather than the organizations is extraordinarily valuable.

Quick….Don’t Think About It. What Is Your Favorite Color?
Indigo

Pat Wayne
Deputy Director, Arts Orange County

Briefly Describe Your Biggest Challenge
Growing our subscribership to SparkOC.com
We've been at 10,000 subscribers and 25,000-30,000 visitors for the last 3 years.

Briefly Describe Your Proudest Moment
Free Night of the Arts is now being run through the SparkOC site and was extremely successful this past year.

What Do You Need From This Year’s Conference
inspiration and new ideas
What do You Feel Is Your Greatest Asset
We have great flexibility and can pilot something new quite easily.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
Connecting with others that really understand the work and seeing Jeff and Terrence.

Quick….Don’t Think About It. What Is Your Favorite Color?
Indigo

Tiffany Wilhelm
Deputy Director, Greater Pittsburgh Arts Council

Briefly Describe Your Biggest Challenge
Same as usual - how to balance competing priorities and acknowledge that our capacity has limits. How to keep our work on creating equity in the arts moving forward so that we can start to see real transformation over time.

Briefly Describe Your Proudest Moment
Our Annual Meeting that had a through-line of equity in the arts, various moments connected to our initiative to increase accessibility for people with disabilities (families in our region attending autism-friendly performances for the first time, etc.). Seeing the impact of our increasing support for individual artists.

What Do You Need From This Year’s Conference
inspiration, ideas, the big picture

What do You Feel Is Your Greatest Asset
Gentling making important things happen.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
This smart, passionate group of people always provides me with the inspiration and recharge I need to keep on going.

Quick….Don’t Think About It. What Is Your Favorite Color?
Indigo

Karen DiLossi
Director of Arts in Sacred Places, Partners for Sacred Places

Briefly Describe Your Biggest Challenge
I need to reengage our architect, sign on designers and theatres, etc as members, create, negotiate and sign a lease, start construction, and keep my capital costs low all pretty much simultaneously while up-keeping other core programming. The Design Center needs to be open to the public by Fall 2014. And I have zero interns so how do I manage to balance a pilot project (like the Design Center) with standard programming?

Briefly Describe Your Proudest Moment
Since The Design Center will be the greatest challenge this year, it has also been the source of my proudest moment as well. I managed to get a $60K corporate sponsorship of The Design Center from
Vectorworks who will be providing us with their up to date drafting software, the computers (plural -at least 13) to run it, and free in person training sessions to members of the Center. This is more than what we asked for and they are also going to keep the software etc up to date in perpetuity as long as the partnership exists!

**What Do You Need From This Year’s Conference**
experience and wisdom about pilot programs

**What do You Feel Is Your Greatest Asset**
The power of persuasion and I never forget a face.

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**
This year I am excited to see what happens from the Brave Space pre-conference and how that informs the rest of the conference and potentially all of our work beyond our time together. I am also happy to reconnect with friends and eager to hear from newcomers.
That and the food from each region of the country!

**Quick….Don’t Think About It. What Is Your Favorite Color?**
Orange

David B. Pankratz  
Research & Policy Director, Greater Pittsburgh Arts Council

**Briefly Describe Your Biggest Challenge**
1) To find new ways to effectively use data collection, analysis, and interpretation to bolster responsive decision-making about our program initiatives and their impacts
2) To conduct and utilize research to open policy windows around which targeted advocacy campaigns can be mounted and implemented
3) To more fully empower our members with info and tools they can use to enhance their management systems and community engagements

**Briefly Describe Your Proudest Moment**
Establishment of research and policy collaborations around economic development, tourism, creative industries, and neighborhood revitalization and the creation of customized reports which draw on collective methodologies while speaking to local variables, such as our “Arts, Culture & Economic Prosperity in Allegheny County” report

**What Do You Need From This Year’s Conference**
a new network of colleagues

**What do You Feel Is Your Greatest Asset**
a capacity to synthesize disparate ideas and info into coherent strategies

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**
Hoping to connect with others who are seeking ways to effectively use data collection, analysis, interpretation, and evaluation to bolster:
1) programming decisions
2) policy development and advocacy, and
3) decision-making by artists and arts organizations
Quick….Don’t Think About It. What Is Your Favorite Color?
Orange

Christiane Leach
Artist Relations Coordinator, Greater Pittsburgh Arts Council

Briefly Describe Your Biggest Challenge
healing

Briefly Describe Your Proudest Moment
HE-HO, Pittsburgh inaugural Health and Housing Fair for Artists and the community

What Do You Need From This Year’s Conference
a sense of connected commitment for change

What do You Feel Is Your Greatest Asset
My greatest asset is compassionate listening and understanding.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
NA

Quick….Don’t Think About It. What Is Your Favorite Color?
Orange

Jen Saffron
Director of Communications, Greater Pittsburgh Arts Council

Briefly Describe Your Biggest Challenge
Successfully launching a regional visibility campaign for the arts.

Briefly Describe Your Proudest Moment
I have never been to Apaso.

What Do You Need From This Year’s Conference
a more global perspective

What do You Feel Is Your Greatest Asset
strategic communications

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
I hope to connect with other communications professionals to discuss current trends and what’s working for them in the quickly changing field of pr, marketing, media relations, etc.

Quick….Don’t Think About It. What Is Your Favorite Color?
Orange
Eva Silverman  
Associate Director, Arts Alliance Illinois

**Briefly Describe Your Biggest Challenge**
Recruiting and engaging new members.

**Briefly Describe Your Proudest Moment**
Launching a brand new benefit event, reaching our fundraising and attendance goals.

**What Do You Need From This Year’s Conference**
Inspiration and rejuvenation.

**What do You Feel Is Your Greatest Asset**
My ability to stay calm!

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**
Not sure but looking forward to meeting everyone.

**Quick….Don’t Think About It. What Is Your Favorite Color?**
Orange

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Brad Watkins  
Director of Theatre Services, theatreWashington

**Briefly Describe Your Biggest Challenge**
Helping to create ways to monetize the company.  
Designing and building new initiatives.  
Staff reorganization.

**Briefly Describe Your Proudest Moment**
Overhaul of the rules and adjudication of the Helen Hayes Awards.  
Defining and implementing those new rules in 10 weeks.  
Engaging 86 Artistic Directors in the selection of new judges for this five panel process.

**What Do You Need From This Year’s Conference**
refreshment, vision, new tricks

**What do You Feel Is Your Greatest Asset**
The Helen Hayes Awards

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**
Building connections with the APASO community as friendship, resource, and support. 
Hearing new ideas to take back to market. 
Assurance that our challenges are not unique.

**Quick….Don’t Think About It. What Is Your Favorite Color?**
Orange
Ann Felter  
Executive Director, Early Music America

**Briefly Describe Your Biggest Challenge**
Membership and Fundraising.

**Briefly Describe Your Proudest Moment**
Hiring of new magazine editor.

**What Do You Need From This Year’s Conference**
enrichment

**What do you Feel Is Your Greatest Asset**
connecting people

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**
I hope to learn from others and translate their successes to help my organization.

**Quick....Don’t Think About It. What Is Your Favorite Color?**
Pink

Lynne Friman  
Director of Strategic Projects, CultureSource

**Briefly Describe Your Biggest Challenge**
"Right Sizing the Ship." Making sure that we have enough revenue and resources to meet mission AND make our new webportal, IXITI.com a success. With Revenue to reach out to both our core members and the audience of greater Southeastern Michigan.

**Briefly Describe Your Proudest Moment**
Launching IXITI.com. We got it done on time. We are quite proud of the way it looks and operates. People have embraced it and we only lost a couple a months of sleep.

**What Do You Need From This Year's Conference**
Commiseration and Information

**What do You Feel Is Your Greatest Asset**
My tenacious ability to see the central issue and say- I can DO that.

**For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?**
Connecting with colleagues who are in the trenches- like all of you. Hearing what is working and what is not. The honesty of sharing and digging in to problem solve.

**Quick....Don’t Think About It. What Is Your Favorite Color?**
Pink
Doug Smith
Director Internet Services & New Media, Theatre Development Fund

Briefly Describe Your Biggest Challenge
Getting a new website off and running adding phase 2 development to that and managing to allow to projects to take off and hopefully fly on their own.

Briefly Describe Your Proudest Moment
getting the above this far

What Do You Need From This Year’s Conference
a few days off

What do You Feel Is Your Greatest Asset
patience

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
the community and the mental recharge

Quick….Don’t Think About It. What Is Your Favorite Color?
Red

Julie Hennrikus
Executive Director, StageSource

Briefly Describe Your Biggest Challenge
Dawn Simmons just left StageSource after nine years. Getting the new staff person up to speed, while investigating a new website and rethinking our programming strategy are the challenges. In short, change.

Briefly Describe Your Proudest Moment
Three things--a very successful conference last June ("Reframing Success"), a new program series (Basic Training: Building Your Administrative Core) and a move to a new space in November. The new space is shared with three other service orgs, can handle events, and is cost neutral for us. And it is beautiful.

What Do You Need From This Year’s Conference
Conversations, support, ideas

What do You Feel Is Your Greatest Asset
I am a strong advocate, and can work a room.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
Running an ASO is really hard. It is easier because of this network. Being with smart people who "get" it, have similar issues and different ways to attack them, is a gift. I look forward to being inspired, challenged, and to continuing to get to know this terrific group of people.

Quick….Don’t Think About It. What Is Your Favorite Color?
Red
Kellee Edusei
Director of Member Services and Board Liaison, Dance/USA

Briefly Describe Your Biggest Challenge
Capacity. Dance/USA has a lean staff, and I'm actively involved with several initiatives within the organization. Being aware of my personal capacity, timing of projects, effective communication, etc. with staff will be critical, but ensuring it happens in a well "choreographed" manner is another (while managing an ever growing inbox)!

Briefly Describe Your Proudest Moment
This is my first APASO Conference (yea!), but my proudest moment since the last Conference are 1. having 100% of all the top dance companies within our membership; 2. increased participation of our peer-to-peer groups (Councils); 3. being a member of Dance/USA's EmcArts Innovation Team.

What Do You Need From This Year's Conference
Connections. Information.

What do You Feel Is Your Greatest Asset
My desire for clarity.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
I'm a newbie: I hope to connect with as many folks as possible.

Quick....Don’t Think About It. What Is Your Favorite Color?
Red

Christina Trivigno
Social Media Manager, Theatre Development Fund

Briefly Describe Your Biggest Challenge
I strive to ensure all TDF programs are represented on our social platforms, continue to increase our online reach and stay ahead of the ever-changing Facebook formula. In the coming year, I will be collaborating with TDF's magazine editor on 'buzzworthy' content in the hopes of creating stories that will appeal to a growing generation of internet savvy theatre fans.

Briefly Describe Your Proudest Moment
I am proudest to say we surpassed 20K Facebook fans this year, that number is up ten thousand since I began working at TDF in November.

What Do You Need From This Year's Conference
Inspiration, Conversation, Information

What do You Feel Is Your Greatest Asset
I love what I do and I’m always looking ahead to what’s next in social, tech, marketing, and more.

For Return APASOites, what is Your Favorite Reason for Attending APASO? For newbies Whom Do You Hope To Connect With?
It’s my first year at APASO and I hope to connect with... well, everyone! but particularly people who have similar job functions.

Quick....Don’t Think About It. What Is Your Favorite Color?
Lenny Bart  
**Executive Director, Quincy Society of Fine Arts**

**Briefly Describe Your Biggest Challenge**  
Database tracking & technology update.

**Briefly Describe Your Proudest Moment**  
My last production at the local theatre, prior to becoming the ED for QSFA. The Wizard of Oz-99% capacity, rave reviews, best seller in QCT’s 77 year history..and I was very proud of it.

**What Do You Need From This Year’s Conference**  
Document sharing.

**What do You Feel Is Your Greatest Asset**  
Our in-kind community.

**For Return APASOites, what is Your Favorite Reason for Attending APASO?**  
For newbies Whom Do You Hope To Connect With?  
Newbie: Fellow ED of umbrella orgs to share, laugh and cry...perhaps.

**Quick....Don’t Think About It. What Is Your Favorite Color?**  
Yellow

Melanie Robey  
**Membership & Development Manager, Greater Baltimore Cultural Alliance**

**Briefly Describe Your Biggest Challenge**  
Our organization is in a period of rapid growth, including adding and exploring new programs. The greatest challenge is managing this growth in the most efficient way and in fundraising.

**Briefly Describe Your Proudest Moment**  
Our organization's membership has doubled in the past year.

**What Do You Need From This Year’s Conference**  
Support and inspiration

**What do You Feel Is Your Greatest Asset**  
I'm a hard worker.

**For Return APASOites, what is Your Favorite Reason for Attending APASO?**  
For newbies Whom Do You Hope To Connect With?  
As a newbie, I'm interested in connecting with other membership folks.

**Quick....Don’t Think About It. What Is Your Favorite Color?**  
Yellow