Welcome to Chicago and thank you for joining us for the 2014 APASO Conference! We hope that the next three days will be productive, inspiring and rejuvenating as we gather with new and old friends and participate in some brave conversations to address our most important issues and better serve our communities. We are thrilled to host these vital discussions in our city and while you’re here we encourage you to get out and explore our renowned architecture, public spaces, restaurants and attractions and see a performance at one of our 250 member theatre companies. If there’s anything we can do to make your stay in the Windy City better please let us know.

Thank you to the following organizations: Auditorium Theatre of Roosevelt University, Chicago Shakespeare Theater, Goodman Theatre, Illinois Arts Council, Museum of Contemporary Art

Special thanks to these organizations for contributing to the 2014 APASO Scholarship Fund: ArtsBoston, Audience Avenue, Greater Philadelphia Cultural Alliance, Greater Pittsburgh Arts Council, League of Chicago Theatres, New Jersey Theatre Alliance, Partners for Sacred Places, Theatre Development Fund, Toronto Alliance for the Performing Arts

APASO CHICAGO 2014 PLANNING COMMITTEE
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Mark Doerr LA STAGE ALLIANCE
Marcy Hoen AUSTIN CREATIVE ALLIANCE
Ben Thiem LEAGUE OF CHICAGO THEATRES

BRAVE SPACE PRE-CONFERENCE PLANNING COMMITTEE
Carmen Morgan LEADERSHIP DEVELOPMENT IN INTERGROUP RELATION
Dafina McMillan THEATRE COMMUNICATIONS GROUP
Clay Lord AMERICANS FOR THE ARTS
Tiffany Wilhelm, Co-Chair GREATER PITTSBURGH ARTS COUNCIL

Carmen Morgan will facilitate the “Brave Space” pre-conference with the assistance of TCG’s Director of Communications & Conferences, Dafina McMillan, and AFTA’s Vice President of Local Arts Advancement, Clay Lord.
SCHEDULE:
APOS O 2014

23 Wednesday

6:30 - 8:00 PM  Opening Reception
Goodman Theatre, 170 N. Dearborn

9:00 PM - 12:00 AM  Hospitality Suite
ACME Hotel, 2nd Floor Lounge, 15 E. Ohio

24 Thursday

Museum of Contemporary Art, 220 E. Chicago

8:00 AM  Meet in ACME Lobby to walk together

8:30 - 9:00 AM  Breakfast

9:00 - 9:15 AM  Welcome

9:15 - 10:45 AM  Plenary: The Role of ASOs in Leading Equity in the Arts
Arts service organizations sit in influential positions within our communities, whether local, national, or international. What is our role in leading or supporting the systemic change that’s needed to stop ongoing inequities based on race, gender, ability, and more? Ultimately, this is a question that each of our organizations needs to answer, but this session can help. Learn about what’s happening nationally through Theatre Communications Group and locally in Pittsburgh and Boston. Then participate in a conversation facilitated by Carmen Morgan to generate ideas for actions we can take - as APOS O, through our organizations, or individually - to create change.

11:00 - 12:30 PM  Job Title Breakouts
Executive Directors/Leadership
Member Services/Programming
Marketing/Communications/Audience Development
Create Your Own

12:30 - 1:15 PM  Lunch

4:00 - 6:00 PM  Short Talks
2 groups of three 20-minute APOS O-led presentations

- Projects in Audience Development
  4:00 – Relaunch of Philly Fun Guide & Funsavers
  Greater Philadelphia Cultural Alliance
  4:30 – Summer Theatre Fest
  Florida Theatre Alliance
  5:00 – The IXITI “Experience Engine”
  Culture Source
  5:30 – A Chat about TRG Community Databases

- Advancements in Research
  4:00 – Triple Play
  Theatre Development Fund
  and Theatre Bay Area
  4:30 – A Comparative Data Analysis of the Arts & Creative Sectors
  Austin Creative Alliance
  5:00 – Engaging Civic and Corporate Leaders with Arts Data
  Arts Boston
  5:30 – New Data Directions
  Cultural Data Project

1:15 - 3:45 PM  Keynote and Workshop: Michael Rohd

Michael Rohd, founder of the Center for Performance and Civic Practice, will speak about the Center and in particular his work with Lookingglass Theatre’s Civic Practice Lab in Chicago, where they are working to build demand for the arts by developing collaborative projects with municipal and community organizations throughout the city. This is not a traditional audience engagement strategy; rather, it is co-designed, needs-focused practice that reveals new ways of using the assets and experiences of artists to build healthier communities and new organizational stakeholders.

Following the talk, Michael will lead us in a workshop exploring Civic Practice and how we can use our skills in advocacy and community building to increase our impact, increase local civic capacity, and engage with diverse constituents and neighborhoods in new ways.

4:00 - 6:00 PM  Dinner on Your Own / Theatre Night

Hospitality Suite
ACME Hotel, 2nd Floor Lounge, 15 E. Ohio
25 Friday  
Skyline Room, Chicago Shakespeare Theater on Navy Pier, 800 E. Grand

8:30 AM  Meet in ACME Lobby to take CTA bus
9:00 - 9:30 AM  Breakfast in Skyline lobby
9:30 - 10:30 AM  Open Space Introduction
Open Space will be facilitated by Michael Herman
Open Space Central Question: What are the issues and opportunities for risk, relevance, leadership, and sustainability for yourself, your organization, the community that you serve, and our work together?
10:30 - 12:00 PM  Open Space Session 1
12:00 - 1:30 PM  Lunch and Keynote: Kevin Coval
Poet, Educator, and Organizer Kevin Coval will speak with us about his experiences with Young Chicago Authors and particularly as a founder of Louder Than A Bomb, the largest youth poetry festival in the world. Founded in 2001, Louder Than a Bomb was created to give youth around the city of Chicago a platform to share their stories. The festival has since become a “bridge” for young people from many different backgrounds to come together and find a common ground through their narratives. In 2001, four teams competed. More than 100 teams competed this year.
1:30 - 3:00 PM  Open Space Session 2
3:00 - 4:30 PM  Open Space Session 3
4:30 - 5:00 PM  Open Space Closing
6:00 PM  Meet in ACME Lobby to take CTA train
6:30 PM  APASO Dinner
The Berghoff, 17 W. Adams
9:00 PM - 12:00 AM  Hospitality Suite
ACME Hotel, 2nd Floor Lounge, 15 E. Ohio

26 Saturday  
Auditorium Theatre, 50 E. Congress

6:30 AM  (optional) Chicago Architecture Run
6:00 AM  Meet in ACME lobby to take CTA train
8:00 AM  Breakfast
8:30 - 9:00 AM  Breakfast
9:00 - 10:30 AM  Keynote: Juliane Wolf
Juliane Wolf, Design Principal at Studio Gang Architects, will speak about Studio Gang’s unique approach, dedicated to employing the tools, methods, and visionary capability of design to catalyze positive change through public engagement and advocacy. Juliane is the project leader for the new space for Writers Theatre in Glencoe, scheduled for completion in 2016. In their approach to that design, the firm considered live theatre’s ability to connect and change people across boundaries as an important force in urban life since ancient times. Writers Theatre is designed to maximize that potential for a 21st-century theatre company, creating an architecture that energizes the daily life of its community.
10:30 AM  Wrap-Up and Looking Forward
12:00 PM  Close of Conference
12:15 PM  (optional) Historic Auditorium Theatre Tour
Michael Rohd has been exploring the intersection of theatre and democracy for years with Sojourn Theatre and through his projects with collaborators and universities around the nation. He is founding Artistic Director of Sojourn Theatre in Portland, Oregon, a 2005 recipient of Americans for the Arts Animating Democracy Exemplar Award. His work there as creator/director/performer includes BUILT (presented as part of Portland’s TBA 2008 Festival), GOOD (2008 Portland Drammy, Outstanding Production of the Season), The War Project (2005 Drammy, Best ensemble), 7 Great Loves (five 2003 Drammy awards including Best Production and Best Director), and Witness Our Schools (9 months of Oregon and national touring).

Rohd is a recipient of Theatre Communication Group’s 2001 New Generations Grant, and their 2002 Extended Collaboration Grant with Atlanta’s Alliance Theatre. An associate artist with Cornerstone Theater Company in Los Angeles and an artistic associate with Ping Chong & Co in New York City, he is on faculty at Northwestern University’s Theater Department with a focus on Devising Performance, Directing & Civic Engagement. His work has been supported by Ford Foundation, the NEA, Rockefeller’s MAP Fund, Doris Duke Foundation and Arts Councils in states around the nation. Recent projects as a creator and/or director include Chuck Mee’s Full Circle at Woolly Mammoth Theater in Washington, DC and his own Wilson Wants it All at the House Theatre of Chicago. Current projects include creating Oregon Shakespeare Festival’s first company-devised, site-specific work titled Willful, a new Sojourn piece called On The Table and a commission at Kansas City Rep. He is author of the book Theatre for Community, Conflict, and Dialogue.
**KEYNOTE: KEVIN COVAL**

Kevin Coval is the author of four books of poems including *Schtick*, described by the *Chicago Tribune* as “a sensational collection, alternately heartfelt, humorous and provocatively political,” & *L-ives Lives!: Racemusic Poems*, which was said to be a “literary work that should be required reading in every high school in America” by Impose magazine.

Coval is the founder of “Louder Than a Bomb: The Chicago Youth Poetry Festival,” which has become one of the largest youth gatherings on the planet & was recently the subject of an award-winning documentary of the same name. Coval serves as Artistic Director of Young Chicago Authors, the non-profit home of Louder Than a Bomb & teaches Hip-Hop Aesthetics in the Art & Art History School at The University of Illinois at Chicago. His forthcoming projects include the anthology *The BreakBeat Poets: New American Poetry in the Age of Hip-Hop* (Haymarket Books, Winter 2015) & a play commissioned by Steppenwolf Theatre, entitled *This is Modern Art*, which won a prestigious New Voices / New Visions award from The Kennedy Center & will premiere in Chicago in the winter of 2015.

**KEYNOTE: JULIANE WOLF**

Back when crayons were the tools of her trade, Juliane Wolf often ventured over to her father’s architectural office in Büdingen, Germany, to draw and dream about building and planning. Following high school, her passion for the built environment brought her to Chicago to study architecture at the Illinois Institute of Technology (IIT). After graduating first in her class, she joined Studio Gang for a number of years, working on projects such as the Ford Calumet Environmental Center and Starlight Theatre.

Returning to Europe in 2004, Juliane practiced in Berlin as a registered architect and established büro blickpunkt, an experimental office with which she realized material research installations. Looking to further her interest in construction technology then led her to the Architectural Association (AA) in London, where she received a Master of Science in Sustainable Environmental Design and remained at the AA following graduation to teach with Enric Riu-Geli as Unit Master of Dip 18. Today Juliane’s come full circle, re-jumping the pond and returning to Studio Gang to contribute in a new way to the practice she first called home.
Andie Arthur is the Executive Director of the South Florida Theatre League, a service organization dedicated to the nurture and growth of the South Florida theatre community. She is also the co-founding Artistic Director of Lost Girls Theatre, dedicated to creating a theatre of wonder in Miami. In addition to her work at the League and with Lost Girls, Arthur is also a playwright, the South Florida Regional Representative for the Dramatists Guild, a board member for Biscayne Unitarian, the former literary manager for The Naked Stage, and the coordinator of City Theatre’s first CityWrights Conference in June 2011. She has won a Silver Palm Award for her work with the League and is also a playwright. Her most recent play, The Secret of the Biological Clock, was a part of the From Scratch Reading Festival and her play Dueling Edwards was a finalist for the City Theatre’s 2012 National Ten Minute Play Contest.

Victoria Bailey is Executive Director of Theatre Development Fund (TDF), the only not-for-profit organization dedicated to serving the entire spectrum of the performing arts with programs that touch the lives of millions of New Yorkers and visitors each year. Its TKTS booths and its membership, education, subsidy, access and dance programs all further its core mission of ensuring the vitality of theatre and dance by building and sustaining audiences. Ms. Bailey was a key member of the team that designed and realized the award-winning new TKTS booth in Duffy Square and was instrumental in the execution of a comprehensive study of the lives of American playwrights and the production of new American Plays. The study culminated in Outrageous Fortune: The Life and Times of the New American Play written by Todd London with Ben Pesner and Zannie Giraud Voss, published in 2009. Prior to her appointment at TDF, she had a nearly 20-year association with Manhattan Theatre Club. Ms. Bailey is an Adjunct Professor at the School of the Arts, Columbia University, and is a member of the boards of the Times Square Alliance and the Non Profit Coordinating Committee. She has served two terms on the Tony Awards Nominating Committee. Ms. Bailey received a B.A. in history from Yale College.

Julie Hennrikus has been the Executive Director of StageSource since February 2011. Prior to that she was the General Manager and Director of Marketing of Emerson Stage, the producing wing of the Department of Performing Arts at Emerson College. She continues to teach arts management classes at Emerson as adjunct faculty. Before Emerson, she worked for the Office of the Arts at Harvard University. She began her arts management career in small commercial theaters in Boston. She also worked in several exhibition box offices, including Mapplethorpe: The Perfect Moment at the ICA in 1990. She graduated from Boston University with a BS in Mass Communication, has a Graduate Certificate in Management from Radcliffe College and a Master of Liberal Arts (ALM) in English and American Literature and Language from Harvard University. She is also a published mystery writer, with several short stories published as J.A. Hennrikus. In October 2015, the first of her Clock Shop Mystery Series will be published by Berkley Prime Crime under the name Julianne Holmes.

Michael Herman has been working as Michael Herman Associates since 1991, based in Chicago. He’s worked with corporate and community groups on six continents. He is recognized internationally as a facilitator and teacher of the Open Space practice and as a leader in the Open Space practice community.

Marcy Hoen is Executive Director of the Austin Creative Alliance. She is an executive board member for Fusebox Festival and Golden Hornet Project, serves on the Austin Regional Advisory Committee for the National Cultural Data Project, the Central Texas Advisory Council for Texas Accountants and Lawyers for the Arts, the Keep Austin Affordable Steering Committee, the Land Development Code Creative Community Working Group, and the City of Austin’s Cultural Tourism Plan Steering Committee. She is a graduate of the City of Austin’s CityWorks Academy class of 2012, and the Annette Strauss Institute for Civic Life’s Executive Communications Training Academy. She is a member of the Downtown Austin Alliance Arts and Entertainment Committee. Congress for the New Urbanism, Livable City, Americans for the Arts, and Texans for the Arts. She joined the Austin community in 2003 from Seattle, where she worked as a research scientist at the University of Washington and Veterans Affairs Medical Center. She earned her Bachelor’s Degree from the University of Washington in 2000.

John McInerney is Vice President of the Greater Philadelphia Cultural Alliance. I have been at the Alliance for ten years this May. We have been an enthusiastic and on-going participant in APASO, going back to my first year at APASO, 2005, in NYC, the same year Christos unveiled The Gates. I have been very lucky to work with a great team at the Alliance, managing our local TRG shared database (Big List, Audience Analytics), producing workshops and speakers that have brought the country’s best speakers to Philadelphia, and, for the last 5 years, directing our research, including our signature report, Portfolio, which will examine cultural sectors in 11 communities across the country in 2014. I also direct Phillyfunguide and Funsavers, our signature consumer programs that were launched in 2003. Phillyfunguide promotes over 18,000 events annually and Funsavers is now completely independent, earning enough revenue in sponsorships, advertising and ticketing fees to stay in the black and go head to head with Goldstar.
Dafina McMillan serves as the Director of Communications & Conferences for Theatre Communications Group (TCG), the national service organization for not-for-profit theatre. In this role, Dafina oversees TCG’s internal and external communications strategy – as well as programs TCG’s annual convenings, including the National Conference and the Fall Forum on Governance. Dafina is also leading TCG’s six-point Diversity & Inclusion Initiative, which kicked off with the 2012 Fall Forum: Leading the Charge. Prior to joining TCG, Dafina served as the associate managing director of Penumbra Theatre Company in St. Paul, MN, where she managed the day-to-day operations for the theatre, which included communications, fundraising, and board development. While previously in New York, she was an account supervisor at global public relations agency GCI Group (now Cohn & Wolfe) and implemented communication strategies for Fortune 500 companies. Dafina has served as a speech writer, led executive visibility and corporate social responsibility campaigns, supported brand launches, and worked with national media to secure online, print and broadcast coverage for her clients. She also consulted with the Brooklyn Center for the Performing Arts on marketing and community engagement initiatives. Dafina is an alumna of The John F. Kennedy Center’s International Arts Management Fellowship in Washington, D.C. Originally from Houston, TX, she received her bachelor of science degree in public relations from the University of Texas at Austin.

Carmen Morgan is currently the Director of Leadership Development in Interethnic Relations (LDIR), a nationally recognized program co-sponsored by Advancing Justice-LA, the Central American Resource Center, and the Martin Luther King Dispute Resolution Center. Morgan currently oversees LDIR’s human relations and intergroup relations programming in Flint, Michigan; Philadelphia, Pennsylvania; Ashland, Oregon; and the Los Angeles, and Central Valley regions of California. She co-wrote and edited Expanding LDIRship: A Resource Promoting Positive Intergroup Relations in Communities Through Awareness, Skills and Actions, which remains the centerpiece of LDIR’s community programming and training.

Prior to her work with the LDIR program, Morgan was the Associate Regional Director for the American Friends Service Committee (AFSC), an international human rights organization, where she oversaw human rights work on the US Mexico border, gay liberation and sovereignty development work in Hawai’i, and tenant rights and economic justice work in California and Arizona.

Morgan is a founding member of the California Chapter of the National Association for Multicultural Education (NAME), a former Human Services Commissioner for the City of Pasadena, and is currently on the Board of Directors for Black Women for Wellness, a community-based organization serving women in South Los Angeles. She has presented at numerous national conferences including the National Conference on Race and Ethnicity, National Association for Multicultural Education, Grantmakers in Health, INCITE!, The California Endowment, and the Robert Woods Johnson Foundation, to name a few.

Morgan remains a committed community activist who has worked within the non-profit sector, specifically around social justice issues, for almost 20 years. As a founding member and current President of Liberty Hill Foundation’s Women of Color Giving Circle, Morgan combines her commitment to community, activism, and philanthropy.

Catherine Peterson has served ArtsBoston as its Executive Director since 1997. Catherine’s marketing and audience development experience include the management of a multi-million dollar Wallace Foundation audience development program at the Worcester Art Museum, artistic administration for the Cleveland Orchestra, and the position of Vice President at Columbia Artists Management, handling the careers of twenty-five internationally known opera singers. She also opened the first opera merchandise store in the United Kingdom for the English National Opera and has written music criticism for The Boston Globe.

Catherine Peterson’s community and national commitments include her role on the Board, Executive Committee and as Secretary for Chorus America, Vice Chair of MASSCreative (statewide arts advocacy organization), and a member of the Arts and Culture Transition Team for Mayor Marty Walsh. She participates annually in Boston’s City to City Leadership Exchange and is also a graduate of LeadBoston, the NCCJ’s social justice leadership program. Catherine has been a featured speaker and workshop presenter on arts marketing and audience development for the Association of Performing Arts Presenters, New England Conservatory, Boston University, Simmons College, Boston Conservatory, Temple University, the Cleveland Institute of Music and Wellesley College. A California native, Catherine graduated suma cum laude from Wellesley College.

Arin Sullivan is the Senior Associate for State-Based Activities with the Cultural Data Project. In this capacity, she oversees the team responsible for managing the project in the CDP’s 13 states and the District of Columbia. An actor and stage manager at heart, prior to joining the CDP in 2008, Arin was the managing director at Hedgerow Theatre, theater manager for Drexel University’s Mandell Theater, and producer for Geva Comedy Improv at Geva Theatre Center in Rochester, New York. Arin is also an adjunct faculty member with Drexel’s Theatre program. She received her Bachelor of Arts degree in English from Le Moyne College in Syracuse, New York, where she graduated cum laude, and she holds a Master of Science degree from Drexel University’s Arts Administration program.

Tiffany Wilhelm is Deputy Director of the Greater Pittsburgh Arts Council and has been with that organization since September 2007. She is responsible for overseeing GPAC’s programs, services, planning, and development activities, as well as efforts to address equity. Prior to her arrival in Pittsburgh, she was the Executive Director of the Central Wisconsin Children’s Museum in Stevens Point, taught in an undergraduate arts management program, and served as a Development Officer at the University of Wisconsin in Stevens Point. During her time in Wisconsin, she served on the board of Arts Wisconsin which paved the way for more focused work in arts service and advocacy. She has an MFA in Arts Management from Florida State University and also worked as the Artistic Administrator at the Asolo Repertory Theatre in Sarasota, Florida. Working with the APASO community for quite a few years now has been a joy and a source of energy. She’s pleased to serve as conference co-chair this year with the amazing Karen DiLossi!
Thanks for joining us in Chicago!

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