

Missouri Association of Community Arts Agencies
Professional Development Conference
Arts Agency Successes: Tips, Testimonials, and Tools



April 6-7, 2020

Stoney Creek Hotel & Conference Center
2601 S Providence Rd
Columbia, MO 65203

Monday, April 6, 2020 (Schedule Subject to Change)

9:30-10:30 Registration & Networking

10:30-11:00 Welcome & Introductions

11:00-11:45 State of the Art: Missouri Arts Council Updates

- *Michael Donovan, Executive Director, Missouri Arts Council*

12:00-1:30 Lunch & Keynote Address: “Beyond Talent: Finding Your Path in the Arts”

- *Leigh Muñoz, Assistant Teaching Professor and Music Entrepreneurship Coordinator, University of Missouri School of Music*

1:45-3:30 Tips, Testimonials & Tools for Achieving Success in Your Arts Organization
(Choose two to attend: 1:45-2:30 then 2:45-3:30)

- **Posts & Tags: A Social Media Primer**
Kim Carr, owner, Hybrid Hollow Productions
- **Focusing Your Fundraising: Getting Back to the Basics**
Leslie Forrester, Executive Director, Springfield Regional Arts Council
- **Get Your Strategy Started: Real-Time Strategic Planning**
Sue Greenberg, St. Louis Volunteer Lawyers and Accountants for the Arts

3:45-4:00 Updates, Actions & Asks

- *Teresa Fankhauser, Leslie Forrester and Marie Nau Hunter, Board Members, Missouri Citizens for the Arts*
- *Ben Martin, Executive Director, Missouri Alliance for Arts Education*

4:00-5:00 Networking Breakouts

- *Visit with attendees whose jobs (mostly) look like yours – if you have business cards, bring them for trading - City staff, paid staff, all-volunteer organizations, board members*

4:00-5:30 **15-Minute Meet-Ups** (limited number available)

- **Marketing Review** - *Lili Vianello, Owner and President, Visionworks Marketing Group* - Sign up for a one-on-one mini branding session with an arts marketing professional; come prepared with at least one promotional item (a brochure or poster or ad, etc.)
- **Arts Endowment Fundraising** - *John Baker, Executive Director, Community Foundation of Central Missouri* - Sign up for a one-on-one to get the basics on how endowments and working with a community foundation can help your organization's long-term funding goals
- **MAC Program Specialists** – *Julie Hale, Lisa Higgins, and Virginia Sanders* - sign up for a one-on-one to discuss programming possibilities specific to your organization and/or area; choose from arts education, arts in aging, arts in the military, Folk Arts, the Missouri Arts Awards, or the Poetry Out Loud program

5:00-6:00 **Meet and Greet Reception**

6:00 **Dinner**

7:30 **Dessert, Arty Party, Networking**

- Enjoy dessert and participate in a hands-on painting project while networking with other conference attendees

Tuesday, April 7, 2020 (Schedule Subject to Change)

8:00-9:00 **Breakfast:** hotel guests only

9:00-9:45 **How Do You...?:**

- Seasoned Arts Administrators Share How They Tackle Real-Deal Topics and Issues

10:00-Noon **Professional Development: Legal and Accounting Issues in the Arts**

- *Sue Greenberg, Executive Director, St. Louis Volunteer Lawyers and Accountants for the Arts*
- *Danielle Merrick, Executive Director, Kansas City Volunteer Lawyers and Accounts for the Arts*

12:00 **Closing Remarks & Lunch** - stay and eat or take lunch to go