



ARTS AND THE NEW AMERICAN CITY: YOU DRAW THE MAP

**Grantmakers in the Arts
2008 Conference
October 12-15, 2008
Atlanta, Georgia**

WELCOME

WELCOME TO THE 2008 GIA CONFERENCE IN ATLANTA!

2008 Grantmakers in the Arts Conference
Arts and the New American City:
You Draw the Map
Omni Hotel at CNN Center, Atlanta
October 12-15, 2008



Olympia Sculpture ©2008, Rose Studio, Inc/AtlantaPhotos.com

South of the North, yet north of the South, lies the City of a Hundred Hills, peering out from the shadows of the past into the promise of the future.

I have seen her in the morning, when the first flush of day had half-roused her; she lay gray and still on the crimson soil of Georgia; then the blue smoke began to curl from her chimneys, the tinkle of bell and scream of whistle broke the silence, the rattle and roar of busy life slowly gathered and swelled, until the seething whirl of the city seemed a strange thing in a sleepy land.

— W.E.B. Du Bois
1903

More than 100 years later, the “tinkle of bell and scream of whistle” has been replaced by the whoosh of rapid commuter transport and the beeps and trills of telecommunications, but the “rattle and roar of busy life” continues to be heard in Atlanta – the country’s fastest growing metropolitan area – and home to an innovative and vibrant arts community.

The city will provide us a laboratory to investigate the historic role of the arts in an urban environment as well as a backdrop for contemporary expression. The landscapes of the New South will provide diverse opportunities to explore familiar and unexpected themes, crossing the borders of Arts and Community Development, Arts and Social Justice, Arts and Cultural Literacy. Urban... Suburban... Rural... explore new territories with new strategies, new tools, and new forms of philanthropy.

Before the conference even begins you’ll have the opportunity to participate in pre-conferences exploring **Rural Arts Funding, Arts and Social Justice, and Tools for Understanding the Arts Funding Environment**. Sunday afternoon pre-conference tours will visit **Sweet Auburn Historic District** and the **Atlanta BeltLine**.

Keynote presentations by the **Freedom Singers** and novelist **Gary Pomerantz** will provide historic perspective through the eyes of artists of color working at home and afield, while actor and director **Kenny Leon** will offer the first-hand story of an artist of color in contemporary society. Architect and urban designer **Samina Quraeshi** and artist **Edgar Arceneaux** speak to the role of art in place-making and urban redevelopment, and finally, curator and theorist **Bruce Ferguson** will reflect on the conference proceedings and offer some visions for the future.

Special to this conference will be a plenary session where senior domestic policy staff members from both the republican and democratic presidential campaigns will present a briefing on the cultural policy components of each party’s platform, including topics such as the National Endowment for the Arts, cultural diplomacy, arts education reform, and others. Following the presentations there will be a moderated Q & A.

The following pages provide an overview of these and other conference offerings, sessions, and special events. Please take a look, and set your course for Atlanta, where tradition and change live side by side.

Lisa Cremin
2008 Conference Chair
Director, Metropolitan Atlanta Arts Fund

The Freedom Singers

Rutha Mae Harris, a member of the original 1962 Freedom Singers who sang and protested as part of the SNCC, has formed a second generation of this group, featuring some of the children of the original singers. Based at the Civil Rights Museum in Albany Georgia, the group performs a musical history of the Civil Rights Movement.

Gary Pomerantz

Gary Pomerantz is an author and journalist, and serves as a lecturer in the Department of Communication at Stanford University. His first book, *Where Peachtree Meets Sweet Auburn*, a multi-generational saga about Atlanta's racial conscience, was named a 1996 Notable Book of the Year by The New York Times. His next book, *Nine Minutes*,



Twenty Seconds (2001), about an air crash, has been published in Britain, Germany and China and was termed by The London Evening Standard "a flawlessly constructed narrative ... a

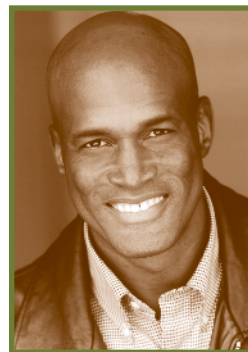
masterpiece of nonfiction storytelling." His most recent work, *WILT, 1962*, a meditation on race, celebrity, small towns and Wilt Chamberlain's legendary 100-point game, was named an Editors' Choice selection of 2005 by The New York Times, and was called by

Entertainment Weekly "a slam dunk of a read."

A graduate of the University of California, Berkeley, Pomerantz worked for nearly two decades as a journalist, on staff for The Washington Post and The Atlanta Journal-Constitution, initially as a sportswriter and then writing columns, editorials, and special projects. He served from 1999-2001 as Distinguished Visiting Professor of Journalism at Emory University in Atlanta. His newest book, set in Kansas City and New York during prohibition, is set for release in 2009 by Crown Publishers. He lives in the San Francisco Bay Area with his wife and their three children.

Kenny Leon

Kenny is Founding Artistic Director of True Colors Theatre Company. Kenny launched the company in Atlanta in 2002 in order to further his personal and professional mission of preserving and refreshing the African American classics, while also producing works by and for all Americans. Prior to founding True Colors, Kenny served an unprecedented 11-year tenure as Artistic Director of the Alliance Theatre



Company, and commissioned and directed three new works from Pearl Cleage, *Flyin' West*, *Blues for an Alabama Sky* and *Bourbon at the Border*. Also

while at the Alliance, Kenny produced the premieres of Disney's and Elton John's *Elaborate Lives: the Legend of Aida*, and Debbie Allen's *Soul Possessed*.

A graduate and honorary Ph.D. of Clark Atlanta University, Kenny is also very active in the communities in which he lives and works. He directs True Colors Theatre Company's annual, all-youth, multi-cultural production of *The Wiz*, offering Atlanta's youth an unforgettable experience with a Broadway design team; he's a member of 100 Black Men of Atlanta; for the Dekalb County, GA, school system, he directed *Snapshots: From a Decade of Directing American Theatre*, a retrospective of his directorial work performed by students from across the county; he sits on the Board of the New Globe Theatre, New York, NY; and is a mentor for the Theatre Development Fund's *Open Doors* program, also in New York.

Samina Quraeshi

An educator committed to preparing students for an increasingly interconnected global world, Samina is also an award-winning author, artist and designer. She has devoted her life to cultivating the vital relationship between art and culture through national and international initiatives as a way to foster greater understanding among people.

As an artist, writer and photographer Samina brings the multifaceted



story of Islamic culture in South Asia to the international stage. As a teacher of community studies and design she is committed

to intellectual and cultural diversity and exhibits wide-ranging knowledge of issues related to interdisciplinary work. As a senior executive in academia and government she is committed to collaboration and strategic alliances. A natural leader, with organizational savvy and management skill, she demonstrates a diplomatic acumen for allocating resources and creating partnerships between private and public sectors, between NGO's and government officials and between the academy and the community.

With the cultural emergency that faces our world today, Samina Quraeshi's voice, through her art, her advocacy and her academic initiatives is one that promotes and envisions healing through understanding of our collective humanity while honoring and supporting our diverse traditions.



Edgar Arceneaux

Born in 1972, Los Angeles-based artist Edgar Arceneaux received a BFA from the Art Center College of Design in Pasadena and a MFA from the California Institute of the Arts in Valencia. In addition he's participated in artist in residencies at the Skowhegan School of Painting and Sculpture in Maine, Project Row Houses in Houston and at the Fachhochschule Aachen in Germany. He's had solo exhibitions at the UCLA Hammer Museum, Los Angeles, Kitchen, NY, the San Francisco Museum of Modern Art, Susanne Vielmetter Los

Angeles Projects and The Studio Museum of Harlem, New York. His work was recently included in the Whitney Biennial 2008. Arceneaux's work resides



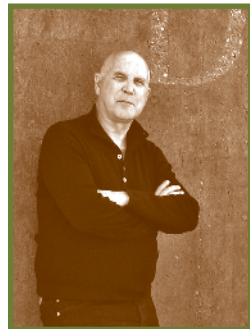
in public collections including the Whitney Museum of American Art, New York; the Walker Art Center, Minneapolis; the UCLA Hammer Museum and the Carnegie Museum.

Arceneaux is currently directing the Watts House Project (WHP), an artist-driven urban revitalization project centered around the historic Watts Towers in Watts, California. WHP is a large-scale artwork-as-urban-development engaging art and architecture as a catalyst for expanding and enhancing community. The neighborhood surrounding the Watts Towers presents

a stark contrast to the well-maintained aesthetics of this national monument, and currently the residents have limited means to capitalize socially or economically on this cultural currency. WHP operates with the understanding that social and economic challenges are tied to basic ecological problems and aims to develop an incremental, nuanced and sustainable model that marries ecological concerns and practice with social and cultural remedies. By creating a physical and social infrastructure for creativity, WHP will catalyze artistic production and community pride of place, forming partnerships that can lead to real solutions, hope, and change.

Bruce Ferguson

Bruce W. Ferguson is an independent art curator and critic who has worked internationally for more than thirty years. "I have spent most of my professional life in one way or another facilitating artists," Ferguson says.



Bruce has recently become the director of F.A.R. (Future Arts Research) at Arizona State University in Phoenix. Other recent projects include consulting to

the Art Gallery of Ontario in Toronto to develop long-range strategies and goals for a complete museum renovation by architect Frank Gehry. Bruce previously

served as the Dean, School of Arts at Columbia University; President and Executive Director of the New York Academy of Art; and is the founding Director and first biennial curator of SITE Santa Fe, in Santa Fe, New Mexico.

Bruce has curated more than 35 exhibitions for institutions such as the Louisiana Museum in Copenhagen, the Barbican Art Gallery in London, the Winnipeg and Vancouver Art Galleries



in Canada, and the Institute of Contemporary Art in Boston. He also organized exhibitions in the international biennales of Sao Paulo, Sydney, Venice, and Istanbul.



Creativity Levers: A Framework for Investment in Neighborhood Change

Organized by Joan Shigekawa, associate director, Creativity & Culture, the Rockefeller Foundation. Presented by Jeremy Nowak, president, the Reinvestment Fund and Michael Johnson, president, Em Johnson Interest, and moderated by Maria Rosario Jackson, director of the arts and cultural & community, the Urban Institute.

Powerful evidence and new perspectives presented by two CEOs from the

fields of urban finance and urban real estate development demonstrate how the social, economic and cultural benefits of the arts can combine to create new vitality for the redevelopment of urban neighborhoods.

Jeremy Nowak, President of The Reinvestment Fund, a regional Philadelphia-based financial economic development organization, and Michael Johnson, President of Em Johnson Interest, an Atlanta and San Francisco-based real estate development firm, will present the case-making framework and on-the-ground reality of investing in culture as a strategy to develop thriving neighborhoods.

Maria Rosario-Jackson, Director of the Culture, Creativity and Communities Program at the Urban Institute in Washington, D.C. will introduce the speakers.

New Solutions for Old Challenges

Organized by Veronique Le Melle, former Grantmakers in the Arts board member, and Bill Aguado, executive director, Bronx Council on the Arts

Ethnically specific organizations continue to face unique challenges within

their organizations and within their communities. This session will examine the development of new models and strategies to address the paradigm shift that is necessary in order for these organizations to continue to progress. This conversation will be designed to also address new service methods within diverse communities of color.

Web 2.0 and Beyond

Organized and moderated by Helen Brunner, director, Media Democracy Fund. Presented by Celia Alario, Web 2.0 "Imagineer", Jake Shapiro, executive director of Public Radio Exchange (PRX), and Jenny Toomey, Program Officer for Media and Cultural Policy, Ford Foundation.

How can artists and arts organizations take advantage of social networking, Twitter, Flickr, Mogulus, texting, blogs, digital radio, Miro and the next new thing? What policies need to be put in place to protect these new platforms? Innovative communication techniques are proliferating at a rapid rate and there is opportunity in the future media environment for creative work and deeper levels of message penetration.

Who Defines Culture? Artists, funders, the marketplace?

Organized by Judi Jennings, executive director, Kentucky Foundation for Women and Tommer Peterson, deputy director for programs, Grantmakers in the Arts. Presented by Dee Davis, president, Center for Rural Strategies, Roger Fernandes, Native Arts Committee co-chair, Potlatch Fund, and Vanessa Whang, senior program consultant, Rockefeller Philanthropy Advisors

This question, first posed at the 2006 conference in Boston and further explored last year in Taos, is now a conference session open for discussion by all participants.

When a line is drawn around what constitutes "culture", what (and who) is on the other side? Who draws the line? As funders, how do our practices play a role in ratifying or denying what is culture and what is not? What are our responsibilities as funders to understand the cultures that surround us – including those that transcend or ignore the traditional borders of ethnicity and national origin?

Invited artists and presenters will each provide a brief opening salvo in the form of a story. Participants will be invited to add their stories in a "Call and Response" format and Judi and Tommer will then attempt to facilitate the ensuing *melée*.

New Foundation Presidents and the Arts

Organized by Janet Sarbaugh, senior program director, arts & culture program, the Heinz Endowments, and facilitated by Holly Sidford, principal, AEA Consulting.

A number of prominent foundations at the national, regional and local level have appointed new presidents in the past year. Such leadership transitions are likely to increase in the years ahead, in keeping with the larger generational shift in the nonprofit sector. Very few of the new foundation leaders are likely

to come from the arts sector, and many will have had little direct experience with our field.

What will inspire these leaders to sustain or increase their foundations' commitment to arts and culture? What information will they need to understand our sector? How are arts program officers structuring their case for the arts? Do these new foundation leaders bring new ideas about the connections between the arts and their foundations' larger missions? How can we best manage this important field-wide transition to the benefit of artists, arts organizations, and the creative sector as a whole?

This session will feature a facilitated conversation with two new foundation presidents and their program officers, exploring issues relevant to the full range of arts foundations.

Arts and the Environment: Cross Pollinating Your Grantmaking Portfolio

Organized by Mauro Vescera, director, programs and special projects, the Vancouver Foundation, and presented by Michaela Crimmin, the Director of the Royal Society for the encouragement of Arts, Manufacturers and Commerce (RSA), UK.

It is now more apparent that the environment is in crisis. The reality of worsening climate change, loss of biodiversity and habitat, and the over-exploitation of the Earth's natural resources give the subject of the human and natural environment an unprecedented importance and urgency. Artists in all times have celebrated and inquired into the human and natural environment. While some artists find inspiration in their surroundings, some environmentalists and ecologists turn to art to convey their messages with impact and with the goal of reaching

larger audiences. The purpose of this session is to expose GIA members to some of the emerging trends and opportunities in Environmental Art practice. The Foundations we represent often support work in several different fields and rarely cross pollinate their granting portfolios. Yet, the intersection of the built and natural environs is a very active area of artistic activity.

The presentation will be by Michaela Crimmin, the Director of the Royal Society for the encouragement of Arts, Manufacturers and Commerce (RSA), UK. The RSA, established some 250 years ago, has a current interest in societal change and a multi-disciplinary approach that aims to open doors between disciplines. Her program addresses the RSA objectives of 'moving towards a zero-waste society' and 'advancing global citizenship'. The presentation will explore how to improve collaboration between artists and ecologists.

Invigorating U.S. Cultural Diplomacy through Public- Private Partnerships

Organized by Margaret Ayers, president, Robert Sterling Clark Foundation with Aimee Fullman, project advisor and research consultant.

A new report commissioned by the Robert Sterling Clark Foundation on U.S.-based cultural diplomacy and



Jonah McWhite, Regan Lowring, Said Rios and Marquel Fussell, members of Moving in the Spirit's Men in Motion program. Photo: J.D.



Al Jarreau at the Atlanta Jazz Festival. Photo: Robb Cohen

for supporting cultural exchange and to make them aware of the other players and concurrent policy conversations that affect the future of cultural exchange and cultural diplomacy.

What Is – or Can Be – the Role of Community Foundations in Funding Artists and Arts Related Initiatives

Organized by Daniel Kertzner, community philanthropy officer, Rhode Island Foundation and presented by Mindy Fried, Ph.D., Claire Reinelt, Ph.D., evaluators; Wanda Miglus, community philanthropy associate, Rhode Island Foundation.

In this workshop, we will present the notion that community foundations have an important role in supporting the creative practice of artists within their communities. We will discuss the value and effects of the different roles that artists can play in service to their practice and in the case of artist-community collaboration, as it impacts civic engagement. The Rhode Island Foundation has funded initiatives that include an artist-community partnership called New Works, and an initiative that funds individual artists to pursue their creative vision called the McCall Johnson Fellowship– two different but not mutually exclusive approaches. We would like the audience to leave with an understanding of the important role community foundations can play in supporting artists and arts-related initiatives along a spectrum, including some very exciting and unexpected consequences.

Presenters from the Rhode Island Foundation will discuss their experiences in funding arts-related initiatives, and an artist who has received funding from the foundation will discuss the impact of funding on her/his artistic growth, the value of linking with a community partner, and the effect of the work professionally and on community development. The audience will be engaged in this portion of the workshop through questions from the evaluators, as they are asked to reflect on what they are learning, both mid-stream and at the end of this portion of the presentation.

Arts Evaluation in Practice: Answering the Important Questions

Organized by Janet Sarbaugh, senior program director, arts & culture program, the Heinz Endowments, and presented by Ann Stone, senior research and evaluation officer, Wallace Foundation, and Sandra Radoff, president, S. Radoff Associates.

How do arts grantmakers respond to the increasing pressure to demonstrate evaluative results? Can evaluation be structured as both qualitative and quantitative? Can the process and the results be useful, and not burdensome, to grantees? This session will feature a close look at The Wallace Foundation's recent practice of building support for research and evaluation into arts organization grants and providing associated technical assistance.

We will hear from a participating arts organization about its experience collecting and using data as a specific part of its grant, with the goal of designing more effective strategies to build participation and then assessing the results; from Sandra Radoff, who leads the foundation's technical assistance team for the arts initiative,



about providing technical assistance to grantees with widely varying needs and levels of research experience; and from Ann Stone, senior research and evaluation officer at Wallace, about why the foundation decided to build support for research and evaluation into its grants, the different purposes the results serve, and the challenges and opportunities associated with the program.

2008 Conference Online

Watch the GIA Web site www.giarts.org for ongoing updated conference information and session details and schedules. Sign up for an RSS feed to receive updates send to your email address.

In addition, we'll be posting advanced readings and other resources related to

conference sessions to both deepen the experience of conference participants as well as allow those who do not attend an opportunity to access conference content.

Plans are also underway for a number of online discussions, both before and after the actual conference to extend its reach and broaden participation.

Opening Reception

Sunday, October 12, 6:00 – 8:30 pm
Atlanta Contemporary Art Center

Join us for the opening party! The Atlanta Contemporary Art Center (formerly Nexus, Inc.) is an artist-led organization that has been in operation since 1973. The opening party will feature music, hors d'oeuvres and libations, an exhibition of photographs by Minneapolis artist Paul Shambroom, an opportunity to meet the current artists-in-residents in the Center's fourteen studios, and a special gift for attendees from the former Nexus Press.

Shuttles will run continuously from the Omni hotel from 5:15 pm.

Newcomers Reception

Sunday, October 12, 5:30 pm
Atlanta Contemporary Art Center

New participants are invited to meet GIA's board, staff and other GIA members at a "newcomers Reception" beginning at 5:30 at the Contemporary Arts Center.

Shuttles will run continuously from the Omni hotel from 5:15 pm.

Dine-around Dinners

Monday, October 13, 6:30 pm
various locations

Monday night is dinner on your own. We have made reservations for groups of eight to ten at an eclectic mix of Atlanta restaurants and organized dinners at local artist's studios. You can organize a group around a specific topic for discussion, or just go out for a relaxed

dinner with some new colleagues. Sign up will be at the registration desk.

Corporate Grantmakers Institute

Organized by Beth Ree, Target Corporation;
Tuesday Morning - 8:00 to 11:30

Join corporate giving colleagues in a broader discussion of "why arts" in the corporate philanthropy portfolio, discuss the changing landscape of arts philanthropy and the role of corporate funding, and participate in facilitated conversation on topics specific to corporate giving such as sponsorship marketing, in kind contribution, employee engagement, tax implications, measurement and evaluation.

This session is open only to corporate funders and separate registration is required.

Harnessing the Power of Art as a Force for Change

The Art and Social Change Funders Working Group Strategic Planning session. Tuesday Morning 8:00 to 11:30

Does your foundation support art programs that encourage young people to abandon despair and aspire to greatness. Have you supported cultural programs that have transformed communities and galvanized neighbors to work collectively? Have you funded media and media outreach initiatives that have created understanding, where before there was confusion and misunderstanding? Does your work concretely bear witness to your commitment to justice, equity and fairness? If you believe in the power of art to change

individuals, communities and even a nation; and you are willing to share your skills and experience, please come to The Art and Social Change Funders Working Group Strategic Planning session. Melinda Weekes of the Interaction Institute for Social Change will facilitate the development of an organizational plan and structure for the sustained efforts of the Working Group.

Presidential Candidates Cultural Platform Forum

Co-sponsored by Americans for the Arts
Tuesday, October 14, 6:15 pm
Woodruff Arts Center, Rich Auditorium

Senior Domestic Policy Staff members from both the republican and democratic presidential campaigns are being invited to present a briefing on the cultural policy components of each party's

platform, including topics such as the National Endowment for the Arts, cultural diplomacy, arts education reform, and others. Following the presentations there will be Q & A moderated by a newscaster from CNN news.

The forum will be immediately followed by

Reception and Dinner at the High Museum of Art

Tuesday, October 14, 7:30 pm
Woodruff Arts Center, High Museum of Art

Join your colleagues for cocktails and dinner in the Weiland Lobby of the High Museum of Art.



Rural Arts Funding: Exploring a Hidden Landscape

Organized by Lisa Mount, Alternate ROOTS; Nancy Fushan, Bush Foundation; Claudine Brown, Nathan Cummings Foundation, and Art Thompson, Cooper Foundation

Departs at 6:00 pm, Friday evening, October 10 from the Omni Hotel CNN Center, returns 4:00 pm, Sunday, October 12.

Ditch the stereotypes and misperceptions about rural places. It's time to deal with the real issues, the opportunities and the promise that are present in rural America. This pre-conference will address the social justice and cultural concerns affecting rural communities, offering funders the chance for lively dialogue and sharing creative ideas with experts in rural economic and cultural policy. Participants will spend Saturday in Sautee Nacoochee, nestled in the foothills of Georgia's Appalachia, where the community is animated by an arts, heritage and environmental center. We'll journey on Sunday to the Hambidge Center, Georgia's oldest artists' residency program. Throughout this pre-conference, ideas large and small will be examined – an overview of rural issues, conversations with local artists, hands-on opportunities to investigate local culture. The experience will be rounded out with excellent locally-grown food and a comparative sampling of the “mountain spirits” for which Northeast Georgia is rightly famous.

The first full day of this pre-conference will be a joint session with the Social

Justice Pre-Conference; Social Justice participants will depart Saturday night for Atlanta.

Pre-conference registration fee is \$200.00.

Participants need to make their own reservations for Friday 10/10 and Saturday 10/11 nights at the Hampton Inn in Helen Georgia, (706) 878-3310. The conference rate is \$188.00.

Pre-conference space is limited and early registration is encouraged.

Arts & Social Justice Pre-conference: Grantmaking with a Racial Equity Lens

Organized by Claudine Brown, Nathan Cummings Foundation

Departs at 6:00 pm, Friday evening, October 10 from the Omni Hotel CNN Center, returns to Atlanta 9:00 pm, Saturday, October 11. Continues on Sunday, October 12 from 9:00 am to 4:00 pm at the Martin Luther King Historic Site in Atlanta.

This two-day pre-conference will spend Saturday with the Rural Arts Funders pre-conference (above) and return to Atlanta for a further examination of arts and social justices topics on Sunday.

“All progress is precarious, and the solution of one problem brings us face to face with another problem.”

*Dr. Martin Luther King Jr.
Strength to Love, 1963*

Atlanta, Georgia is the birthplace of Dr. Martin Luther King and is often recognized as the home of the Civil Rights Movement. Though many of us have lived long enough to see schools and eating establishments desegregated and the inclusion of people of color in leadership roles in the public sector and corporate America, racism remains a structural problem in the United States. Come to the Martin Luther King Center where the Arts and Justice Funders Working Group will present a pre-conference workshop for grant-makers who want to strengthen their skills to address issues of racial equity for greater overall effectiveness in their work. This interactive session will draw from expert resources, the wisdom of peers in the room, and the *GrantCraft's Guide to Grantmaking with a Racial Equity Lens*. Participants will take away arts and culture case studies, and an array of resources and tools to continue the discussion within their foundations and with grantees.

Sunday's session will be facilitated by Maya Wiley, founder and director of the Center for Social Inclusion and Vice Chair of the Tides Network board. A civil rights attorney and policy advocate with nearly 20 years experience, she has litigated, lobbied the U.S. Congress and developed programs to transform structural racism in the U.S. and in South Africa. Maya was formerly a senior advisor on race and poverty with the Open Society Institute and has worked for the ACLU, the NAACP and served on Human Rights Watch's board.

Pre-conference registration fee is \$200.00.

Participants need to make their own reservations for Friday 10/10 at the Hampton Inn in Helen Georgia, (706) 878-3310. The conference rate is \$188.00. On Saturday night 10/11, you'll need a reservation at the conference hotel, the OMNI at CNN Center, 800-524-0500.

Pre-conference space is limited and early registration is encouraged.

Understanding the Changing Arts Environment: Putting Recent Research to Work for You

Organized by Marian Godfrey, Pew Charitable Trusts, and John E. McGuirk, James Irvine Foundation

Departs at 9:00 am, Saturday, October 11 from the Omni Hotel CNN Center, returns to the hotel in the evening. Continues on Sunday, October 12 from 9:00 am to 12:00 noon.

This two-day pre-conference will focus on understanding changes in the complex non-profit arts ecology, and provide practical ways for funders to apply recent research and information to their daily grantmaking practice.

Participants will engage in discussions with thought leaders and national researchers to understand the rapidly changing environment, driven by demographic shifts, technology and new medias, and changing consumer behaviors. We will examine our challenge



as funders to rethink our program policies and strategies in ways to support our constituent arts organizations, individual artists and audiences. Among others, presentations will include:

- Bill Ivey on Facing the Future of America's Cultural Life
- Alan Brown on Creative & Cultural Engagement
- Richard Evans on Innovation & Program Strategy
- Maria Rosario Jackson on the value of cultural data cross-sector

This pre-conference will be finished on Sunday morning to enable participants to also attend either of the Sunday afternoon tours described below. Separate registration is required for tours.

Pre-conference registration fee is \$200.00.

Participants need to make their own hotel reservations for Friday 10/10 and Saturday 10/11 nights at the OMNI at CNN Center, 800-524-0500.

Pre-conference space is limited and early registration is encouraged.

A Walk down Sweet Auburn, Historic Hub of Black Atlanta

Organized by Dr. Jamil S. Zainaldin, Georgia Humanities Council, Cliff Kuhn, Georgia State University, and Lisa Cremin, Metropolitan Atlanta Arts Fund

Sunday afternoon only.

Departs the Omni Hotel CNN Center at 1:00 pm, returns by 4:00 pm.

This tour will explore Auburn Avenue, the historic center of African American commerce and social life in Atlanta, described by Fortune Magazine in 1954 as "the richest Negro street in the world." It is also the location of the Martin Luther King National Historic Site, the place where King was born, preached, headed the Southern Christian Leadership Conference, and is buried. Participants will learn about the interlocking network of black community institutions that emerged along Auburn Avenue during the era of segregation, and the avenue's key role in the modern civil rights movement. Particular attention will be paid to cultural landmarks along Auburn, from distinctive architecture to night clubs to the first black-owned radio station in America to public art installed before the 1996 Olympics.

The tour will include a performance by the Voices Project, an ensemble of high school students organized in conjunction with the centennial observance of the 1906 Atlanta Race Riot. The end point of the tour is the historic water tower in the Auburn Avenue district. Here, artists are creating a multidimensional public art project commemorating the civil rights movement that will open to the public in October as part of the Atlanta Celebrates Photography festival.

<<http://www.cchrpartnership.org>>

Pre-conference registration fee is \$75.00.

Pre-conference space is limited and early registration is encouraged.

Drawing the BeltLine Map

Organized by Vincent Murphy, Tanne Foundation

Sunday afternoon only.

Departs the Omni Hotel CNN Center at 1:00 pm, returns by 4:00 pm.

This session will take participants on a journey to discover the Atlanta Beltline, and trace the map it seeks to create to reconnect and reinvent the country's fastest growing metropolitan area.

The Atlanta Beltline is the largest, most wide-ranging urban development currently underway in the nation. When complete, the Beltline will be Atlanta's "emerald necklace" - a 22-mile loop of greenspace along the historic railroad tracks that will connect neighborhoods within the city, add over 1,200 acres of green space and incorporate trails,

transit, public art and improved inner-city housing.

The presentations, workshops and adventurous site-visits to sections of the Beltline will provide a unique opportunity to experience the layered geography that defines Atlanta as a "city in the forest". This session will feature travel by bus to several areas along the Beltline where participants can choose guided walking or bicycle tours of specific areas.

Poised at the intersection arts and culture is "Willa's Wonderland", a collaborative vision of the future of Atlanta created by architects and artists. Willa's Wonderland" is a graphic novel that presents an idealized Beltline world. Participants can view the Beltline through the lens of Willa, a precocious eleven-year old cartoon character, who has her own very colorful ideas about the meaning of revitalization. Everyone is invited to step into the wonderland sketch a line or leave a word to contribute to the Beltline vision.

This session will provide many opportunities to brainstorm with colleagues, local artists and architects and to contribute your ideas about how arts and culture can add value, contour and texture to Atlanta's communities in the 21st century.

<<http://www.beltline.org/>>
<http://www.loomstudio.com/willas_wonderland/>

Pre-conference registration fee is \$75.00.

Pre-conference space is limited and early registration is encouraged.

Friday, October 10

- 4:00 pm - 6:00 pm Registration desk open for pre-conference departures
6:00 pm Rural Funders Pre-conference departs
6:00 pm Social Justice Pre-conference departs
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Saturday, October 11

- 8:00 am - 10:00 am Registration desk open for pre-conference departures
8:30 am Understanding the Changing Arts Environment
Pre-conference departs
9:00 pm Social Justice Pre-conference returns to Omni Hotel
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Sunday, October 12

- 8:00 am - 7:00 pm Registration desk open
9:00 am Social Justice Pre-conference departs for Martin Luther King
Historic Site
1:00 pm Sweet Auburn Avenue/ Martin Luther King Historic District
Tour departs
1:00 pm Atlanta BeltLine Tour departs
4:00 pm All pre-conferences return to Omni Hotel
5:15 pm - 8:30 pm Buses circulate to opening receptions
5:30 pm Newcomers Reception, Atlanta Contemporary Arts Center
6:00 pm Opening Reception, Atlanta Contemporary Arts Center
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Monday, October 13

- 7:30 am - 9:30 am Continental breakfast
8:00 am - 6:00 pm Registration desk open
8:00 am - 9:00 am Breakfast Roundtables
9:30 am - 11:00 am Opening Plenary Session
11:30 am - 1:15 pm Luncheon Plenary
Kenny Leon Keynote
GIA Members Meeting

- 1:45 pm - 3:15 pm Breakout sessions
3:30 pm - 5:45 pm Breakout sessions, Site Visits
6:30 pm Dine-arounds
-
-

Tuesday, October 14

- 7:30 am - 9:30 am Continental breakfast
8:00 am - 6:00 pm Registration desk open
8:00 am - 11:30 am Breakout Sessions
8:00 am - 11:30 am Corporate Grantmakers Institute
8:00 am - 9:30 am Breakout Sessions
11:45 am - 1:30 pm Luncheon Plenary
Samina Quraeshi Keynote
Edgar Arcenaeux Keynote
2:00 pm - 4:30 pm Breakout sessions, Site Visits
6:15 pm - 7:30 pm Presidential Candidates Cultural Platform Forum
7:30 pm Reception and Dinner at High Museum
-
-

Wednesday, October 15

- 7:30 am - 9:30 am Continental breakfast
8:00 am - 1:00 pm Registration desk open
8:00 am - 9:00 am Breakfast Roundtables
9:30 am - 11:00 am Breakout sessions
11:30 am - 1:30 pm Luncheon Plenary
Bruce Ferguson Keynote
Closing events



Curator Stuart Horodner addresses middle school students in front of Jack Whitten's 2006 painting, 9.11.01. Photo: Atlanta Contemporary Art Center

Conference Eligibility

Conference attendance is open to staff and trustees of GIA member organizations and staff and trustees of organizations that are eligible for GIA membership. Conference attendance is also open to donors with donor-advised funds at community foundations or charitable gift funds. Memberships are available to private, community, corporate, and family foundations, as well as public sector grantmakers, regranteeing organizations whose primary purpose is arts grantmaking, and individual donors who give through eligible organizations. Membership is not required for conference attendance.

If you have questions about eligibility, please call GIA 206-624-2312.

A Brief Word on Fundraising Ethics

To preserve the capacity for open discussion, all attendees must refrain from fundraising or solicitation. Organizations that solicit funds are expected to be represented only by individuals whose roles involve programming and/or policy, and not by fundraising or development staff.

Registration Deadlines

Early registration fees must be received by August 15, 2008. Regular registration fees will be accepted by mail and online until Friday, September 19, 2008. After September 20, 2008, registration fees will be accepted on site only. Call GIA to confirm availability of space for registration after September 20, 2008.

Registration Rates

Early registration rates

GIA Members, first individual from organization \$500

GIA Members, additional individuals from organization... \$425

Non-Members \$625

Regular Registration Rates

GIA Members..... \$575

Non-Members \$675

Single Day Rate \$300

Guest fee*..... \$100

* includes Sunday night opening reception and Tuesday night dinner events only.

Pre-Conference Registration Rates

Rural Arts Funders Pre-conference..... \$200

Arts and Social Justice Pre-conference..... \$200

Understanding the Changing Arts Environment: Putting Research and Data to Work for You \$200

Sweet Auburn Avenue Tour.....\$75

Sweet Auburn Guest.....\$75

Atlanta BeltLine Tour.....\$75

Atlanta BeltLine Guest.....\$75

Conference Hotel

Omni Hotel at CNN Center
100 CNN Center
Atlanta, GA 30303

A conference rate of \$174.00 is available to participants who make reservations before September 18, 2008. For reservations, call 1-800-524-0500 and identify

yourself with the Grantmakers in the Arts Conference.

Online reservations can be made at www.giarts.org.

Cancellation Policy

All conference registration cancellations must be submitted in writing. Please send a fax or email to Grantmakers in the Arts: FAX 206-624-5568; email gia@giarts.org.

Cancellation fees will be assessed as follows:

Before September 5, 2008 100% refundable less a 10% administrative fee per registrant.

September 5 to September 19, 2008, 100% refundable less a 30% administrative fee per registrant.

After September 20, 2008 conference fees are not refundable.

Accessibility and Dietary Needs

If you have specific accessibility or dietary needs, please indicate your needs



Atlanta Symphony Orchestra ©2008, Rose Studio, Inc./AtlantaPhotos.com

on the conference registration form. To receive the best possible service, advance notice is recommended. If you have questions or an additional request, please call GIA at 206-624-2312.

Guests

Registrants may bring guests to this conference. Evening social activities are open to guests, as noted above, although they may not attend other conference sessions. Guests are welcome to register for those pre-conference journeys where a guest fee is shown. Members will be given priority for pre-conference registration through August 15, 2008.

Climate

October temperatures in Atlanta average in the low to mid- seventies.

Name badges

Your name badge is required for admission to all conference functions, including meals, sessions, and evening events.

Registration hours

On arrival at the Omni CNN Center, please pick up your conference materials, including your name badge, at the conference registration desk in the North Tower that will be open:

Friday, Oct. 104:00 pm – 6:00 pm
(for pre-conference departures)

Saturday, Oct. 11 8:00 am – 10:00 am
(for pre-conference departures)

Sunday, Oct. 21 8:00 am – 7:00 pm

Monday, Oct. 22 8:00 am – 6:00 pm

Tuesday, Oct. 23 8:00 am – 6:00 pm

Wednesday, Oct. 24.... 8:00 am – 1:00 pm

Resource Center

Each year we end up recycling hundreds of publications and reports that go unclaimed. This year there's a new "green" plan in place. Participants are asked to send ONE sample copy of reports, publications, or research for the resource room, and make the commitment to mail or email copies to attendees who request a copy. Through a miracle of modern technology, participants will be able to "sign up" for those publications they wish to have sent to them.

Single copies of publications for the resource room should be sent to arrive by Friday, October 19 to:

Attn: Linda Mikkelsen, GIA Conference
Omni Hotel CNN Center
100 CNN Center
Atlanta, GA 30303

Never Been to a GIA Conference?

New participants are invited to meet GIA's board, staff and other GIA members at a "newcomers Reception" on Sunday at 5:30 pm at the Atlanta Contemporary Arts Center. Shuttles will begin departing the hotel at 5:15.

On Monday evening there will also be a series of informal dine-around dinners that provide opportunities to meet new colleagues and make connections.



Atlanta Arts Alliance Summer Murals Program. Photo: Dorian McCluffie

First time registrants also watch for emails to come with suggestions for getting the most out of your GIA conference experience.

Organizations and Individuals New to GIA

Half-price Membership Offer

The annual GIA conference is an important meeting ground for grant-makers, and we want to hear new voices. We're offering a special half-price membership rate to grantmaking organizations attending the conference and joining GIA for the first time. For specific eligibility information and more details, please contact GIA at 206-624-2312 or Mylinda Sneed at mylinda@giarts.org.

Roundtable Discussions

GIA continues the tradition of informal breakfast roundtable discussions, this year on Monday and Wednesday mornings only. Roundtable discussion topics will be listed in the program, and there are open spaces if you would like to organize a last-minute discussion.

REGISTRATION

REGISTRATION FORM

Register and make your hotel reservations online at www.giarts.org, or use this form. One form is required for each person to be registered. If you are registering multiple staff from one organization, please send all forms together.

EARLY REGISTRATION – FULL CONFERENCE

Payment received by August 15, 2008

GIA Members, first individual from organization \$500 _____

GIA Members, additional individuals from organization \$425 _____

Non-Members \$625 _____

REGULAR REGISTRATION – FULL CONFERENCE

Payment received after August 15, 2008

GIA Members..... \$575 _____

Non-Members \$675 _____

Single Day Rate \$300 _____

Please indicate day: Monday 10/13 Tuesday 10/14 Wednesday 10/15

GUEST FEES

Sunday Conference Opening reception and Tuesday dinner..... \$100 _____

GUEST NAME _____

PRE-CONFERENCES, OCTOBER 10 – 12

Space is limited and early registration is encouraged. Space will be filled on a first-come first-served basis. If the pre-conference you select is full, we will contact you.

Rural Arts Funders Pre-Conference \$200 _____

Includes meals, lodging is separate

Arts & Social Justice Pre-Conference \$200 _____

Includes meals, lodging is separate

Understanding the Changing Arts Environment:

Putting Research and Data to Work for You..... \$200 _____

Includes meals, lodging is separate

Sweet Auburn Avenue/ Martin Luther King Historic District Tour \$75 _____

Guests are welcome on this tour..... \$75 _____

Atlanta BeltLine Tour \$75 _____

Guests are welcome on this tour..... \$75 _____

GUEST NAME _____

Total..... \$ _____

LAST NAME FIRST NAME NAME FOR YOUR BADGE, IF DIFFERENT

ORGANIZATION TITLE

ADDRESS

CITY STATE/PROVINCE ZIP/POSTAL CODE

TELEPHONE FAX

EMAIL URL

NEWCOMERS RECEPTION

Yes, I am new to the GIA conference, and will attend the newcomers reception

CORPORATE GRANTMAKERS INSTITUTE

Yes, I am a corporate funder and will attend the 8:00 - 11:30 session Tuesday morning

ART AND SOCIAL CHANGE FUNDERS WORKING GROUP

Yes, I will attend the 8:00 - 11:30 Strategic Planning session Tuesday morning

SPECIAL NEEDS?

Wheelchair accessibility Vegetarian meals

Other _____

CONFERENCE SUPPORT

Please contact me about becoming a 2008 conference supporter.

FEES AND PAYMENT INFORMATION

BY MAIL

Please mail to GIA, 604 West Galer Street, Seattle, WA 98119-3253

Make checks payable to Grantmakers in the Arts

BY FAX

Fax to (206) 624-5568. Credit card payment only.

American Express VISA MasterCard

CARD NUMBER EXPIRATION DATE

NAME ON CARD

SIGNATURE

ONLINE AT WWW.GIARTS.ORG Credit card payment only.

CONFERENCE SUPPORT

(As of June 23, 2008)
 The AEC Trust
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 City of Atlanta Office of Cultural Affairs
 Arthur M. Blank Family Foundation
 The Coca-Cola Foundation
 David H. Cofrin & Christine T. Cofrin Community Foundation for Greater Atlanta
 Federal Home Loan Bank of Atlanta
 Fulton County Arts Council
 John H. and Wilhelmina D. Harland Charitable Foundation, Inc.
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 Janet Sarbaugh, The Heinz Endowment
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GRANTMAKERS IN THE ARTS

2008 GIA CONFERENCE IN ATLANTA!



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