

The 2012 Arts Enterprise National Summit

THE CREATIVE ECONOMY AND YOU

March 23-25, 2012
Claremont, California

Certain workshops will highlight the use of **CREATIVE SKILLS** to both market oneself in the professional world and help build upon one's professional and personal skills, including **COLLABORATION**, **TEAM WORK**, and **COMMUNICATION**. While other workshops will illustrate how learning important **BUSINESS SKILLS** can help artists sustain themselves as professionals. The conference will also consist of multiple **NETWORKING OPPORTUNITIES**, including a reception hosted by Emerging Art Leaders/LA. In addition, we will also have a case competition on Sunday for participants.



FRIDAY, MARCH 23, 2012

5:00 PM	Registration Begins Opening Reception
6:00 PM	Art Moment
8:00 PM	Registration Closes Dinner on Your Own

SATURDAY, MARCH 24, 2012

8:00 AM	Registration/Breakfast
9:10 – 9:25 AM	Welcome: Deborah Freund, <i>Claremont Graduate University President</i>
9:30 – 9:45 AM	Arts Enterprise Model
10:00 – 10:45 AM	Keynote: Craig Watson, <i>Director of the California Arts Council</i>
10:45 – 11:00 AM	Registration Closes Break Art Moment

11:00 – 12:15 PM	Break Out Series 1		
	A. McLean Emenegger <i>Director of McLean Fine Art and Co-Founder of Milo + McLean</i>	Al Caramatti & Cathi Richards <i>Facilitating Improvisation in Business</i>	Denny Hooten <i>Marketing Instructor, Toy Design at Otis College of Art and Design and Director of Entrepreneurship at Graziadio Alumni Network</i>
12:15 – 1:15 PM	Lunch Art Moment		
1:15 – 1:25 PM	Case Competition Introduction		
1:30 – 2:45 PM	Break Out Series 2		
	Ian David Moss <i>Research Director for Fractured Atlas</i>	Laura Jackson <i>Music Director of the Reno Philharmonic Orchestra</i>	Steve Kim <i>CEO/Founder, Mind Your Bliss</i>
2:45 – 3:00 PM	Break Art Moment		
3:00 – 4:15 PM	Break Out Series 3		
	Berta Avila <i>Community Relations Manager, Levitt Pavillion-MacArthur Park</i>	Camille Schenkkan <i>Development and Operations Manager at Arts for LA</i>	Talia Gibas <i>Associate Manager, Arts for All: LA County Regional Blueprint for Arts Education</i>
	Garrett Collins <i>Community Programs Assistant, LA Opera</i>		Dr. Kristen Paglia <i>Executive Director, Education and Programs, P.S. Arts</i>
			Elda Pineda <i>Senior Manager, P.S. Arts</i>
			Stephanie Kistner <i>Education and Program's Assistant, P.S. Arts</i>
4:15 – 4:30 PM	Break Art Moment		
4:30 – 4:45 PM	Closing Remarks		
5:00 – 8:00 PM	Dine Around: Claremont Village		
8:00 – 10:30 PM	Emerging Arts Leaders/LA Networking Reception		

 **SUNDAY, MARCH 25, 2012**

8:00 – 8:45 AM

**Breakfast
Art Moment**

9:00 – 9:45 AM

**Keynote: David Malmuth, President of David Malmuth Development,
Co-Founder of I.D.E.A. Partners**

9:45 – 10:00 AM

Case Competition Introduction

10:00 – 11:30 AM

Case Preparation

11:30 – 11:45 AM

Case Competition Set-Up

Lunch

12:30 – 2:00 PM

Case Presentations

Moderator

Laura Zucker, Executive Director at Los Angeles County Arts Commission

Panelists

Debbie Devine, Artistic Director of 24th Street Theatre

Michael Millar, Executive Director, Arts Council of Kern

Kait Steubner, Education Manager, The GRAMMY Museum at LA Live

Kathleen Milnes, Assistant Chair, Digital Media Department

Otis College of Art and Design

2:00 – 2:30 PM

Case Results

2:30 PM

Closing Remarks