

## PROGRAMS

Overview Events Research Advocacy Funds

Saturday, February 26, 2011

### Mid-Season Symposium

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Where: 3LD Art and Technology Center, 80 Greenwich Street ((btw. Rector and Edgar streets)

## SCHEDULE

### Kick-Off Party

6:00-7:00	VIP Access
7:00-9:00	Open

### Main Sessions

9:00-10:00	Sign In / Coffee
10:00-10:15	Welcome
10:15-11:45	Meet the Funders: Communities and Giving in 2011
12:00-1:30	Dance and Diplomacy
1:30-2:15	Lunch
2:15-3:45	Meet the Leagues and Partners: Lower Manhattan Arts League and Models of Collaboration
4:00-5:30	NYC Spaces for Dance Making
5:30-5:45	Closing Remarks

### Breakout Sessions

9:00-10:00	Sign In
10:00-11:00	How to Be Your Own Business (hosted by the Dance/NY Junior Committee)
11:05-12:00	How to Be An Advocate with Amy Fitterer

## KICK-OFF PARTY

The [Dance/NYC Junior Committee](#) will host an opening night kick-off party on February 25, 2011 at the [K2 Lounge](#)\*\* at The Rubin Museum of Art.

Time: 6PM-7PM, open to VIPs (all full conference registrants)  
7PM-9PM, open to the public, [REGISTER HERE](#)

\*\*K2 Lounge is open to the general public from 6PM-10PM.

The Rubin Museum of Art  
150 W. 17th Street (btw. 7th and 6th avenues)  
Subway: 1, 2, 3, F, M, A, C, E to 14th Street -or- 1 to 18th Street  
[Map & Directions](#)

Support for the Dance/NYC Symposium Kick-Off Party has been provided by the Shelley & Donald Rubin Foundation.

## MAIN SESSION DESCRIPTIONS AND SPEAKERS

### Welcome

[Lane Harwell](#), Director, Dance/NYC  
[Amy Fitterer](#), Executive Director, Dance/USA

### Meet the Funders: Communities and Giving in 2011

How have recent challenges shaped community giving? How are funders defining communities and returns on community gifts? In examining institutional, corporate and government models for community giving throughout NYC, this panel will highlight strategic opportunities for NYC

dance to expand its participation in community partnerships, advocacy, education and socioeconomic development.

Panelists:

[Ben Cameron](#), Doris Duke Charitable Foundation (Moderator)  
[Anne Berry Howe](#), Senior Counsel and Senior Advisor to Senator Kirsten E. Gillibrand  
[Leah Krauss](#), Mertz Gilmore Foundation  
[Stuart Post](#), Brooklyn Community Foundation  
[Verdery Roosevelt](#), Upper Manhattan Empowerment Zone

#### Dance and Diplomacy

This panel investigates the role of dance in enacting cultural diplomacy – both across national borders and in NYC. Led by Jonathan Hollander, presenters offer scholarly and practical expertise in the production of culturally-specific and border-crossing work and in fostering international exchange and dialogue. What are the opportunities for and diplomatic implications of advancing NYC dance on international stages? As a stage for international dance, how does NYC participate in the national and international dance landscape?

Panelists:

[Ronald K. Brown](#), Evidence Dance Company  
[Carolelinda Dickey](#), Performing Arts Strategies  
[Jonathan Hollander](#), Battery Dance and the Indo-American Arts Council (Moderator)  
[Maura M. Pally](#), U.S. Department of State Bureau of Educational and Cultural Affairs  
[Xiomara Reyes](#), Principal Dancer, American Ballet Theatre

#### Meet the Leagues and Partners: Lower Manhattan Arts League and Models of Collaboration

What are the criteria for effective collaboration in dance advocacy, marketing and management? What are the virtues and pitfalls of cross-disciplinary, geographically-specific leagues and partnerships? Led by Catherine Peila of Dance New Amsterdam, this panel uses as its case study the Lower Manhattan Arts League, founded in 2008 to cross-pollinate audiences and strengthen a creative landscape uniquely challenged by 9/11 and the economic crisis. The panel considers this model alongside established and emerging arts partnerships in NYC to invite shared innovation and best practices.

Panelists:

[Kevin Cunningham](#), 3 Legged Dog  
[Paul Nagle](#), Institute for Culture in the Service of Community Sustainability  
[Catherine Peila](#), Dance New Amsterdam (Moderator)  
[Bonnie Sue Stein](#), GOH Productions  
[Michael Unthank](#), Harlem Arts Alliance  
[Jay Wegman](#), Abrons Arts Center

#### NYC Spaces for Dance Making

*"In dance, space limitations dictate the work." Exploring the Metropolis, November 1, 2010*

This panel addresses workspace needs and solutions for NYC dance makers. It draws from "[We Make Do, More Time is Better, But Budget is King](#)" the 2010 Exploring the Metropolis' rehearsal space study for the Andrew W. Mellon Foundation, as well as recent funding, technology and space developments to examine the role of key stakeholders in providing dance spaces to support the creative process. Panelists will lend philanthropic, practical and public service perspectives to this discussion, highlighting new opportunities to access information, subsidies, residencies, and technical and capital support for space.

Panelists:

[Katie Dixon](#), New York City Department of Cultural Affairs (Moderator)  
[Gina Gibney](#), Gibney Dance Center  
[David Johnston](#), Exploring the Metropolis  
[Adam Natale](#), Fractured Atlas  
[Linda Shelton](#), Joyce Theater Foundation

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## BREAKOUT SESSION DESCRIPTIONS AND SPEAKERS

#### How to Be Your Own Business

Want to boost your brand? Do you have an elevator pitch? Join the Dance/NYC Junior Committee for a workshop that will explore successful practices for cultural branding and how you can apply this to express your own professional identity. Bring artist statements, business plans, press kits, marketing materials, grant applications etc. for feedback and we'll help you advance your skills to better articulate and convey your brand.

Speakers:

[Dallas Graham](#), Red Fred Bodoni & The Jolly Troop  
[Sarah A.O. Rosner](#), A.O. PRO(+ductions)

#### How to Be An Advocate

This breakout session will offer an overview of the current landscape of federal arts support, the challenges we face in the arts community, and will explore ways that individual artists and organizations can serve as advocates for the field. We will walk through best practices for grassroots advocacy at the state and local level, how to communicate with federal legislators, and the important role storytelling has in moving the needle and in increasing your support network.

Speakers:

[Amy Fitterer](#), Executive Director, Dance/USA  
[Brandon Gryde](#), Director of Government Affairs, Dance/USA

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## SmART BAR PANEL SPEAKERS

DANCE/NYC's smART Bars (or Barres!) are one-on-one management consultations following the National Performing Arts Convention model. Need help budgeting for a project? Questions about how to care for your body when dancing? Have a grant or contract to review? As a

registered symposium attendee, you will have the opportunity to sign up for 30-minute sessions with experts in community outreach, finance, fundraising, health, law, presenting, technology and touring.

Dick Caples is the Executive Director of the Lar Lubovitch Dance Company. In his 26 years leading the company (one of the longest such tenures in dance), he has provided the resources that have enabled Lar Lubovitch to create more than 60 new dances for the company. He has produced more than 1,000 performances, seen live by more than a million people in more than 20 foreign countries and 40 American states. He was educated at Yale, Johns Hopkins and Cornell. After practicing law for 6 years in New York City with Sherman & Sterling, he was appointed Executive Director of the Santa Fe Festival Theatre. In 1984 he returned to New York and joined the Lubovitch company in his present capacity. In 2010, Dance/USA (the national service organization for professional dance) presented him with its "Ernie" Award (the field's highest award to a non-artist) in honor of his wide-ranging and exemplary service to the entire field of dance.

Christopher Duggan, founder of Christopher Duggan Photography, has been the Festival Photographer at the world renowned Jacob's Pillow Dance Festival since 2006. There he has worked with countless dancers and choreographers from around the world. Christopher's photographs appear in the New York Times, Boston Globe, Financial Times, Dance Magazine, among many others. One of Christopher's images of Bruce Springsteen was recently added to the Rock & Roll Hall of Fame's celebrated photography collection.

Jennifer Edwards teaches stress management and general wellness for organizations including: NYU Tisch School of the Arts (for dance students and faculty), the American Heart Association, Columbia University, and The Joyful Heart Foundation. [Jennifer writes for the Huffington Post](#) on topics including: dance, arts management, health, and politics. The New York Times, Martha Stewart's Whole Living Magazine, Tween Parent, Root and Sprout, Scrubs Magazine, and The Examiner NY, have featured her and her work. For more information visit: [jened.com](http://jened.com).

Dan Feinstein's career demonstrates the principle that the shortest distance between two points may be a 25-year detour. Upon graduating from Princeton in 1980, he began a career in arts management, working in marketing at the Kennedy Center and on capital campaigns for cultural organizations at the fundraising consultancy Brakeley John Price Jones. In the mid-'80s, he opted into the for-profit field, and spent the next quarter century in fashion/lifestyle marketing and journalism. In 2005, Dan made a transition back into the arts. He has served as a development officer at Lar Lubovitch Dance Company and the School of American Ballet, and also consulted for individual artists and organizations including Misnomer Dance, Parsons Dance, Theatre Communications Group, the Equus Projects, and Skybetter and Associates.

Marc Kirschner is the founder and General Manager of TenduTV. He oversees TenduTV's content acquisition efforts and distribution partnerships, and works closely with industry leaders to ensure the protection of dance in the digital age. Kirschner created the concept of digital licensing for choreography and executed the first such licensing deals in the dance industry. Prior to TenduTV, Kirschner ran his own digital media strategy consultancy, advising content owners such as the United States Tennis Association and producers of programming for leading networks such as Discovery, Discovery HD Theater and National Geographic on strategies to prepare for emerging distribution opportunities and revenue models. Kirschner received his MBA from Columbia Business School and lives in New York with his wife, Susanna, who is a member of Jennifer Muller/The Works. He is on the advisory committees for Dance/NYC and the Dance Films Association.

Jodi Krizer Graber is a nutrition expert, wellness authority and supportive coach. She is a graduate of Columbia University's Institute for Integrative Nutrition and was taught by leaders in the field of functional medicine including Dr. Oz, Dr. Andrew Weil and Deepak Chopra. Jodi founded [Bravol Wellness](#) to support creative, busy, high-achieving individuals to look and feel their best. She practices a holistic approach to nutrition and wellness, offering personalized, easily actionable programs to her clients and empowering them to achieve their greatest potential in their personal and professional lives. Jodi has been involved in dance since she was a child and has enjoyed a successful career in performing arts administration for more than 20 years. For more information visit.

Robin Mishik-Jett is currently a Booking/Engagement Manager with AWA Touring, a division of Alan Wasser Associates, the Producer's of the Tony Awards and the General Manager's for SPIDERMAN, THE PHANTOM OF THE OPERA and the now closed PROMISES, PROMISES and soon to open HOW TO SUCCEED IN BUSINESS w/Daniel Radcliff of "Harry Potter fame."

Lisa Niedermeyer is an independent consultant currently managing digital projects for Jacob's Pillow, home to America's longest running international dance festival. Under the 'Virtual Pillow' initiative Lisa is a connector to resources on new media and technology. She is project manager of online engagement channels including Jacob's Pillow on FORA.tv, PillowTV on YouTube and the soon to launch Dance Interactive, an online video exhibit of performance excerpts recorded at Jacob's Pillow from the 1930s to present day. Lisa serves on the advisory board of Movement Media. Recent highlights include working with the online marketing team at Soundwalk, an international media firm specializing in sound art and iPhone audio tours, as well as collaborating with Jane Comfort and Company (with whom she performed for 7 years) as digital content director for the company's 30th anniversary rebuild of their website.

David Persky is the executive director of ZVIDANCE as well as a free-lance consultant to small not-for-profit arts organizations. David previously worked with Elsie Management where he represented sixteen artists for North American tours, including Noche Flamenca, DanceBrazil and the Brian Brooks Moving Company. Originally from Chicago, David studied Classical Voice and Politics at the Oberlin Conservatory of Music and Oberlin College. Following graduation, he moved to New York seeking a career in non-profit arts administration. In addition to his interests in the performing arts, David enjoys yoga and studies Tibetan Buddhism at the Shambhala Meditation Center of New York.

Jill Sigman is both a working artist and a senior consultant at David Bury & Associates (DB&A), a development consulting firm for arts and cultural institutions. At DB&A she works with clients in dance, music, arts education, and theater to write grants and vision statements, plan fundraising campaigns, and undertake development and organizational planning. Before joining DB&A, Jill worked as Development Manager at The Field, a non-profit service organization for performing artists in New York City, and as an independent grant writing instructor and development consultant for artists working in dance, theater, and puppetry. She is a choreographer, solo performer, and the Artistic Director of jill sigman/thinkdance, and holds A.B., M.A., and Ph.D. Degrees in philosophy from Princeton University.

Nel Shelby, founder of Nel Shelby Productions, has a vision for dance documentation, and her many years of dance study give her an insider's eye for capturing movement on video. Her love of wires and technology put her behind the camera over 8 years ago. Nel has held the position of videographer and for the internationally renowned Jacob's Pillow summer Dance Festival in the Berkshires for the past six years. There she has been responsible for every aspect of documenting dance performances and festival culture, as well as managing interns and educating students about the technical and philosophical aspects of shooting dance. Her New York City Based Production company has grown to encompass a diverse list of clients. Nel holds a B.F.A. in dance and a B.S. in broadcast video.

Tricia Taft is a Finance professional with a diversified global background in the private and non-profit sectors. Tricia has been leveraging her Wall Street experience to encourage small business development and improve the fiscal operations of arts organizations. Previously, Tricia was an Associate at Citigroup where she led diverse projects across domestic and international businesses. Prior to Citigroup, Tricia was an Assistant Vice President at Merrill Lynch in the Global Markets team. While most of Tricia's professional career has been spent on Wall Street, she never lost her passion for the performing arts and continues to dance today. She holds a BS in Economics from The Wharton School at the University of Pennsylvania with a concentration in Finance. She also holds an MBA from the Fuqua School of Business at Duke University and a Professional Certificate in Non Profit Accounting and Governmental Reporting from NYU.

Since 1996, Martin Wechsler has been the Director of Programming for The Joyce Theater, a 472-seat theater for dance in New York City. In this capacity, he selects more than 30 dance companies to perform each season, balancing a diverse range of dance genres, styles and countries of origin. He also oversees The Joyce's commissioning program, which provides dance companies with financial support to create new work. In addition to the programming at The Joyce Theater, Mr. Wechsler curates the outdoor programming that The Joyce presents in various locations in New York City. Mr. Wechsler currently serves on the Dance NYC Advisory Board and the New York Dance and Performance ("Bessie") Awards Steering Committee. Mr. Wechsler is on planning team for The Joyce's 1,000-seat theater for dance to be built on the site of the former World Trade Center.

Event Photographer: Christopher Duggan

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*The Andrew W. Mellon Foundation has provided leadership support for the symposium. The program is also supported by the National Endowment for the Arts and the New York State Council on the Arts.*



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[< back](#)

[next listing](#)