

## PROGRAMS

Overview **Events** Research Advocacy Funds

Sunday, February 26, 2012

### Dance/NYC 2012 Symposium

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This event has already occurred. Please enjoy photos, videos, and event information below.  
You can also find [a brief description of the outcomes here](#).

When: Sunday, February 26, 2012, 10:00 a.m.-5:30 p.m.

Where: Gibney Dance Center, 890 Broadway (between E. 19th and E. 20th), 5th Floor, New York, NY

Taking its name and starting point from Dance/NYC's industry report, [State of NYC Dance](#), Dance/NYC's 2012 symposium interrogated the current circumstances of artistry, audiences and management in NYC dance.

## SCHEDULE

	Panels Studio 4	Breakouts Studio 1	Master Classes Studio 3	DanceGround Studio 6	SmART Bars Studio 5
10:00 AM	<b>Opening Session</b> 10:00-11:00	<b>Advocacy</b> Brandon Gryde 10:00-11:00		Refreshments & Coffee All Day	
11:00 AM	<b>Data on NYC Dance</b> 11:00-12:15	<b>The Profitable Artist</b> Mark Rossier 11:15-12:15	<b>Andrea Miller</b> 11:00-12:00	<b>Virtual Data on NYC Dance</b> 11:00-12:15	
12:00 PM					<b>SmART Bars</b> Arts & Culture Consultants' Network (ACCN) 12:00-5:00
1:00 PM	<b>Meet the Press</b> 12:30-1:45	<b>Good Counsel</b> Lesley Rosenthal 12:30-1:30	<b>Sarah Donnelly</b> 12:30-1:30	<b>Virtual Meet the Press &amp; The People's Press Room</b> 12:30-1:45	
2:00 PM		<b>Backstage at the Symposium</b> Tim Cynova Jennifer Edwards 2:00-4:00		<b>Lunch/Break &amp; The People's Press Room</b> 1:45-2:45	
3:00 PM	<b>Audiences</b> 2:45-4:00	<b>Sydney Skybetter</b> 2:00-4:00	<b>Patrick Corbin</b> 2:45-3:45	<b>Virtual Audiences</b> 2:45-4:00	
4:00 PM	<b>Entrepreneurship</b> 4:15-5:30	<b>21-35 Report</b> Junior Committee 4:15-5:30	<b>Doug Elkins</b> 4:15-5:15	<b>Virtual Entrepreneurship</b> 4:15-5:30	
5:00 PM					

[Download Schedule PDF.](#)  
[Download GDC Map.](#)

## OPENING SESSION

Speakers:

Gina Gibney, Artistic Director, Gibney Dance and Gibney Dance Center

Lane Harwell, Director, Dance/NYC

Lisa Robb, Executive Director, New York State Council on the Arts

[Watch the Opening Session here](#)

## PANELS

### Data on NYC Dance

This panel interrogates Dance/NYC's evolving body of research, including the State of NYC Dance, published in the fall 2011, based on New York State Cultural Data Project data on nonprofit dance. The panel will spotlight preliminary findings on fiscally sponsored artists, an employment report on NYC dance workers, 21-35, led by Dance/NYC Junior Committee, and new national findings from Dance/USA. What are the data on NYC dance and how are they and modes of collection and analysis changing? What can they tell us about activity, audiences,

finances and resources? How can we use these data to advocate funding and policy development and improve industry management?

Panelists:

Julia Kelly, Dancer and Former Chair, Dance/NYC Junior Committee  
Kerry McCarthy, Program Officer for Education, Arts & Human Justice, The New York Community Trust (Moderator)  
Ian David Moss, Research Director, Fractured Atlas  
Victoria Smith, Manager of Research, Dance/USA

[Watch the Data on Dance session here](#)

Meet the Press

Moderated by the National Endowment for the Arts' Jamie Bennett, this panel brings together the Star-Ledger's Robert Johnson, Dance Magazine's Wendy Perron, The New York Times' Brian Siebert, and choreographer, educator and blogger Gus Solomons, Jr. to discuss the current state of dance and the current state of dance coverage as journalism (and specifically arts journalism) experiences seismic shifts. The panel will explore questions, including who gets to be a critic and who gets to be covered in our rapidly evolving media and technological landscape? Are we experiencing an abundance or a dearth of opportunities for NYC dance artists to be seen? What is the role of the critic in creating community?

Panelists:

Jamie Bennett, Chief of Staff and Director of Public Affairs, National Endowment for the Arts (Moderator)  
Robert Johnson, Dance Critic and Former Board Member, Dance Critics Association, The Star-Ledger  
Wendy Perron, Editor-in-Chief, Dance Magazine  
Brian Siebert, Dance Critic, The New York Times  
Gus Solomons, Jr., Dancer, Choreographer, Dance Writer and Arts Professor at NYU/Tisch School of the Arts

[Watch the Meet the Press session here](#)

Audiences

Arts audiences are changing. In this panel, we'll situate a discussion of audiences for NYC dance in the larger context of cultural consumption. Panelists will bring creative, analytical and service perspectives, and offer some new tools to better understand and reach audiences. Are there best practices for building NYC audiences in 2012? What's happening and what's possible? How can we build a community of practice? How can we engage local, on tour and virtual audiences, improving the numbers and levels of engagement?

Panelists:

Anne Coates, Vice President, Arts and Cultural Development, Municipal Arts Society of New York (Moderator)  
Arthur Cohen, Chief Executive Officer, La Placa Cohen  
Terence McFarland, Executive Director, LA Stage Alliance  
Elizabeth Streb, Chairman of STREB, Inc. and Artistic Director for STREB Lab for Action Mechanics, Action Architect

[Watch the Audience Engagement session here](#)

Entrepreneurship

Dance/NYC research brings to light a strong start up culture in NYC dance. As demonstrated by revenue diversity, barter economies, and smaller groups' disproportionately high level of new creation—premiers and commissions—entrepreneurship is alive. This panel examines new case stories and entrepreneurial approaches to dance-making and management that can help shape our future. What are our opportunities to innovate? What makes a good investment in dance? What models and resources can be borrowed from other sectors and industries to bolster NYC dance? How can we, individually and collectively, adapt and be the change we want to see in NYC dance?

Panelists:

Vin Cipolla, President, Municipal Art Society of New York  
Emma Dunch, President, Dunch Arts, LLC (Moderator)  
Carla Peterson, Artistic Director, New York Live Arts  
Edwin Torres, Associate Director for New York City Opportunities Fund, Rockefeller Foundation

[Watch the Entrepreneurship session here](#)

See Dance/NYC thought piece: [Making NYC Dance Service Now and the Case for Entrepreneurship](#)

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## BREAKOUT SESSIONS

Big Picture Advocacy: Taxes, Technology, Travel and, yes, Arts

Funding for arts and arts in education programs may be the flagship issue for advocates. However, potential changes to charitable giving incentives, nonprofit eligibility, and online policies may have a bigger impact on the nonprofit and creative communities. Get an update on policies that impact the arts and learn how you can become an effective voice for supporting dance on a variety of issues.

Speaker:

Brandon Gryde, Director of Government Affairs, Dance/USA and OPERA America

The Profitable Artist

A how-to guide for all artists in all disciplines to acquire the skills they need to be profitable. While all art is unique, the challenges artists face are shared regardless of background, experience, and artistic medium. With decades of experience training and helping artists, the staff of the NYFA have compiled a best practices approach to planning and organizing an art career. In this book, NYFA has identified common problems, examined specialized areas of business, finance, marketing, and law, and distilled these topics in such a way that readers can digest them and apply them to their own experience and practice.

Speaker:

Mark Rossier, Deputy Director, New York Foundation for the Arts

### Good Counsel with Lesley Rosenthal

Lesley Rosenthal, General Counsel of Lincoln Center for the Performing Arts and author of the bestselling new book *Good Counsel: Meeting the Legal Needs of Nonprofits*, will provide a plain-English overview of legal issues commonly faced by nonprofit arts organizations. With actionable work plans, glossaries and case studies, the talk will empower audience members to: energize the boardroom with role clarity and trustee engagement; boost fundraising activities; negotiate contracts that serve the organization's best interests; support a committed workforce with sound employment policies; strengthen the organization's name and protect its good works and more.

#### Speaker:

Lesley Rosenthal, Vice President, General Counsel and Secretary, Lincoln Center for the Performing Arts

### Backstage at the Symposium

The team that brings you [#SKYNOVA](#): The only Internet television show featuring culture warriors in their native habitat, sets up shop at the symposium and invites you to join their live studio audience. Be a part of the action as hosts Tim Cynova, Jennifer Edwards and Sydney Skybetter interview luminaries in the field and discuss everything from business case studies to industry chatter with rockstars Vin Cipolla, Caleb Custer, Robert Dorf, Adam Huttler, Ciara Pressler and Clint White.

#### Speakers:

Tim Cynova, Deputy Director, Fractured Atlas

Jennifer Edwards, Change Management Consultant, Edwards & Skybetter | Change Agency

Sydney Skybetter, Technology Consultant, Edwards & Skybetter | Change Agency

### Dance Workforce Census: Earnings Among Individuals, Ages 21-35 (21-35 Report)

#### Dance/NYC Junior Committee

Join the Dance/NYC Junior Committee for a special session to share and discuss its "Dance Workforce Census: Earnings Among Individuals, Ages 21-35" that was completed in spring 2011. Not only will the Junior Committee review the startling findings of the survey, but they will open the room for discussion on possible solutions, partnerships and perspectives to help this emerging demographic thrive in the city it loves.

#### Speakers:

Kaylen Ratto, Director of External Affairs, Youth America Grand Prix and Member, Dance/NYC Junior Committee

Kate Wilfert, Associate, The Philanthropy Centre at JPMorgan Private Bank and Member, Dance/NYC Junior Committee

[View all speaker bios.](#)

[Watch the Junior Committee session here.](#)

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## SMART BARS

SmART Bars are 30-minute individual strategic consultations following the National Performing Arts Convention model available to full registrants. Teaming with arts consultants from the Arts and Cultural Consultants Network (ACCN), SmART bar tenders will respond to any range of questions—from board and fundraising issues to fresh business ideas—providing tailored recommendations and direction to further resources. SmART Bar tenders' specialties include: Board Development, Fundraising, Human Resources, Legal, Marketing, Strategic Planning, and Technology, among others.

#### SmART Bar Tenders:

Helene Blieberg, Principal, Helene Blieberg Associates LLC

Ada Ciniglio, Principal, The Ciniglio Company

Emma Dunch, President, Dunch Arts, LLC

Lauren Gibbs, Development Director, Jose Limon Dance Foundation and Development Consultant

Ellen Mittenthal, Arts Consultant, Performer and Producer

Molly Penn, President, Penn Consulting

Susan Schear, President, ARTISIN, LLC

Elinor Slomba, Principal, E. Slomba Arts Services

Susan Stedman, Principal, Nonprofit and Philanthropic Management

Kate Taylor, Principal, Kate Taylor Consulting

Leslie Yerman, Principal, Leslie J. Yerman Communications

[View all SmART Bar tender bios and specialties.](#)

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## OPEN LEVEL MASTER CLASSES

#### Move with the Masters!

An exciting new offering curated specially by Gibney Dance exclusive to this year's Dance/NYC Symposium. These open level master classes will provide a rare opportunity to get inside the mind and movement of some of the city's most exciting dance makers. Designed to be enjoyable and enlightening for all levels of skill and experience - and to allow you to get inside the dance you love. Wear-what-you-want, but comfortable clothes recommended.

#### Special guest teachers:

Andrea Miller

Sarah Donnelly

Patrick Corbin

Doug Elkins

[View all Master Class teacher bios.](#)

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## DANCEGROUND

The DanceGround is a creative space for conversation, thought processing, networking and rejuvenation. Virtually view panels in real time and voice your opinion in alternative facilitated discussions.

### The People's Press Room

The People's Press Room will convene in the DanceGround during the Meet the Press Panel. This open, safe space will be facilitated by Huffington Post blogger Jennifer Edwards. We will watch the panel, via closed circuit, and collect reactions, thoughts, and feedback on a paper graffiti wall. Discussion will commence directly after the conclusion of the panel and continue through lunch. All will be captured and shared. This is an opportunity to build community around the topic of how dance is represented in the press and to make your voice heard.

Speaker:

Jennifer Edwards, Blogger, Huffington Post and Change Management Consultant, Edwards & Skybetter | Change Agency

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Use [#dancesymp](#) in your tweets about the symposium! Follow [@DanceNYC](#), [@DanceNYCJComm](#) and [@flashlane](#).

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## PARTNERS & SUPPORT

Symposium partners include: Arts & Culture Consultants' Network (ACCN), Christopher Duggan Photography, Dance/NYC Junior Committee, Edwards & Skybetter | Change Agency, Gibney Dance Center and Nel Shelby Productions.



NEL SHELBY  
PRODUCTIONS

[CHRISTOPHER DUGGAN]



EDWARDS & SKYBETTER  
CHANGE AGENCY

The Andrew W. Mellon Foundation has provided leadership support for the symposium. The program is also supported, in part, by public funds from the National Endowment for the Arts; and by the New York City Department of Cultural Affairs, in partnership with the City Council; and made possible by the New York State Council on the Arts, with the support of Governor Andrew Cuomo and the New York State Legislature.



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