

**Linking the Arts in Texas - Agenda  
April 16 & 17, 2010**

Friday, April 16, 2010		
9:30a - 11:30a	<b>Registration</b>	Lobby
11:30a - 1:00p	<b>Opening Keynote Lunch</b> Keynote Speaker - <b>Ayanna Hudson</b> ( <i>Director of Arts Education, Arts for All: LA County Regional Blueprint for Arts Education</i> )	Imperial Ballroom
1:00p - 1:15p	Networking Break	Lobby
1:15p - 2:30p	<b>Breakout Session #1</b> New Requirements for the 990 & New Ways to Address Budgets in the Current Economy ● <b>Kathy Ploch</b> ( <i>Zientek &amp; Co., P.C.</i> )	Imperial Ballroom
	Calendar & Collaborations ● <b>Matt Lehrman</b> ( <i>Alliance for Audience - Phoenix, AZ</i> )	Room #2
	Performance Management Basics ● <b>Charla Sanderson</b> ( <i>Office of Cultural Affairs - City of Dallas</i> ) ● <b>David Fisher</b> ( <i>Office of Cultural Affairs - City of Dallas</i> )	Room #3
2:30p - 2:45p	Networking Break	Lobby
2:45p - 4:00p	<b>Breakout Session #2</b> Community Database - A Secret Weapon in the Advocacy Toolkit ● <b>Will Lester</b> ( <i>Target Resource Group</i> )	Imperial Ballroom
	Marketing Projects - Websites, Social Networks ● <b>Toni Harrison</b> ( <i>KGBTexas Public Relations/Advertising</i> ) ● <b>Katie Laird</b> ( <i>Schipul – The Web Marketing Company</i> )	Room #2
4:00 - 4:15p	Networking Break	Lobby
4:15 - 5:30p	<b>Session: Advocacy</b> Advocacy - Best Practices on the City & State Levels ● <b>Allen Craig</b> ( <i>Gardere Wynne Sewell LLP</i> ) ● <b>Cookie Ruiz</b> ( <i>Ballet Austin</i> ) ● <b>Joseph Wilson - Moderator</b> ( <i>Houston Arts Alliance</i> )	Imperial Ballroom
6:00 - 7:30p	<b>TFA Advocacy Cocktail Party</b>	<i>The Heritage Society (offsite)</i>
	<b>Networking Happy Hour</b>	LobbyBar (Hyatt Regency)
8:00 - 9:30p	<b>Dine-A-Rounds</b>	Various Locations
9:30p	<b>Emerging Leaders Cocktails</b>	TBA

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<b>Saturday, April 17, 2010</b>		
8:00a - 9:00a	<b>Continental Breakfast</b>	Lobby
9:00a - 10:15a	<b>Breakout Session #3</b>	Imperial Ballroom
	Investing in a Creative Texas <ul style="list-style-type: none"> <li>● <b>Gary Gibbs</b> (<i>Texas Commission on the Arts</i>)</li> <li>● <b>Jim Bob McMillan</b> (<i>Texas Commission on the Arts</i>)</li> </ul>	
	Making a Good Board Great <ul style="list-style-type: none"> <li>● <b>Argentina James</b> (<i>Port of Houston Authority</i>)</li> </ul>	Room #2
	How Are You Using Public Art to Brand Your City & How does Public Art Influence Placemaking <ul style="list-style-type: none"> <li>● <b>Dan Cameron</b> (<i>Prospect New Orleans</i>)</li> <li>● <b>Megan Crigger</b> (<i>Art in Public Places - City of Austin</i>)</li> <li>● <b>Jimmy LeFlore</b> (<i>Public Art San Antonio</i>)</li> <li>● <b>Matthew Lennon - Moderator</b> (<i>Houston Arts Alliance</i>)</li> </ul>	Room #3
10:15a - 10:45a	Networking Break	Lobby
10:45a - 12:00p	<b>Breakout Session #4</b>	Imperial Ballroom
	The Cultural Data Project (by The Pew Charitable Trusts) <ul style="list-style-type: none"> <li>● <b>Marian Godfrey</b> (<i>The Pew Charitable Trusts</i>)</li> <li>● <b>Neville K. Vakharia</b> (<i>The Pew Charitable Trusts</i>)</li> </ul>	
	Aligning Talent & Succession Management <ul style="list-style-type: none"> <li>● <b>Joe Synan</b> (<i>Leadingwell Associates</i>)</li> </ul>	Room #2
		Room #3
12:00 - 12:15p	<b>Networking Break</b>	Lobby
12:15p - 1:45p	<b>Closing Plenary Lunch</b>	Imperial Ballroom
	Keynote Speaker - <b>Randy Cohen</b> ( <i>Vice President of Local Arts Advancement, Americans for the Arts</i> )	
1:45 - 2:00p	Networking Break	
2:00p - 3:30p	<b>Session: HOT Funds</b>	Imperial Ballroom
	Tourist Requirements of the Hotel Occupancy Tax Funds <ul style="list-style-type: none"> <li>● <b>Scott Joslove</b> (<i>Texas Hotel &amp; Lodging Association</i>)</li> <li>● <b>Jonathon Glus - Moderator</b> (<i>Houston Arts Alliance</i>)</li> </ul>	
3:45p	<b>TFA Convening</b>	