

2015 Statewide Arts Conference & Governor's Awards for the Arts Ceremony

MARCH 31, 2015

NORTH DAKOTA HERITAGE CENTER, BISMARCK

Artists, arts leaders, and arts advocates often work alone. And yet, there are common goals, common needs, and a shared impact that can be experienced when those in the arts work together. Today's conference is geared towards producing a more effective and collaborative arts leadership, both within local communities and within the state.

9:15-10:00 am	Conference Registration and Continental Breakfast
10:00-11:00 am	Beth Gigante Klingenstein, <i>Conference Welcome</i> Sharon Rodning Bash, <i>Getting to Why</i>
11:15 am-1:30 pm	Sharon Rodning Bash <i>Articulating Our Why</i> Presentation, working lunch, and workshop
1:40-3:00 pm	Arts Advocacy in North Dakota Danielle "Dani" Stuckle, <i>The Art of Advocacy</i> Josh Nichols, moderator, <i>Arts Advocacy in North Dakota, Arts North Dakota, Voter Voice</i>
3:10-3:40 pm	Wendy Klug, <i>Business Guidance for Art Organizations and Artists</i>
3:45-4:45 pm	Beth Klingenstein, moderator, <i>Round Table Discussion on the State of the Arts in North Dakota</i>
5:15 pm	<i>Evening reception / appetizers and cash bar</i>
6:30 pm	<i>Governor's Awards for the Arts Ceremony</i>

Throughout the conference day, all attendees are encouraged to leave and rejoin sessions in order to meet with their elected state legislators on behalf of the arts in North Dakota.

Session Information

GETTING TO WHY

In this session we will explore our purpose and the public value of our work together. “What do you do?” is a question that too often prompts us to launch into a recitation of the activities we do, and rarely prompts us to articulate *Why we do them*. Simon Sinek has challenged us all to consider whether we know our *Why*? Can we articulate the purpose, the cause or the belief that inspires us to do what we do? Will those in a position of influence hear and respond to us when we do articulate those beliefs? Getting to *Why* invites a conversation at a deeper level, helping us achieve the depth of relationship that we seek.

ARTICULATING OUR WHY

Following the opening session, participants will be invited into a workshop in which each participating organization will answer the question of not *what we do* but *why* and *for whom* we do it. We will explore

- What are our values? Our vision? How are these anchoring identity elements used in our organization’s story of identity?
- For whom must we remain relevant? Who are our key stakeholders? What are our key relationships? What are their needs and wants?
- Do we have common themes for our stories? Is there a level of messaging that can enhance our collective impact?
- From this base we will develop our story of public impact, and each participant will have the opportunity to practice their story and receive feedback to refine the message.

THE ART OF ADVOCACY

Advocating for your organization is like buying car insurance. Just as insurance has to be invested in monthly or annually, relationships with local leaders should be invested in on a regular basis also. Learn how to become a passionate and effective advocate, connect with local and national leaders, and get your message heard. We’ll also discuss some trends and best practices, and how to demonstrate the impact we have on the audiences we serve.

ARTS ADVOCACY IN NORTH DAKOTA, ARTS NORTH DAKOTA, VOTER VOICE

Josh Nichols, the Executive Director of Arts North Dakota (AND), will lead a panel discussion on the importance of actively advocating for the arts and the role we each play in strengthening the arts in North Dakota. Suggestions will be made on how to contact legislators during this budget year on behalf of arts funding, how to work within communities to improve the visibility of the arts, and how to work together as an arts team within our state. The role AND plays in assisting with these goals will be addressed, as will the use of *Voter Voice*.

BUSINESS GUIDANCE FOR ART ORGANIZATIONS AND ARTISTS

Learn how Art Up offers customized support centered around a business’s needs at no cost. From financial projections and business plans to website development and marketing, there is no subject that our statewide network cannot help your business answer. Join Wendy Klug, director of Art Up, as she shares information on how this program, offered through the Small Business Development Center of North Dakota, can benefit art organizations and artisans. Are you an art organization looking to provide your area artists with education? Art Up is also available for seminars and presentations on several business topics including but not limited to: building a functional and eye-catching website at an affordable price, building clientele through social media, addressing different avenues for marketing artwork, and finding venues both regionally and nationally. All Art UP services are free of charge.

ROUND TABLE DISCUSSION ON THE STATE OF THE ARTS IN NORTH DAKOTA

This session provides an opportunity for arts leaders, arts advocates, and artists to come together and share what is happening in the arts throughout the state. Attendees are encouraged to share their successes, challenges, problems and solutions. Attendees will have the opportunity to network, learn from each other, and share dreams for the future of the arts in North Dakota.

Presenters

SHARON RODNING BASH

Sharon Rodning Bash is a Senior Program Director of Arts Midwest, managing ArtsLab, a key program dedicated to strengthening the impact of arts organizations in urban and rural communities through leadership and strategy development. She has managed this program since 2007. For more about ArtsLab, please turn to <http://artslab.artsmidwest.org/>. In addition to her work with ArtsLab, Sharon teaches in the St. Mary's University's graduate programs in Arts and Cultural Management, in the areas of nonprofit management and program planning and evaluation. Prior to her appointment with ArtsLab, Sharon was the program director for organizational development and training at the Metropolitan Regional Arts Council, Minneapolis-Saint Paul, Minnesota. She works at the regional and national level to provide training and leadership strategy development and building relationships in the arts. Sharon holds a Master of Social Work in Administration and Social Policy and a Master of Public Health in Community Health Administration from the University of Minnesota.

DANIELLE STUCKLE

Danielle Stuckle is the Education Programs and Outreach Coordinator in the Communications and Education Division of the SHSND. She helps develop and deliver project-based learning programs. As Outreach Coordinator, she serves as a field service contact to museums and historical societies throughout the state.

WENDY KLUG

Wendy Klug graduated from the University of North Dakota with two degrees: Bachelor of Arts and Science in Elementary Education and Bachelor of Arts with emphasis in Photography and Graphic Design. Wendy is an experienced artist who owns her own small business in photography, website building, and graphic design. Wendy Klug specializes in one-on-one consultations with artisans and art organizations, putting together a plan for their art business tailored around their specific needs. Wendy Klug also specializes in business startup, marketing, social media, and website development. Wendy Klug has been helping artisans and art organizations for the Small Business Development Center of North Dakota since 2010.

JOSH NICHOLS

Josh Nichols started as the Executive Director of Arts North Dakota (AND) in 2011. His background is in higher education, technology and marketing. Josh became involved in the theater program at Dickinson State University in the junior year of his computer science curriculum. Since that time he has been involved with dozens of theatrical performances as an actor and director. He helped start Dickinson's community theatre company and often uses his talent to act, host, or direct for a variety of community fundraisers. Josh also works for Dickinson State University and runs his own side marketing and website consulting business. He is the creator of The Dickinson Buzz and serves in various community organizations such as the Downtown Dickinson Association, Southwestern ND Museum Foundation Board, Rotary, Oddfellows, and SneakPique Productions.

BETH GIGANTE KLINGENSTEIN

Beth Gigante Klingenstein maintained an independent music studio for over 20 years, taught at Valley City State University (VCSU) for 20 years, and is currently the Executive Director of the North Dakota Council on the Arts. While at VCSU she served as the founding director of the VCSU Community School of the Arts and initiated numerous community arts programs. She was a member of the Leadership Circle for Arts North Dakota and is a past recipient of the North Dakota Governor's Award for the Arts. The author of two books and numerous articles, Klingenstein holds a Bachelor's degree in piano performance from Syracuse University, a Master's degree in piano performance from the University of Michigan, and a Ph.D. in educational leadership from the University of North Dakota.