



AFCC’S CREATIVE EXCHANGE SCHEDULE - NOVEMBER 1, 2016

10:00 am - 11:30 am REGISTRATION OPENS - NETWORKING / EXPLORE THE TEST TUBE LOUNGE

11:30 am - 12:15 pm Kick off with Keynote Speaker & Lunch

12:30 pm - 1:30 pm

**Community Collaboration**  
No organization exists in a vacuum. To be successful, they require internal and external cooperation. Hear how these three cultural organizations collaborate and engage their community, artists, patrons, and local businesses to ensure success.  
  
*Panelists: Judy Laster, Woods Hole Film Festival, Janet Lesniak, Wellfleet Preservation Hall, Lauren Wolk, Cultural Center of Cape Cod*  
*Moderated by Clare O'Connor, Cape Cod Chamber of Commerce*  
**LOCATION: OYSTER HARBOR ROOM**

**How to Tell Your Story**  
Everyone has a story to tell. And to be successful as an artist, you need to be able tell yours. In today’s connected world, there are many ways to do so, from press releases to social media. So how does an artist articulate his or her brand? What tools are best? And what story should you be telling?  
  
*Panelists: Chris Kazarian, writer and social media guru, Debbie Forman, art critic and writer, Matt Pitta, Cape Cod Broadcasting and Media, Christine Ernst, writer and artist*  
*Moderated by Jim Hill, writer and designer*  
**LOCATION: PLEASANT BAY ROOM**

1:45 pm - 2:45 pm

**Creative Change-Makers on Cape Cod**  
Think business and the arts are antithetical? Think again. The two can serve to cohesively build a creative company here on Cape Cod. Learn how these entrepreneurs have achieved success doing just that, changing the way these types of small businesses are started on Cape Cod.  
  
*Panelists: Kathryn Hilderbrand, Good Clothing Company, Jen Villa, Little Beach Gallery and Local Juice, Amanda Converse, Love Live Local ancd Current Quarterly, Jason Monigel, Clean Slate Eatery*  
*Moderated by Sarah Colvin, Barnstable This Morning*  
**LOCATION: CAPE COD ROOM**

**The Working Artist**  
For many, art is more than just a hobby. It’s a way to make a living. Hear from three artists who are doing just that here on Cape Cod, striking a perfect work/life balance that allows them to thrive as they create art that inspires.  
  
*Panelists: Melissa Averinos, painter, quilter, designer, illustrator, teacher, Romolo Del Deo, master sculptor, teacher, Jackie Reeves, visual artist, teacher*  
*Moderated by Edith Tonelli, Cape Cod Museum of Fine Arts*  
**LOCATION: OYSTER HARBOR ROOM**


3:00 pm - 4:00 pm

**Leading in the Arts**  
The arts are only as strong as those who lead the charge to ensure the cultural scene is not only vibrant, but continues to grow and flourish. Our three panelists are doing just that here on Cape Cod. They will share their artistic vision for the region and ways the community, volunteers, seasonal staff, and board members can be actively engaged to build a more creative Cape Cod.  
  
*Panelists: Chris McCarthy, Provincetown Art Association and Museum, Ellen Spear, Heritage Museums and Gardens, David Kuehn, Cotuit Center for the Arts, Dr. Stephanie Weaver, Cape Conservatory*  
*Moderated by State Representative Sarah Peake*  
**LOCATION: OYSTER HARBOR ROOM**

**Leadership in Arts Education**  
When school budgets are tight, art is often the first to be put on the chopping block. But should that happen? This session answers with a definitive “NO!”, highlighting the value of arts in education and how they make for a more well-rounded child. Speakers will cover such topics as arts education advocacy; new arts technologies and resources; how best to integrate arts into academics; and the impact arts have on our youth.  
  
*Panelists: George Scharr, CCSO, Falmouth Academy Arts Director, Matt Kemp, Barnstable High School Art and Applied Technology Director, Vana Trudeau, Tilden Arts Center & Cape Cod Community College*  
*Moderated by Carl Lopes, AFCC Board Member, Artist, Arts Educator*  
**LOCATION: PLEASANT BAY ROOM**

4:15 pm - 5:15 pm

**How to Meet the Funders**  
Money: It’s vital for any organization to operate. But how do we get it? And where do we find it? Learn from funders as they help you tap into private and public sectors to find the money your organization needs to not only to sustain itself, but to grow.  
  
*Panelists: Dara Bryan, Cape Cod Foundation, Greg Liakos, Communication Director for Mass Cultural Council, Jeffrey Bilezikian, Bilezikian Family Foundation, David Willard Cape Cod 5 Foundation*  
*Moderated by Bea Gremlich, Cape Cod Healthcare Foundation*  
**LOCATION: OYSTER HARBOR ROOM**



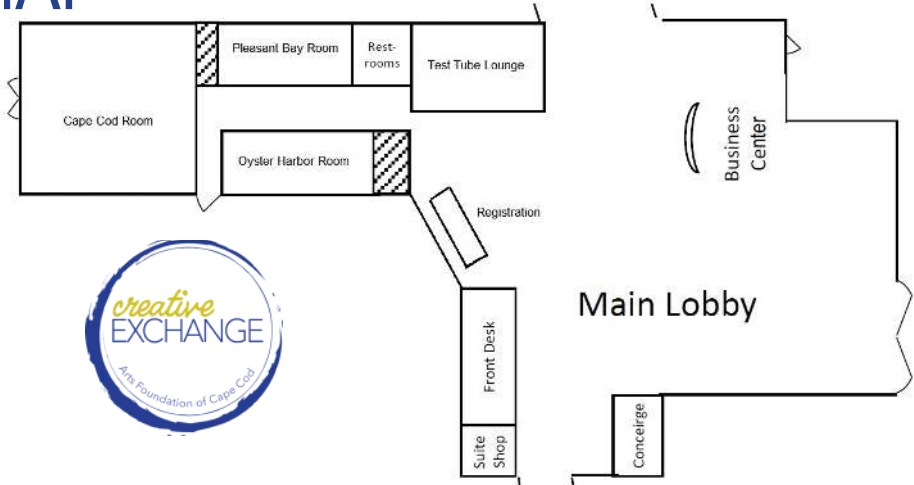
**Visit the Test Tube Lounge**  
**Open all day!**  
**Located in the lobby.**

**WIFI PASSWORD:**  
**hyacc555**

**Coffee all day**  
**Cash bar opens at 4pm.**  
**Connect for drinks and**  
**and head to the debate!**

5:30 pm - 6:30 pm Live Senate Debate with Julian Cyr and Anthony Schiavi, hosted by Mindy Todd of WCAI’s Cape & Islands NPR Station

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**Creative Programming for Cultural Districts**  
By their very name, cultural districts are centers of artistry and launching points for all things creative. They can serve as an economic engine, attracting people to a specific area as they seek out opportunities for entertainment and adventure. This session will look at ways to enhance these districts through programming that fills all of these needs and more.  
  
*Panelists: Lee Heald, AHA New Bedford, Lee Blake, New Bedford Historical Society, James McKeag, MASS Development*  
*Moderated by Greg Liakos, Communication Director for Mass Cultural Council*  
**LOCATION: PLEASANT BAY ROOM**

**Starting an Arts Business**  
Turning a creative idea into an actual business can be a daunting task. This work-shop will give you a framework to help navigate the initial stumbling blocks and hurdles that can arise when starting an artistic enterprise.  
  
*Panelists: Bruce Bierhans, Attorney at Law, Michaela G. Herlihy, Beacon Financial Planning of Cape Cod, Inc., Craig Orsi, Grouper Design, Adam Trivilino, Rogers & Gray Insurance*  
*Moderated by Roger Day, Arts Falmouth*  
**LOCATION: CAPE COD ROOM**

**Keep the conversation going!**  
Join the Chamber in the Lewis Bay Room (see below)

**3:00 pm - 4:00 pm**  
**Cape and the Islands Cultural Districts Session**  
Representatives from existing and tentative Cultural Districts will share their plans, successes, and experiences in this working session. Discussions topics include ways to create regional connections between districts, the use of public art (including historical places and new spaces) to foster this, and designing connected experiences for people which enhance each town while drawing regional support for marketing and programming.  
  
Facilitator: Clare O'Connor, Cape Cod Chamber of Commerce  
**LOCATION: LEWIS BAY ROOM - located across from pool**