



AFCC's CREATIVE EXCHANGE
NOVEMBER 1, 2016
DoubleTree Hyannis



What's happening today!

10:00 am - 5:00 pm Explore the Test Tube Lounge

10:00 am - 11:30 am Registration - *Live performance by the Ukeladies at 11:00 am*

11:30 am - 12:30 pm Keynote with Jason Talbot and Lunch - *live performance by AFCC Fellow Recipient, Alex Becrelis*

12:30 pm - 5:00 pm Panels - See inside for descriptions

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

WELCOME

Welcome to the AFCC's Creative Exchange! Today we come together with a common purpose of connecting, inspiring, and exchanging. We will explore the role of the arts in business, community, and education. The goal of today's event is to build new relationships, new skills and new bridges that allow us to continue moving forward. We invite you to learn, to talk, to question, to think new thoughts, to break routines and to charge up for the year ahead!

Please stay for the post-event Senate debate. If you have a question about where these candidates stand on arts & culture in your region, use the enclosed form and drop it in the box outside the Cape Cod Room.

Enjoy your day,
Julie Wake
Executive Director

STEERING COMMITTEE

JC Bouvier	Jeanmarie O'Clair
Bea Gremlich	Clare O'Connor
Bert Jackson	Craig Orsi
Jim Hill	Kevin Shanley
Ben Hughes	Bev Tilden
Carl Lopes	Vana Trudeau
Erin Madden	Cat Wilson

KEYNOTE



Jason Talbot is a co-founder and alumnus of Artists For Humanity (AFH), a South Boston nonprofit organization that combines art and entrepreneurship to address society's most challenging social, economic and racial issues. The largest employer of Boston teens, AFH provides some of the city's most under-resourced youth with the keys

to self-sufficiency through paid employment in art and design. Born and raised in Roxbury, Jason is an advocate for inner-city teens. Currently serving as Special Projects Director and member of AFH's Board of Directors, Jason has dedicated the last 25 years of his life ensuring that these young people are not ignored by encouraging their self-expression through art and by serving as an example of how to create a bright future. Jason's reach in the Boston area extends beyond the walls of AFH's EpiCenter. In 2009, he participated in the cohort of the prestigious Emerging Leaders Program at the University of Massachusetts Boston. In 2012, Jason was chosen as one of Bank of America's Neighborhood Builders, and the following year he received the Mentor of the Year Award from Youth Design. Jason is also a member of WGBH's Board of Overseers.

AFCC's vision is a Cape Cod where Arts & Culture fuel innovation, economic growth, and community.

Learn more about how to get involved at www.ArtsFoundation.org



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, it requires internal and external cooperation. Hear how 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 in today's connected world, there are many ways to tell it. So how does an artist articulate his or her story? How do you be telling?

Panelists: Chris Kazarian, writer and so... Matt Pitta, Cape Cod Broadcasting and ...
Moderated by Jim Hill, writer and design...

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 and 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 of life. Who are doing just that here on Cape Cod? How do they do it? How do they make them to thrive as they create art that ins...

Panelists: Melissa Averinos, painter, qui... master sculptor, teacher, Jackie Reeves... Moderated by Edith Tonelli, Cape Cod M...

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 go. How do you make that happen? This session answers with practical advice on arts education and how they make for a more vibrant community as arts education advocacy; new arts teaching methods; arts education into academics; and the impact arts have on...

Panelists: George Scharr, CCSO, Falmouth High School Art and Applied Technology Center, Cape Cod Community College
 Moderated by Carl Lopes, AFCC Board Member

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 not only to sustain itself, but to grow.

Panelists: Dara Gannon, 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
 Located in the lobby.
 Open all day!

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

Successful as an artist, you need to be able to tell yours. In many ways to do so, from press releases to social media. What brand? What tools are best? And what story should you tell?

Social media guru, Debbie Forman, art critic and writer, Media, Christine Ernst, writer and artist

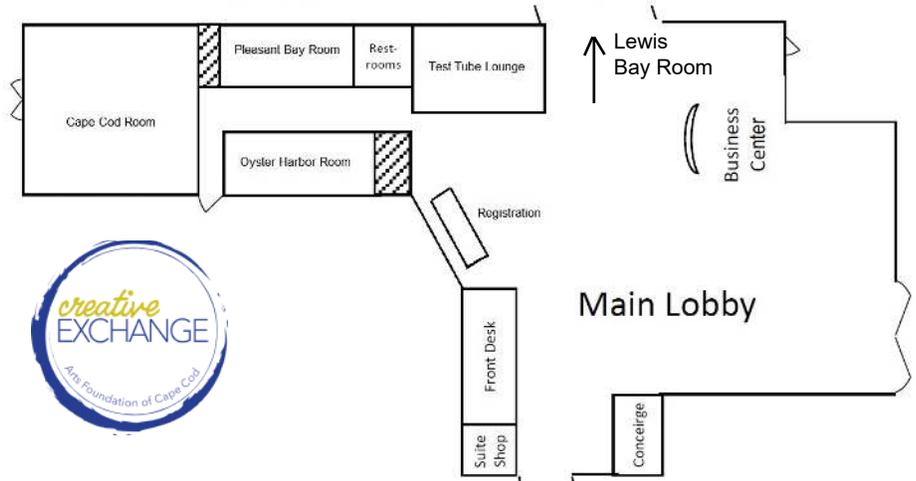
It's a way to make a living. Hear from three artists about how they strike a perfect work/life balance that allows them to thrive.

Writer, designer, illustrator, teacher, Romolo Del Deo, visual artist, teacher, Museum of Fine Arts

When you're the first to be put on the chopping block. But should you say a definitive "NO!", highlighting the value of arts in your community. Speakers will cover such topics as technologies and resources; how best to integrate arts into our youth.

Youth Academy Arts Director, Matt Kemp, Barnstable County Director, Vana Trudeau, Tilden Arts Center & Cape Cod

Member, Artist, Arts Educator



Creative Programming for Cultural Districts

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 workshop 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)

**WIFI PASSWORD:
hyacc555**

**Coffee all day
Cash bar opens at 4:00 pm.
Connect for drinks and
and head to the debate!**

3:00 pm - 4:00 pm

Cape and Islands Cultural Districts Session

Representatives from existing and tentative cultural districts will share their plans, successes, and experiences in this working session. Discussion 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 to 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

Cape Cod NPR Station



TEST TUBE LOUNGE

- Computer Tech - troubleshoot problems with an IT specialist
- Web Security
- Intellectual Property Law
- WordPress
- Social Media 101 - the basics plus what medium is right for you
- Photoshop
- Internet Marketing - Own Your Brand
- iPhone Photography



WIFI PASSWORD:
hyacc555

Attendees have the opportunity to meet with specialists for one-on-one coaching. Come early for coffee and head to the **Test Tube Lounge!**

THANK YOU TO OUR SPONSORS



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OPPORTUNITIES

Call for Art for the 2017 ~ Winter Art Exhibit



The Arts Foundation of Cape Cod will host its 10th Annual Member Winter Art Exhibit January/February 2017 at the Cotuit Center for the Arts. The 2017 exhibit is titled "Personal Space," and will feature local artists interpretations of that theme. Cape Cod established and emerging artists may submit art for consideration. Art works will be selected by jury. Learn more at www.ArtsFoundation.org

Deadline to submit is November 11, 2016

ArtSpring Cape Cod
Explore, Experience, Create

April 27 - May 7, 2017
The theme is Freedom of Expression



You are invited to participate in ArtSpring Cape Cod, a Cape-wide grass roots celebration of arts and culture. The goal of this festival is to engage as many artists, organizations, and communities as possible in a festival that explores the important and topical theme of "Freedom of Expression."

Projects may be as complex or simple as desired, but they must take place between April 27 and May 7, 2017 and should reflect the theme. For more information visit their table in the lobby.

ArtsSpringCapeCod.org

www.ArtsFoundation.org