

Arts & Cultural Advocacy Day - May 16, 2006 - Lansing Center, Lansing, MI

7:30 am Registration & Legislative Breakfast

8:30 am **General Registration & Continental Breakfast**
All registrants invited

9:00 am Welcome and Introductions

- Barbara Kratchman, President, ArtServe Michigan
- Governor Granholm (Invited)
- Dr. William Anderson, Director
Department of History, Arts and Libraries
- Oliver Ragsdale, President, Arts League of Michigan
Introduces the Michigan Cultural Alliance

9:45 am Tom Clay

Citizens Research Council of Michigan
Fiscal Year 2006-2007 Budget Update

10:00 am Keynote Speaker - David O. Egner

President and CEO, Hudson-Webber Foundation
Prior to joining the foundation, he served as president and chief executive officer of the Michigan Nonprofit Association (MNA) based in Lansing, Michigan. Egner is a trustee of the Leadership Detroit Program and a 1999 recipient of "Crain's Detroit Business" 40 under 40 Award, given annually to the Detroit region's most dynamic business and civic leaders under the age of 40.

11:00 am Breakout Sessions

Grassroots Advocacy Training

- Erin Skene, Director, Michigan Public Policy Initiative
Michigan Nonprofit Association
- Genell Scheurell, Program Officer, Midwest Office
National Trust for Historic Preservation

Planning and Implementing Powerful Advocacy Initiatives in Your Organization

- Stephanie Johnson-Wuttke, Associate Lobbyist
Capitol Services, Inc.

Cultural Economic Development On-line Tool (CEDOT)

Learn More About CEDOT

Michigan Department of History, Arts and Libraries is developing an on-line tool to capture economic data that emphasizes cultural contributions to economic growth and community prosperity.

- Betty Boone, Executive Director
Cultural and Economic Development
- Dr. Ed. Mahoney, Michigan State University

Hospitality Room

An opportunity for participants to network with colleagues, meet with members of the Michigan Cultural Alliance, and also ask questions about alternative funding options for arts and cultural funding in Michigan.

12:15 pm **Lunch and Performance**
by Grand Ledge High School Quintets

1:15 pm **Framing Your Message to Effectively Advocate
to Legislators**

- Kathy Wilbur, Vice President
Governmental Relations and Affairs
Central Michigan University

2:00 pm **Meet with your State Legislators**

Who Should Attend

The arts and cultural community including: arts organizations; museums, historical societies; historic preservation; festivals and fairs; artists; arts educators; cultural leaders; business leaders; cultural advocates/activists; teaching staff from higher education; public officials; and – anyone interested in learning more about civic engagement and public and private funding for cultural organizations, arts education and artists.

"Teams" of people are encouraged to attend together to learn and discuss how collaborative efforts can create change.

What You Will Learn

Shifting Gears: Louder Voice/Broader Base focuses on advocacy and funding for the Department of History, Arts and Libraries and the cultural community as a whole.

The event will provide basic advocacy skills for those new to the advocacy arena, introduce public policy that addresses alternative funding possibilities for the state, and inform participants on funding options for their organizations.

Legislative Visits

We encourage you to call your Legislator NOW!

1. Invite them to attend the Legislative Breakfast and/or luncheon
2. Make an appointment with your Legislator or Legislator's staff to meet with them after 2:00 pm on May 16th.

Tips for scheduling a meeting can be found at:
www.artservemichigan.org

Click on **Arts and Cultural Advocacy Day 2006** and then on **scheduling a meeting with your Representative or Senator**
Please e-mail Drew Buchholz, ArtServe Michigan, Director of Advocacy to confirm that you have scheduled a meeting:
drew@artservemichigan.org

Michigan Cultural Alliance Awards Gala 2006

Honoring Exemplary Organizations that work to build strong, vibrant communities

Plan now to attend the first-ever Michigan Cultural Alliance Awards Gala on Monday, May 15th as a kick-off to Cultural Advocacy Day.

Evening festivities will include hors d'oeuvre and dessert; cash bar; awards ceremony; live entertainment; dancing; and a silent auction of artworks, overnight/performance packages, and other items unique to our state.

Monday, May 15, 2006

6:00 pm – 10 pm

Radisson Hotel

111 N. Grand Avenue, Lansing

A block of rooms has been reserved at the Radisson Hotel for Monday evening at \$108.00/night. Please call the Radisson Hotel to make your reservations by April 15th at 517-482-0188. Use promotional code ART506 to receive this discounted group rate.

Arts and Cultural Advocacy Day Planning Committee

Barbara Kratchman
President, ArtServe Michigan

Drew Buchholz
Director, Advocacy, ArtServe Michigan

Lary Wagenaar
Executive Director, Historical Society of Michigan

Deborah Mikula
*Executive Director
Michigan Association of Community Arts Agencies*

Sue Bila
*Executive Director
Michigan Festivals and Events Association*

Nancy Finegood
Executive Director, Michigan Historic Preservation Network

Doug Earle
Michigan Historic Preservation Network

Teresa Goforth
Executive Director, Michigan Museums Association

Erin Skene
*Director, Michigan Public Policy Initiative
Michigan Nonprofit Association*