

NJ Arts at a Crossroads

November 13, 2008 – Crossroads Theatre, New Brunswick, NJ

- 9:30 am Registration/networking/continental breakfast
- 10:00 am Crossroads Theatre Mainstage
Welcoming remarks – Mark Packer, President, ArtPride NJ Foundation
- 10:15 am – 11:45 am - Crossroads Theatre Mainstage
Panel discussion
The Economic Forecast—What Does it Mean for New Jersey and the non profit arts industry?
Moderator: David Grant, President, Geraldine R. Dodge Foundation
Participants: Dean James Hughes, Edward J. Bloustein School of Policy & Planning, Rutgers University
 Nancy Burd, The Burd Group, Philadelphia, PA
 Steve Runk, NJ State Council on the Arts
 Nina Stack, Council of NJ Grantmakers
 Angela Han, National Assembly of State Arts Agencies
- 11:45 – 1:00 Lunch – Lobby outside Crossroads Theatre Mainstage - Box lunches available for \$10
- 12:15 – 1:00 ***Simple Moves for Complex Lives – Stress Relief Through Movement***
Crossroads Theatre Rehearsal Room – 4th Floor
Diann Sichel, movement specialist/dance artist/educator

This workshop will lead you through movement exercises based on the Alexander Technique that is designed to restore balance, breath and ease of movement. Participants experience new ways of sitting, standing, and moving that put less pressure on the body and allow for greater ease and efficiency in daily activities. With a few simple movements you can reclaim your natural sense of well being throughout the day!

Breakout Sessions/Roundtable Discussions

1:00 – 2:30

Contingency Planning & Budgeting

State Theatre Conference Room (3rd Fl.--in between GSP and Crossroads)
David Gray, CFP, Executive Director, New Brunswick Cultural Center
Planning needs to happen before a crisis hits. With personnel costs being the largest expense for arts organizations, choices seem limited. This session will focus on how to recognize financial trouble and what to do about it, ideally, before it hits. We will also sing Kumbaya.

Smart Investing for Nonprofit Organizations (and for individuals with 403 B Plans)

Crossroads Theatre – 4th Fl. Classroom

Adrienne Feiger, CFM, Senior Financial Advisor, Merrill Lynch

William B. Wolf, CFM, CRPC, First Vice President, Wealth Management Advisor, Merrill Lynch

The Barth/Wolf Group together with the Merrill Lynch Center for Philanthropy & Nonprofit Management the Group is one of the leading resources in the nation for philanthropic financial planning. This session will offer basics on effective philanthropic financial and cash management strategies key to each organization's donor base.

Board Roles, Responsibilities & Liabilities

Heldrich Room, 2nd Floor, The State Theatre

Laura Otten, The Nonprofit Center at LaSalle University

This workshop will review best practices that should be followed by members of nonprofit arts boards, particularly those responsibilities that have become more critical in light of concerns about the current and future economy.

Fund Raising from the Donor's Perspective

Crossroads Theatre Rehearsal Room – 4th Fl.

Maria Semple, The Prospect Finder

Connie Alexis-Laona, Director of Individual Giving, Kean University

This session will focus on the process of identifying, engaging and securing donor support. What motivates a prospect to donate? What motivates a donor to give again? To increase that donation?

The Payoff of Creative Collaborations

Crossroads Theatre Mainstage

Larry Capo & Maureen Heffernan/Young Audience for Learning NJ

Bill Conner (not confirmed) – Columbus Assoc. of Performing Arts

This interactive workshop will examine the benefits of mergers, shared services and other creative collaborations both in and outside of the arts community.

- 2:45 Crossroads Theatre Mainstage
Panel Discussion
Financing – What are the Options Now and Later?
Gar Kelly – Nonprofit Finance Fund
Lori Matheus – Vice President Regional Business Development, NJ
Economic Development Authority
Todd Katz, Managing Partner – Broadway Arts Center, LLC, Long
Branch
Corrie Miller, Regional Small Business Lending Advisor, Sovereign Bank
- 3:30 Wrap Up
What's Next? How do we further the discussion?
Mark Packer, Discussion Moderator