



momentum

Creative Cities Summit

TUESDAY / APRIL 23 / 2019

JW MARRIOTT STARR PASS RESORT & SPA / TUCSON, AZ



**A CONVENING OF ARTS LEADERS,
CREATIVES, MAKERS & ADVOCATES**

2019 SUMMIT PROGRAM



WELCOME TO MOMENTUM!

8:30AM	Foyer	Registration / Arts Showcase / Grab & Go Breakfast
9AM-10:30AM	Salon 2 & 3	The Intersection of Art, Architecture & Design
	Salon 4 & 5	Arts in the Workplace / Invite the Arts In!
	Salon 6 & 7	Storytelling / An Interactive Bio Writing Session
10:30AM-11AM	Foyer	Break & Arts Experiences
11AM-12PM	Salon 2 & 3	Creating Your Brand
	Salon 4 & 5	Arts & Healthcare
	Salon 9 & 10	Arts Education / A Connected Eco-System of Learning
12PM-2:00PM	Salon 6 & 7	Culinary & Performing Arts Showcase
	Salon 6 & 7	CATALYST Presentation / SAACA
	Salon 6 & 7	University of Arizona / Embracing the Arts
2:00PM-2:30PM	Foyer	Break & Arts Experiences
2:30PM-3:30PM	Salon 2 & 3	The Creative Maker Movement in Tucson, AZ
	Salon 4 & 5	Southern Arizona Creative Industries Survey / An Interactive Discussion
	Salon 6 & 7	Becoming an ARTrepreneur
	Salon 9 & 10	Tucson, AZ / A UNESCO Creative City of Gastronomy
3:30PM-4PM	Foyer	Break & Arts Experiences
4PM-5PM	Salon 2 & 3	Social Media for Creative & Arts Based Businesses
	Salon 4 & 5	Creative Placemaking / Local Leadership & Artists
	Salon 6 & 7	Arts & Team Building / Interactive and Participatory Session
	Salon 9 & 10	Building Equity with the Arts
5PM	Salud Patio	Networking, Live Music and Collaboration Happy Hour



THANK YOU TO OUR EVENT SPONSORS

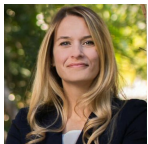
SAACA would like to extend a heartfelt THANK YOU to our main MOMENTUM Sponsors. Without your support, this inaugural convening of artists, makers and creatives would have not been possible. Thank you for supporting creativity in our community, and supporting an important day of gathering, to learn, connect and build future momentum towards greater collaboration in the creative communities.

SESSION #1

Arts in the Workplace - Invite the Arts In!

9AM - 10:30AM / Salon 4 & 5

Learn more about how the arts are inspiring, strengthening and cultivating innovation in the workplace. When a business invites the arts in, innovation and creativity take flight. Fostering a supportive creative space for employees help businesses enhance the critical thinking and skills of their workforce, while cultivating more diverse and equitable environments for employees. In this session, attendees will look deeper into some innovative arts and business partnerships locally, and better understand how artists, creatives and makers can partner successfully.



Kate Marquez *Executive Director, SAACA & Founder, AZ Business Committee for the Arts*

A Tucson native, Kate attended the University of Arizona with a study focus on Political Science and Religious Studies. In July of 2006, Kate accepted a position as the first full-time Development Director for the Greater Oro Valley Arts Council and would later transform the organization into a one of the largest regional arts and cultural service based organizations in the region. The Southern Arizona Arts & Cultural Alliance has since grown to become one of the largest multi-disciplinary presenting arts organizations in the region, dedicated to the creation, preservation and advancement of the Arts. Her leadership has brought innovative programs and collaborations, such as Arts and Business, Healthcare, Education, and Creative Placemaking projects throughout the State. Kate founded the statewide Arizona Business Committee for the Arts and is the main visionary for SAACA's newest venture, CATALYST, a 14,000 square foot arts and creative maker-space. Kate is the 2017 winner of the Inside Tucson Business Nonprofit CEO of the year, and 2 time nominee for the Arizona Governor's Arts Awards, and currently serves on the Americans for the Arts Private Sector Advisory Council.

Storytelling: An Artists Bio Writing Session

9AM - 10:30AM / Salon 6 & 7

An artist, chef or musician's biography is never finished for long. Like your resume, it should be revised regularly as your work changes and you find new ways of expressing what you are doing. So get good at writing them! In this session, we will discuss best practices for writing and updating your artist, band or personal bio for different publications and audiences; hear experts live workshop pre-submitted bios; and finish with a small group workshop time to hone your storytelling. If you already have your bio written, bring it along to share during this time.



Carl Hanni *Owner/Operator Mod Media, Publicity*

Carl Hanni is the owner/operator of Mod Media, a one-man music publicity firm that specializes in providing media support for touring acts in the U.S. and Canada. Mod Media was founded in 1997 in Portland, Oregon, and moved to Arizona in 1999 when the endless grey skies and chronic damp of the Pacific Northwest finally lost out to the endless blue skies and dry atmosphere of the Southwest. In the last two decades Mod Media has done tour and national press for a wide ranging, genre-hopping number of acts and record labels, including Americana godfather David Bromberg, the legendary avant garde combo The Residents, the Chicago-based industrial/darkwave label Invisible Records, and hundreds of other acts. Current Mod Media clients include Dustbowl Revival, Terry Robb, Tucson's own Run Boy Run and several others



Kris Kerry *Rialto Theater, Talent Buyer*

After spending ten years in college and earning (almost) four degrees that had nothing to do with the music industry, Kris found himself briefly booking talent at Club Congress. Soon after that he was hired to book shows at Plush, booking this room from 2002-2012. During that time, he ran a small boutique booking agency, Lost Barrio Artists. From 2010-2012, while booking Plush Tucson, he temporarily re-located to St. Louis in order to help open Plush St. Louis. In 2012, Kris moved back to Tucson to help book acts at the Rialto Theatre where he has been since. In 2017 the Rialto opened 191 Toole where Kris also books shows.



Dana Haynes *Artistic Programs Manager SAACA*

A recent transplant to Tucson, Dana Haynes currently works with SAACA to interface with hundreds of artists while managing several large scale fine art and craft festivals, as well as directing three community gallery spaces. Haynes holds her Bachelor's Degree in Art History from New York University and has always worked around the arts, spending time in both commercial and non-profit galleries, Skinner Auctioneers, and several art and archaeological museums. During her time serving as the Gallery Manager at the Alutiiq Museum, Haynes, with support from First People's Fund, worked to create professional development opportunities for local artists, including bio writing sessions, portfolio development, and pricing 101. Haynes believes in the transformative power of the arts for both individuals and entire communities.

The Intersection of Art, Architecture & Design

9:30AM-10:30AM / Salon 2 & 3

Art and architecture often borrow from one another. As artists explore the built world, and architects experiment with abstraction, creativity and innovation often is the result. Frank Lloyd Wright School of Architecture at Taliesin (SoAT) Dean Chris Lasch, will present to the audience the transformation of his architecture into new modern art installations, as well as his leadership initiatives at the School of Taliesin West in Arizona. Chris is a partner with the New York and Tucson-based firm Aranda/Lasch, which is a leader in "computational architecture," or the application of the latest tools and theories coming out of computer-assisted design and manufacturing to architecture.



Chris Lasch *Dean, School of Taliesin / Principal, Aranda/Lasch Design*

Chris Lasch is Dean of the School of Architecture at Taliesin and a partner in Aranda/Lasch, a design studio dedicated to experimental research and innovative building. Recognition includes the United States Artists Award, Young Architects Award, Design Vanguard Award, AD Innovators, and the Architectural League Emerging Voices Award. Their early projects are the subject of the books Tooling and more recently Trace Elements. Aranda/Lasch has exhibited internationally in galleries, museums, design fairs and biennials. Their work is part of the permanent collection of the MoMA in New York.

Art Break



Dan Levenson, *Musician, Writer, Teacher*
Old Time Fiddle and Banjo
10:30 AM - 11 AM | Foyer

SESSION #2

Arts & Healthcare

11AM - 12PM / Salon 4 & 5

Creative arts therapists, healthcare leaders and providers as well as community artists work in diverse settings across a wide spectrum of populations, assisting people through all life stages. The use of arts practices in healthcare has been proven to not only benefit patients, but also help contain healthcare costs—a win-win for everyone. In this session, get to know a bit more about how the arts are being integrated into multiple facets of the Healthcare spectrum throughout Southern Arizona. As an artist, creative and maker, learn more about how you can get involved in some of the exciting developments and opportunities these new intersections between arts and Healthcare are bringing to the industry in the future.



Shannon Ruedlinger *Executive Director, Watermark Communities Hacienda at the Canyon*

Born and raised in Kansas, graduate of the University of Kansas. I started in the retirement community business in 1991 as a part time activity assistant. I soon became full time and held an additional full-time job as Event Coordinator at the Lied Center for the Performing Arts in Lawrence, Kansas. I was moved into other roles at this original community until I joined Watermark in 1996 (it was called The Fountains at that time) as a Sales Director at The Fountains at La Cholla. Currently I am Executive Director of our newest model of retirement living called The Hacienda at the Canyon opening in Spring 2019.



Margaret Carlock-Russo, EdD, LCAT(NY), ATR-BC, ATCS

Art therapist/program developer at Splendido at Rancho Vistoso & Incoming President, American Art Therapy Association, Prescott College Associate Faculty and Program Coordinator for low residency Expressive Arts Graduate program

Margaret Carlock-Russo has been an art therapist for over 24 years. Currently, she is working as the art therapist at Splendido at Rancho Vistoso, a life plan community in Oro Valley, AZ., building their first art therapy program for adults experiencing cognitive and physical decline and their families. Dr. Carlock-Russo has worked in many environments including sub-acute care, special education, community outreach, residential care, and most recently in private practice with individuals and groups experiencing developmental, cognitive, social-emotional, physical, and/or behavioral concerns. She actively engages in art therapy advocacy at the state and national levels and provides consultation, workshops, and presentations nationally and internationally. Dr. Carlock-Russo is the current president of the Arizona Art Therapy Association (AzATA) and president-elect of the American Art Therapy Association (AATA).

Creating Your Artistic Brand (Marketing Art)

11AM-12PM / Salon 2 & 3

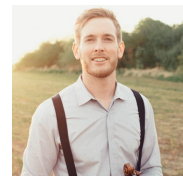
This session inspires attendees to discover what happens when creativity meets technology. We will look at the endless opportunities for artists and professionals to grow their audiences through various forms of marketing technologies - Website, Videos, Social Platforms, Artist Groups, Online Listings, YouTube, Etsy, and other online technologies. Attendees will gain insight on creating an ever-evolving brand reflective of your work, from a variety of artist perspectives and representatives. Applies to musicians, festivals artists, visual artists, and the culinary arts.

Take home the 'Branding Report Card' to find ways to grow your business and better communicate your artist brand.



Björgvin Benediktsson *Founder, Audio Issues / Musicpreneur*

Björgvin Benediktsson helps creative online businesses grow their email list, engage with their audience through awesome content, and drive more sales with authentic and effective email marketing. He is an expert in online impact through authority building, thought leadership and email marketing. He is also the best-selling author of *Step By Step Mixing: How to Create Great Mixes Using Only 5 Plug-ins*. Since 2009, he's run www.audio-issues.com, one of the longest running audio education sites online, where he teaches thousands of engineers every week how to make a bigger impact with their music production.



Matt Rolland *Founder / Musician - Run Boy Run / SAACA Director of Arts Integration*

Matt Rolland from Tucson, Arizona has had a fiddle in his hand since the age of four. Best known as the bandleader and fiddle player for the Tucson-based band, Run Boy Run, Matt has performed at festivals and concert halls across the country, released six studio albums, taken home first prize in the prestigious Telluride Bluegrass Festival Band Contest, and was twice featured on American Public Media's popular radio show, "A Prairie Home Companion." In addition to being a touring musician and recording artist, he serves on the Board of the Tucson Folk Festival and is the Director of Arts Integration at SAACA. Matt is a graduate of the University of Arizona and was a Fulbright Scholar to Mexico.



Kristin Tovar *Owner & Founder, Why I Love Where I Live*
Co-founder & Operations Director, CULTIVATE Tucson

Kristin works on various projects in our city and community, including CULTIVATE Tucson and Why I Love Where I Live. Through her work, Kristin is able to showcase local talent and tell people's stories through their art and businesses. She focuses on bringing people together in meaningful ways to create events and connections that create networks and collaborations that lead to results that only a community could create by working together.



Claire Seizovic *Co-founder & Creative Director*
CULTIVATE Tucson Brand and Experience Designer

Claire Seizovic is a Tucson-based brand & experience designer who connects people to brands and each other. She is also the Co-Founder and Creative Director of CULTIVATE Tucson. She believes in the power of connecting, facilitating, creating, and bringing brands to life. By way of brand & experience design, Claire support brands through creation, implementation, growth, and beyond. She loves solving the problem of branding stopping at the deliverables, bridging the gap between design and experiences.

SESSION #2

Arts Education – Exploring a New Creative and Connected Community Ecosystem

11AM-12PM / Salon 9 & 10

Tucson-based CommunityShare employs a holistic approach to youth education. Their community partners are rewriting the rules on how each and every one of us can contribute and participate in K-12 education, simply by using our personal gifts and professional skills. In this session, learn how you can use your talents to engage with people and organizations in our community and begin to make an impact in the issues that matter most. Sonoran Glass School, a Community Share collaborator and youth arts educator, will share how innovative, nontraditional partnerships can help amplify arts and issues.



Josh Schachter Artist / Founder & Director CommunityShare

Josh Schachter is an educator, visual storyteller and social ecologist. Josh is the founding director of CommunityShare, an education initiative that is re-imagining the relationship between schools and communities. Josh earned a master's degree in environmental management from the Yale School of Forestry and Environmental Studies, where he explored the role of youth-produced media in supporting personal and community transformation. Over the past 20 years he has collaborated on community-based media projects with youth, teachers, schools, and nonprofit organizations in places ranging from New Delhi to Nigeria. His work as an educator has been nationally recognized and his photography been published internationally in books, magazines and films in venues ranging from the New York Times to the Navajo Times.



Lynn Davis Executive Director, Sonoran Glass School

Lynn Davis is Executive Director of Sonoran Glass School (SGS), the only full-service, non-profit glass arts education facility in the Southwest. Lynn brings 17 years of non-profit administration and fine arts management experience to her position, having previously worked as director of Arts & Culture at the Tucson JCC; director of the DNA Shoah Project at the University of Arizona; director of Community Relations and Volunteer Resources for Child & Family Resources; and director of both El Presidio and Eric Firestone Galleries. She is a graduate of the University of California Santa Barbara with degrees in French Literature and Political Science. Lynn has twice been nominated for a Lumie Award in the category of Arts Administrator and was recently named as one of On Media's local Arts Heroes. She is a member of the Tucson Handweavers & Spinners Guild and sits on the board of the Arts Foundation for Tucson and Southern Arizona.

SESSION #3

Luncheon / Culinary & Performance Art Showcase 12PM-1:30PM / Salons 6 & 7

All attendees will have access to the exclusive culinary arts luncheon sampling showcase of chefs and purveyors. This will be a unique experience where all attendees will have access to taste, hear and see a diverse range of creative showcases from our community. During this time networking with other artists, musicians, makers and creatives will be invited in in a casual and experiential format.



JW Marriott Starr
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El Cisne Cocina
de Mexico



Crossroads
Restaurant



Pima Community College
Hospitality Leadership



[POPPED]
Artisan Popcorn



Gourmet Girls
Bakery/Bistro



Beyond Bread



Nothing Bundt Cakes



Lodge at Ventana
Canyon



Angie's Gourmet to Go



Defiant Candy

SESSION #3

CATALYST Community / Collaboration / Creativity

12:45PM-1:15PM / Salon 6 & 7

The Southern Arizona Arts & Cultural Alliance is proud to announce our largest community investment project to date. A permanent home for the organization and genuine community gathering, learning and creation space. For the last several years, SAACA has been working with a variety of stakeholders, including artists, creatives, makers and engineers to plan a new innovative space for the community to engage with Arts and Cultural here in Southern Arizona. The space is supported as a signature Arts & Business Partnership between SAACA and Brookfield Properties at Tucson Mall, and designed in partnership with the Frank Lloyd Wright School of Architecture at Tallesin (SoAT) Dean Chris Lasch. In this presentation, MOMENTUM participants will learn a bit more about the project, and how artists, organizations and the community will all have a stake in this new community center for the arts and creativity.



University of Arizona - Investing in Tucson as an International Destination for the Arts

1:15PM-1:45PM / Salon 6 & 7

A panel discussion with University of Arizona Arts and Creative thought leaders. In 2019, the University of Arizona invested in a new position which will leverage the arts to advance creativity-based education, innovative research and community engagement. This new position, the inaugural vice president for the arts, will carry out the re-imagined vision of the U of A and Tucson as an international destination for fine arts. In this discussion based session, learn a bit more about the University's long term goals, as well as from University leaders in the arts. Q&A session to follow initial facilitated questions.



Andrew Schulz *Dean of the UA College of Fine Arts and Vice President for the Arts*

Schulz oversees the College of Fine Arts academic units: the schools of dance, art, music, and theatre, film and television, museums, arts presenting units, UA Presents, Center for Creative Photography, UA Museum of Art, the Hanson Film Institute and the College of Fine Arts in Schools program. In addition, he will manage administrative units within the College of Fine Arts that include marketing, communications and philanthropy. A key new initiative will be the creation of an office for arts engagement and partnerships that will foster collaboration and integration on and off campus. Schulz is an internationally renowned scholar who joined the UA as dean of the College of Fine Arts in July. He has received numerous awards and fellowships, including a 12-month fellowship from the National Endowment for the Humanities and a Getty Scholar residency at the Getty Research Institute in Los Angeles.



Colin Blakely *Director, School of Art / Professor, Art*

Colin Blakely currently serves as Director of the School of Art at the University of Arizona. Prior to joining the University of Arizona in July 2015, he was Department Head and Full Professor of Photography at Eastern Michigan University in Ypsilanti, MI. Colin's work has been shown at Fotofest Houston, the Society for Contemporary Photography, the Pingyao International Photography Festival, the Griffin Museum of Photography, the Photographic Center Northwest and the Jen Bekman Gallery. Colin was a runner-up for the 2009 Aperture Portfolio Prize and a Winter 2007 Hot Shot. Publications include *Pause to Begin*, *Photography Quarterly*, and *The Hum- ble Collectors' Guide to Emerging Art Photography*.



Anne Breckenridge Barrett *Center for Creative Photography, Director*

The Center is the premier research collection of American photographic fine art and archives, promoting creative inquiry, dialogue, and appreciation of photography's enduring cultural influence. Anne's has spent 25 years as an arts professional and attorney with domestic and international expertise in non-profit management, the law, leadership, fundraising, exhibition planning and administration, and strategic work for social impact. She has served as the Director of Collections and Exhibitions at the Museum of Contemporary Art Chicago, the COO of an arts based non-profit, and practiced law in a variety of settings including the Arizona State Attorney General's office, a large corporate law firm, and community legal services. She has also worked with the Walters Art Museum, Art Services International, the Whitney Museum of American Art and Sotheby's.



Brad Richter *Director of CFA in Schools & Co-Founder, Executive Director of Lead Guitar*

Brad Richter is among the most influential classical guitarists working today. Equal parts performer, composer and educator he has made nearly one-thousand concert appearances in North America and Europe. He is a sought-after collaborator with artists such as cellist Viktor Uzur with whom he tours as the Richter Uzur Duo, Carlos Bonell, and Broadway star Ben Vereen, as well as Grammy winners David Finckel (Director of Chamber Music at Lincoln Center), and many others. 'Lead Guitar', a national not-for-profit organization that Brad cofounded and directs, builds free classical guitar programs in low-income schools. Since joining the University of Arizona's College of Fine Arts, Lead Guitar has provided daily instruction for more than 15,000 students and has earned the support of the National Endowment for the Arts.

ART BREAK



Southern Arizona Symphony Orchestra String Quartet

2 PM - 2:30 PM
Salons 6-7

Founded in 1979, the Southern Arizona Symphony Orchestra is a vital community resource that unites performers and audiences through a passion for music. The orchestra presents world premieres, seldom-performed treasures and classical gems.



Circus Sanctuary Performance

2 PM - 2:30 PM
Foyer

When fears are grounded dreams take flight. At Circus Sanctuary we encourage you to play like a child, train like an athlete, and perform like an artist. We offer personalized instruction by knowledgeable instructors in a safe, supportive environment. Every body and every skill level are welcome. Let us be your sanctuary.



Odaiko Sonora Drumming Performance

2 PM - 2:30 PM
Foyer

Odaiko Sonora is Tucson's taiko, or Japanese ensemble drumming group. Serving southern AZ since May 2002, Odaiko Sonora is dedicated to increasing familiarity with and understanding of taiko in our community. We do this for over 100,000 people each year through classes and master workshops, performances, school residencies, team building workshops and by producing concerts that include internationally acclaimed taiko artists.

SESSION #4

The Creative's Maker Movement in Southern Arizona

2:30PM - 3:30PM / Salon 2 & 3

In this session, you will learn more about how the Maker Movement is touching on the future of education and helping to build the future creative class. What is the Maker Movement? How do I get involved in the movement? How does this movement impact how we learn and work? How do we build a culture of creative collaboration for our community's future?



Joe O'Connell Artist, Founder & President, Creative Machines

Since 1995 Joe O'Connell has been creating dynamic experiences for public spaces, hospitals, libraries, university campuses, transit stops, museums, science centers and trade shows across the globe. Rooted in science, perception and history, both his monumental and human-scaled work is beautiful at first glance and yields deeper rewards with continued interaction. O'Connell's Creative Machines team is a group of visionary artists, engineers and fabricators doing world-class work for clients everywhere from their base in Tucson, AZ.



David Henry Lesser Astrophysicist, President of Xerocraft Makerspace

David Lesser is a Ph.D. student in astrophysics, specializing in developing hardware for the next generation of high frequency radio telescopes. As a researcher, he built hardware for four NASA balloon flights; joined four campaigns to build and service a robotic telescope in the coldest and most remote place on Earth; and worked on commercializing U of A technology for applications in solar power and telecommunications. As an educator, he developed curricula for several U of A classes on practical engineering and rapid prototyping, and taught hundreds of hands-on workshops in welding, 3d printing, machining, and more. As president of Xerocraft Makerspace and the Warehouse Arts Management Organization, he has worked to empower creativity and build community for anyone looking to learn, explore, and make.



Spencer Edgerton Sculpture, Metalphysic Sculpture Studio

Spencer Edgerton is a Tucson-based sculptor best known for his decorative metal work, a field he loves and continues to practice, and as a bronze casting specialist at Metalphysic, a three dimensional fine art foundry. He is also active in producing and contextualizing large scale public experiences, whether within the Burning Man subculture, public spaces such as museums, parks or festivals such as the All Souls Procession. Science and technology are the core of his relationship to art and approach to interactive public art. Spencer is also an active in teaching maker skills and creativity in hopes of bringing out the best in people.

Southern Arizona Creative Industries Survey / A Community Discussion

2:30PM - 3:30PM / Salon 4 & 5

Throughout 2018, the Southern Arizona Arts & Cultural Alliance completed one of the most comprehensive creative, maker and artist surveys to date in Arizona. The survey engaged nearly 600 creatives and artists in Southern Arizona. You will be given the first look at the survey results in this session, which will be paired with an ending Q&A session with arts and community leaders on how we begin to take action on what we have learned from our creative industries survey.

Moderated By

Matt Rolland
SAACA Director of Arts Integration

Dana Haynes
SAACA Artistic Programs Manager

SESSION #4

Becoming an ARTrepreneur

2:30PM - 3:30PM / Salon 6 & 7

ARTrepreneurs are leaders in the creative economy, and their innovation helps power the engine of community vitality and growth. ARTrepreneurs produce, make and distribute goods and services that generate new jobs, revenue, and quality of life from within the community.

From pottery making to architecture, and cupcakes to music, many of us want to create something we love and something we think others will love too. What happens when you merge that creativity with a strong business plan? You can become an ARTrepreneur. In this session, creatives, makers and artists will learn the 101 basics of building a sustainable business and to ensure creatives have the knowledge and practical skills to have growing careers in our changing economic times. In this session, learn some of the core principles in building a small business, including, but not limited to: financial management and planning, legal issues, community outreach, collaboration core principles, marketing checklists, and community networking.



Mike Peel *Southern Arizona Director, Local First Arizona*

Peel has spent his career developing and facilitating community-based partnerships and collaborations, creating innovative long-lasting programs responsive to community issues lacking needed support, and bringing key partners together to create community and statewide solutions. As Community and Government Relations Liaison at Pima Community College District, Peel was responsible for building and maintaining partnerships through community outreach, as well as developing legislative advocacy networks to collaborate with state, federal, and local elected officials, governmental and community agencies, business groups and coalitions, faith-based establishments, nonprofit organizations, administrators, staff, students, and the general public. As Development and Jobs Director of Uncommon Good, a grassroots non-profit organization, Peel led the formation of a regional coalition that successfully competed for federal funds of nearly \$900,000 for a green jobs program.



Theresa Delaney *Founder & Director, Creative Tribe*

Theresa Delaney is a brand strategist and the founder of Creative Tribe, a shop and craft space for fostering creativity and building relationships. As a brand strategist, she has helped dozens of businesses foster loyalty and drive conversions. Through the development of brand identity guidelines and messaging frameworks, she equips purpose-driven organizations with the tools to grow and thrive. An East Coast native, Theresa moved to Tucson in 2015 and is still discovering new things to love about the desert. At Creative Tribe, we help people foster deeper connections through creativity. After realizing how hard it is to meet likeminded people and have real conversations, we had the idea to use crafting to make it more comfortable and fun for anyone to connect offline. We hosted the first workshop in Tucson in September of 2015 and it's been magic ever since! Our team opened the brick & mortar shop in 2017 to host workshops, offer drop-in DIY projects and provide a retail platform for brands and local makers that our community loves.



Tony Ford, *Entrepreneur ArtFire.com*

Over the last 20 years, Tony has acquired clients across industries and businesses manufacturers, service companies and tech startups as well as major e-Tailers and retailers. He has been recognized as a public speaker, stand-up comic, and award-winning radio personality, with certifications in Six Sigma Process Control, 360 Leadership Coaching and a Certified SCRUM Master in agile project management. As a Principal Consultant at Rainmaker Media, he has particularly excelled in the capacity of a Business Development and Business Strategist for more than a dozen companies, with total annual revenue of \$200M+. As COO of ArtFire.com, he has directed the rapid growth of an artisan marketplace to a vibrant community of over 100,000 members and 15,000 sellers who sell \$80 million in art.



Rick Yngve *Interim Director, McGuire Center for Entrepreneurship at the Eller College of Management*

Rick joined the McGuire Center in 2015 as a Lecturer and later served as Co-Director of Eller Social Innovation. He has over 20 years of extensive experience working in early stage ventures, nonprofits, and education. Most recently, Rick was a co-founder of StageXchange – a deal management platform that connects entrepreneurs and developers to lenders and investors for capital raising and due diligence throughout the lifecycle of a deal. Rick founded the Social Impact Summit and currently volunteers as the Co-Chair of the TENWEST Festival – celebrating collaboration, innovation and impact in Tucson and Southern Arizona. Additionally, he also serves as a Social Innovation Fellow for the Lewis Institute for Social Innovation at Babson College, and is an instructor in the military's Boots to Business program working with veterans and active-duty members.

Free Headshots and Artist Photography

9 AM - 5 PM / Foyer



Open throughout the entirety of the summit, get your photo taken professionally by Joey Ambrose, from Ambrose Photography. Free Professional Headshots, Artwork Shots & Band Shots for artists, chefs, makers, musicians and professionals. Bring a prop or an item to help tell the story through your photos.

Ambrose
PHOTOGRAPHY

SESSION #4

Tucson, AZ: A UNESCO Creative City of Gastronomy

2:30PM - 3:30PM / Salon 9 & 10

In this session, attendees will learn more about the UNESCO program, how Tucson came to receive this International honor, and how businesses, chefs, purveyors and artists can begin to collaborate to highlight, uplift and tell our communities unique gastronomy story to the rest of the world.



Jonathan Mabry Ph.D. *City of Gastronomy*

Director of Community Engagement for the UofA College of Social & Behavioral Sciences

Jonathan Mabry, Ph.D. is Director of Community Engagement for the College of Social & Behavioral Sciences at the University of Arizona. His archaeological investigations have documented Tucson's 4,000-year continuous habitation, indigenous subsistence adaptations, and the transition to agriculture and village life in the U.S.-Mexico borderlands during prehistory. He was an early leader in the local and heritage foods movements in southern Arizona, and co-author with Gary Nabhan and others on the application that obtained designation of Tucson as the first UNESCO Creative City of Gastronomy in the U.S. He serves as the City's liaison to UNESCO and President of the community-based non-profit organization managing the designation.



Dan Gibson *Visit Tucson, Director of Communications*

Dan Gibson is the director of communications for Visit Tucson, primarily overseeing domestic, culinary and local media efforts. Previously, he was editor of the Tucson Weekly, a music journalist for Apple Music, Gawker and elsewhere, the manager of a bakery, a graphic designer for publications including California Tomato Grower and Mini-Storage Messenger, and a three-time game show contestant. His trivia team can be found on Instagram at @sparklemotioninformationclub.



Devon Sanner *Executive Chef, Carriage House*

Since early childhood, long before he was drawn to professional cooking, Devon was enthralled with the Friday evening ritual of making homemade pizza with his father and brother. Encouraged to develop a broad and adventurous palate, Devon loved discovering the warm comfort of menudo, the intense flavors of kimchi stew, and the richness of escargots and terrine of rabbit. Chef Janos Wilder fostered Devon's professional growth, encouraging Devon to learn as a stagiaire in the esteemed kitchens of Tru, Momofuku, and Alinea, as well as working in France as a chef tournant at The American Pavilion at the Cannes Film Festival. Ascending through the kitchen ranks at Janos, Devon was promoted to Chef de Cuisine of Janos and J BAR in July, 2009. After Janos closed its doors in 2012, Devon joined Janos and Rebecca Wilder's exciting new venture: DOWNTOWN Kitchen + Cocktails, where he was Chef de Cuisine through 2015. Devon is thrilled by the opportunity to serve as Executive Chef of The Carriage House.



Ryan Clark *Executive Chef, PY Steakhouse & Casino del Sol*

A Tucson native true to his roots and committed to using local and sustainable ingredients, Chef Clark's dishes reflect the freshness and unique flavors that only result from this kind of culinary sensibility. As an Ambassador for City of Tucson's culinary scene he shares this vision through his food. Chef Clark holds the rare distinction of being Tucson's Iron Chef for three consecutive years. He also holds the title of Tucson's Copper Chef and he has won top honors thrice in the World Margarita Challenge. In 2012, he was nominated by Food and Wine Magazine as one of the top 10 Best New Chefs in the Southwest.

ART BREAK



Unscrewed Theater

3:30 PM - 4 PM | Foyer
PERFORMANCE

Tucson's first theater dedicated to Improv Comedy. Our premiere House Team, "Not Burnt Out Just Unscrewed" has been bringing the funny to Tucson since 2002. For almost five years, we've brought Tucson family friendly improv comedy at an affordable price EVERY Friday & Saturday night.

SESSION #5

Social Media for an Arts & Creative Business

4PM - 5PM / Salon 2 & 3

A single post says a thousand words! In an age where you can gain a new customer, and new follower or "Like" online, the photos, videos and stories we post about our art and creations goes a long way. In this session, learn how to thrive through social media marketing, which social media platforms are right for your company, the importance of sharing photo & video content, and so much more.



Adam Lehrman *Head Foodie and Founder, Tucson Foodie*

Adam Lehrman is the founder and creative director of Tucson Foodie, a Southern Arizona food and beverage culture-focused online publication which receives over 130,000 unique visitors per month. Additionally, through his work with Tucson Foodie, he founded Soapbox Social Media, a social media-heavy digital marketing agency. Adam's diverse background includes graphic design, mobile application development, organic and paid social media, web development, branding, video production, copywriting, photography, and if that sounds like too much, he's happy to say he outsources bookkeeping.



Nadia Aidi *Food Blogger and Founder, FoodmyMuse*

Nadia Aidi started Food My Muse, a food + foodie lifestyle blog as a creative outlet. She then discovered her brand enabled her to connect with others through cuisine. Nadia Syrian-French father and Mexican mother exposed her to a multicultural home and culinary experience. After moving to France from Mexico, Nadia developed respect for food as an art. Upon moving to Arizona, she joined the restaurant industry where she served positions far and wide, from chef de cuisine to executive chef. A few years later, she decided to focus on her family and her brand Food My Muse was created.



Kristin Tovar *Owner & Founder, Why I Love Where I Live Co-founder & Operations Director, CULTIVATE Tucson*

Kristin works on various projects in our city and community, including CULTIVATE Tucson and Why I Love Where I Live. Through her work, Kristin is able to showcase local talent and tell people's stories through their art and businesses. She focuses on bringing people together in meaningful ways to create events and connections that create networks and collaborations that lead to results that only a community could create by working together.

Creative Placemaking: Building a Sense of Community through Arts & Culture

4PM - 5PM / Salon 4 & 5

From rural main streets to urban cultural districts, local artists can enrich and expand an authentic identity and brand of a "place" while helping to engage customers and members of the community. Local artists can bring new energy around challenges such as vacant storefronts and changing demographics, plus they can create projects that attract people. In this session, you will learn how to structure and launch an artist-driven creative placemaking project. The session will introduce you to a foundational activity, highlight local case studies from business districts, touch on finding artists, and brainstorming new funding options.



Steve Farley *Public Artist, Former Senator, Candidate for Mayor of Tucson*

Steve Farley, father of two, is an artist and entrepreneur. Elected to the state Legislature in 2006, he rose to become House Assistant Minority Leader. Farley brings deep experience in infrastructure, water, transportation, education and economic development to the Mayor's race. He was instrumental in gaining approval for a comprehensive regional transportation system (RTA) of roads, buses, bikeways and sidewalks, and the modern streetcar light rail line, which opened in Tucson in 2014 and has created hundreds and hundreds of jobs and more than \$1 billion in private construction projects within three blocks of its route — all in the middle of the worst recession Arizona has seen. Farley is also a well-known artist who created the tile mural that graces the Broadway underpass leading to Downtown Tucson. Farley has completed numerous mural projects around the U.S.



Satish Hiremath, D.D.S. *Community Leader, Former Mayor of Oro Valley*

Winner of the 2017 Americans for the Arts and the United States Conference of Mayors National Award for Local Arts Leadership

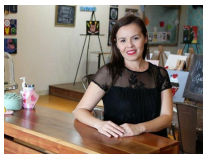
Dr. Hiremath is a longtime supporter of the arts, and valued community leader. Hiremath grew up in Kalamazoo, Michigan, and graduated with a Bachelor's degree from the University of Michigan and a degree in Dentistry from Howard University College of Dentistry. In 1990, he fell in love with Oro Valley, where he established his home and dentistry practice. He has a long history of community service, contributing to many youth, family and community organizations. Dr. Hiremath served as Mayor of Oro Valley from 2010-2018. He previously served as chair of the Regional Transportation Authority and is a board member of the Bioscience Roadmap Steering Committee. He has also served as chair of the Pima Associations of Governments and is president emeritus of the Southern Arizona Arts and Cultural Alliance. In 2007, Dr. Hiremath was elected "Community Leader of the Year" by the Northern Pima County Chamber of Commerce. He was the proud winner of the 2017 Americans for the Arts and United States Conference of Mayors National Award for Local Arts Leadership.

SESSION #5

Arts & Business Integration: Team Building Through the Arts

4PM - 5PM / Salon 6 & 7

From rural main streets to urban cultural districts, local artists can enrich and expand an authentic identity and brand of a “place” while helping to engage customers and members of the community. Local artists can bring new energy around challenges such as vacant storefronts and changing demographics, plus they can create projects that attract people. In this session, you will learn how to structure and launch an artist-driven creative placemaking project. The session will introduce you to a foundational activity, highlight local case studies from business districts, touch on finding artists, and brainstorming new funding options.



Michelle Powell *Founder & Director, Lucky Cat Social*

Michelle Powell is the founder of Lucky Cat Social Art, a company that specializes in providing arts and crafts activities in an easy and accessible way. Her clients utilize her services for celebratory events and corporate functions including team buildings. She is an impassioned advocate for using art projects to bring people together socially to relieve stress, have some good old fashioned fun and as a means to promote creative thinking and problem solving.



Chris Seidman *Founder, Unscrewed Theatre*

Chris Seidman has been a performing member of Not Burnt Out Just Unscrewed since 2005, and an improv instructor since March 2013. For over a decade, he has studied improv theory and practice with a variety of Improv veterans, including educational directors of Second City and iO (ImprovOlympic). Not to mention collaborating with Unscrewed Theater's well-versed and professional instructor team. Chris believes the world would be a better place if everyone took an improv class. AND, it's fun! Improv changes lives.



Karen Falkenstrom *Director, Odaiko Sonora*

Director of Odaiko Sonora. She has studied with Tiffany Tamaribuchi, San Jose Taiko, and Shidara, and is a member of Tamaribuchi's Jodaiko and North American Kasuga Onigumi. She is our lead taiko-builder. A 33-year veteran of nonprofit arts, Karen's honors include a 2008 YWCA Woman on the Move award, 2009 Pan Asian Community Alliance Woman of the Year, the prestigious Arizona Arts Award (2009), a 2014 Tucson Pima Arts and Business "Lumie" and ACA Artist Research & Development Grant. Karen has a BS in architectural design from UVA and MFA in creative writing from U of AZ.

Equity & the Arts

4PM - 5PM / Salon 9 & 10

Learn more about how the arts are shaping defining conversations and action towards building more diverse, equitable and inclusive communities through multiple external arts based frameworks.



Marcia Berger *Founder & Executive Director, Arts for All*

In 1985, Marcia Berger, an innovative pediatric physical therapist, founded Third St. Kids, an after-school program in the performing arts for children with and without disabilities. Arts for All, a non-profit corporation, began in 1979 by Steven L. Sles, a visual artist who painted by mouth. In 1986, the non-profit corporation was turned over to Marcia Berger by its founder; and thus, Arts for All and Third St. Kids became one. The organization grew quickly from several children in Marcia's living room to a nationally recognized nonprofit with a unique mission: to provide accessible education, training and experience in the arts for children, particularly those with special needs. Marcia Berger has received the Spirit of Arizona Award (1988) from the Arizona State Senate, the Diane Lynne Anderson Award (1998), YWCA's Women on the Move Award (2000) and Community Foundation for Southern Arizona's Civic Leadership Award (2019), and many other awards. Under her leadership Arts for All has also received numerous recognitions and awards. Most recently Arts for All received the 2019 Governor's Arts in Education Award and Marcia received the 2019 Community Foundation for Southern Arizona's Civic Leadership Award.



Michael Schwartz, Visual Artist

Michael B Schwartz (BFA, Tyler School of Art/ MFA UA School of Art) is a leading voice in the place based art-making movement. His journey includes being invited to the White House in 2009, to working with the City of Philadelphia Mural Arts Program, International Council of Adult Education, and locally the Tucson Mural Program, Tucson Arts Brigade and Ajo Mural Festival. Currently he is co-managing the City of Tucson Mural Program, bringing four new murals to Downtown Tucson.

Happy Hour, Music & Networking

Join us on the SALUD PATIO for a celebration of community, culture and art with a special Tequila Toast at 5:30 PM!



Adam Townsend
Happy Hour
5 - 7 PM | Salud Patio

ARTS & INNOVATION SHOWCASE



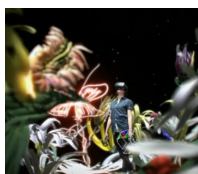
Jeanne Bjorn
Costume Designer/Milliner



Sonoran Glass School



CULTIVATE Tucson
Informational Exhibitor
Artist Marketplace



**University of Arizona
Center for Digital
Humanities**
Robert Johnson



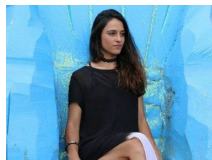
Mystery Escape Room
Pop Up Experience

**MONSOON
COLLECTIVE**

Monsoon Collective
Tucson Artist
Collective



Judith Gary Art Studio
Visual Artist - Painting,
Drawing, and Clay



"Sonora"
Sculptural Installation
by Violet Kasser



WWW.SAACA.ORG

MISSION

The Southern Arizona Arts & Cultural Alliance (SAACA) is a nonprofit organization dedicated to the creation, preservation and advancement of the Arts.

VISION

Providing new opportunities and leadership for the arts to transform people, communities and the daily lives of individuals everywhere.

HOW

With funds generated through community support from individual donors, special event revenues, grants, and collaborative business partnerships, SAACA provides diverse engagement opportunities for artists, organizations, businesses, and individuals in the community. SAACA is committed to the economic and cultural development of Southern Arizona.

Each year the Southern Arizona Arts and Cultural Alliance provides more than 200,000 unique arts and cultural engagement opportunities for the community.

WHAT WE DO

SAACA supports and connects creative industries, multi-disciplinary artists and arts organizations, and businesses throughout the region. We are honored to serve and connect local arts endeavors to information and opportunities that inspire a creative life. Through innovative arts and business partnerships, arts and healthcare programming, public art, new opportunities for artists, makers, and creatives, education partnerships, and community events, we aim to inspire a vibrant and culturally rich community.

OUR INSPIRATION

SAACA actively advocates for support for arts and cultural resources and programming. We believe that support for artists and creatives is essential to our region's economic development and to build momentum for future growth. The arts empower a sense of place and reflect a commitment to a brighter future. Through collaboration and community conversation, we implement innovative resources and programming that serve our diverse community.

WHY

Arts and culture provide foundational contributions to communities' well-being. By supporting and developing innovative community arts programming, we help create communities capable of positive, diverse and equitable public dialogue and action. The arts provide a tool for mobilization and help build community leadership and capacity.

OUR WORK

SAACA's targeted programming and mission are vital to helping build a better future for our community. Our work facilitates a more connected and relevant voice for the arts and cultural organizations. We support individual artists, makers, and creatives who are central to community enrichment. The arts foster a creative and sustainable economy, which contributes to our sense of place.

STAFF

Kate Marquez
Executive Director

Shelby Scheer
Director of Programs & Community
Outreach - Tucson

Cait Huble
Director of Programs & Community
Outreach - Phoenix

Matt Rolland
Director of Arts Integration

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Chase Wilkinson
Accounting Assistant

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