Even Better Together: 
Building Collective Vision, Capacity and Impact

Thursday, May 14th noon – 7PM 
Friday, May 15th 9AM – 4PM 

FREE REGISTRATION 

In Buffalo, New York 
Hosted by Just Buffalo Literary Center 

Hotel for out-of-town guests included in reservation: 
Comfort Suites Downtown 
601 Main St, Buffalo, NY 14203
ADVANCE YOUR WORK

We are often challenged to make the case for literature as a field and as individual organizations. The goal of this convening will be to create the space for us to come together to explore key questions including:

- What is our unique value proposition (individually and as a field)?
- How can we learn from others’ successful efforts?
- What issues related to equity must be addressed?
- How are we making the case now and how could we do this more effectively?

Join colleagues in Buffalo for this highly participatory Convening where your ideas and perspectives will be at the center of our discussions. Our goal will be to leave participants better able to articulate a strong value proposition and case for Literature to advance your own work and the field as a whole.

PLENARY & MODERATION
by Global Thought Leader ADRIAN ELLIS

Adrian Ellis is a global thought leader in international arts and culture whose work spans the fields of cultural policy, planning and economics. He founded AEA Consulting in 1990, and the Global Cultural Districts Network in 2013, returning to his full-time position at AEA in 2012, after serving as Executive Director of Jazz at Lincoln Center from 2007 to 2011.

Adrian writes and lectures extensively internationally on management and planning issues in the cultural sector, and has published, lectured and organized conferences for The J. Paul Getty Trust, Demos, The Wallace Foundation, Grantmakers in the Arts, The Jerwood Foundation, Clore Duffield Foundation, Sterling and Francine Clark Art Institute at Williams College, Bolz Center for Arts Administration at the University of Wisconsin, and the Australia Arts Council, among others. He is also a regular contributor to The Art Newspaper and the Grantmakers in the Arts Reader.

Adrian is a member of the International Advisory Committee of the Master of Management in International Arts Management, a joint program of SMU, HEC Montreal, and Bocconi University in Milan. He has served as a board member of the Association of Performing Arts Presenters; the Getty Leadership Institute’s Advisory Board; The Kaufman Center in New York; and Pathé Pictures. He is also a past member of the Governing Council of the National Museums and Galleries of Wales, and the Royal Institute of British Architects’ Architecture Centre Committee.

Prior to founding AEA, Adrian served as Executive Director of The Conran Foundation, where he was responsible for managing and establishing the Design Museum in London. In 2012, Adrian was named a “Jazz Hero of the Year” by the Jazz Journalists Association.

KEYNOTE by SARAH BANTER CUNNINGHAM
Executive Director for Research
Virginia Commonwealth University School of the Arts

Dr. Sarah Cunningham is past Director of Arts Education for the National Endowment for the Arts, and current Executive Director of Research at Virginia Commonwealth University (VCU) School of the Arts. From 2012-2015, Dr. Cunningham has raised more than $1 million to support innovative arts and design projects at VCU. In 2015, she directed A2RU’s Emerging Creatives conference on VCU campus, a studio-style think tank for students from 30 research universities nationwide. Her most recent research explores arts research, creative cities and arts education, imagination in American arts education, and presidential politics and the arts.

Internationally, Cunningham serves as a U.S. representative to the Council of Europe’s Compendium of Cultural Policies and Trends in Europe, as well as the author of the United States Profile for the World Cultural Policy database (through the International Federation of Arts Council and Cultural Agencies). She serves as Research Associate to “Culturalizing Sustainable Cities,” a project of the Cities, Culture, and Architecture Research Group at the University of Coimbra, Portugal. Domestically, Dr. Cunningham supports arts education development through her leadership on the boards of the National Guild for Community Arts Education, and the Strategic National Arts Alumni Survey (SNAAP). Dr. Cunningham also consults with the University of Michigan (Ann Arbor) as Senior Strategic Policy Advisor to the Alliance for Arts in Research Universities.

In 2011 and 2012, Dr. Cunningham was named in the top 30 most influential leaders in non-profit arts.

Just Buffalo Literary Center looks forward to welcoming you to Buffalo, New York
Join us in celebrating our 40th Anniversary year!

In Buffalo you’ll discover a literary legacy shaped by the writers who have called this city home, as well as the young writers who are carrying the legacy forward today. Just Buffalo Literary Center, with its Writing Center in the heart of downtown, is part of a vibrant community-based literary ecosystem which includes the Western New York Book Arts Center, Talking Leaves...Books, Rust Belt Books, The Poetry Collection at the University at Buffalo, the Buffalo & Erie County Public Library, BlazeVox, Starcherone Books, White Pine Press, and so much more.

Buffalo is in the midst of an exciting resurgence that is garnering national attention. Whether you’ve been here before or you’ve never had the opportunity to visit, we invite you to join us.

The New York State Literary Technical Assistance Program is an initiative of the New York State Council on the Arts
Debora Ott, LitTAP Founding Director
Administrative support provided by Just Buffalo Literary Center
Laurie Dean Torrell, Executive Director
2015 Facing Pages Statewide Literary Arts CONVENING
Even Better Together: Building Collective Vision, Capacity and Impact

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REGISTRATION FORM – Please return this page
Please provide the following information for each person registering:

Name ____________________________________________________________ Title ______________
Organization ________________________________________________________________________
Address ________________________________________City/State/Zip ________________________
Phone___________________________     Email ____________________________________________

ACCOMMODATIONS for out-of-town guests:  Please check if you are requesting a hotel room which we will book.

We will email confirmation to you prior to the Convening.

☐ Hotel room Thurs. 5/14 (Facing Pages Convening)       ☐ I do not need a hotel
☐ Hotel room Wed. 5/13 & Thurs. 5/14 (Advancement/mentoring group)

Rooms are suites with bedroom and pullout couch with own TVs and doors between.
Are you willing to share a room?   YES  NO   If yes, with whom: ____________________________

Travel Assistance: LitTAP is highly committed to maximizing broad participation from the field. Registration for this convening is FREE and includes overnight hotel accommodations. A very limited number of travel stipends of up to $75 per group are available for those traveling more than 120 miles to attend and may be used toward mileage, train, or flight. Presses please contact CLMP which has limited travel funds available for publishers wishing to attend the conference from other parts of the State.

First come, first served basis.

☐ Please check if you are requesting a Travel Stipend. We will email confirmation.

Please email, fax or mail completed registration forms to:
LitTAP c/o Just Buffalo Literary Center, 617 Main St., Suite 202A, Buffalo, NY 14203
FAX to: (716) 270.0184 / Email to: submissions@justbuffalo.org
Questions: Laurie Dean Torrell, Ldeant@justbuffalo.org or (716) 861.9985
2015 Facing Pages Statewide Literary Arts CONVENING

Even Better Together: Building Collective Vision, Capacity and Impact

Thursday, May 14th noon – 7:30 pm
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AGENDA

Thursday, May 14, 2015

9-12:30 PM   Just Buffalo Writing Center, 468 Washington St., Buffalo, NY 14203
Pre-convening Advancement Mentoring Sessions – Jen Benka, Ken Chen, Peter Conners, Elliot Figman, and Gloria Jacobs with preselected organizations

10-11 AM    Community Foundation for Greater Buffalo, 726 Exchange Street, Ste 525, Buffalo, NY 14210
Adrian Ellis Private Funders Briefing – with local & invited funders

CONVENING KICKOFF
LOCATION: Babeville/Asbury Hall, 341 Delaware Ave., Buffalo, NY 14202

12 noon    REGISTRATION

1 PM    CONVENING KICKOFF LUNCH
Welcome: Kathleen Masterson & Debora Ott – on behalf of committee
Welcome to Buffalo & plan for the day: Laurie Dean Torrell

OPENING POEM by Sherry Robbins followed by Reports from the Field

2-2:30 PM    OPENING PLENARY WITH KEYNOTE Adrian Ellis
The Logic of Collective Action: Field Building, Advocacy & Other Literary Pursuits

2:45-4:15 PM    SESSION 1: Making the Case for Nonprofit Literary Organizations Adrian Ellis
Defining our value proposition. Feedback from survey, and interactive breakout exercise

4:30-5:30 PM MINI-TOURS (Optional but encouraged - sign up at registration!)
1. Hallwalls Contemporary Arts Center - 341 Delaware Ave, Buffalo, NY 14202
2. Starlight Studio & Art Gallery - 340 Delaware Ave, Buffalo, NY 14202
3. CEPA Gallery - 617 Main St., Buffalo, NY 14203
4. Buffalo & Erie County Public Library - Rare Books Collection - 1 Lafayette Square, Buffalo, NY 14203
5. Silo City - Childs St, Buffalo, NY 14203 *wear comfortable shoes

LOCATION: Just Buffalo Writing Center & Western New York Book Arts Center, 468 Washington St. (at Mohawk), Buffalo, NY 14203

6-7:30 PM    OPENING RECEPTION & SOCIAL
Enjoy food, beverage, exhibition, music and more at the Opening Reception & Social. Distinguished artist Joseph Scheer joins us to discuss a selection of his tabletop books and new photogravures featured in the WNYBAC Gallery. Tours of the Print Studio will include a hands-on printing project to take home. Enjoy dessert & coffee on the second floor in the Just Buffalo Writing Center.
Friday, May 15, 2015

LOCATION: Babeville/Asbury Hall, 341 Delaware Ave., Buffalo, NY 14202

9 AM  WELCOME
Laurie Dean Torrell joined by Tod Kniazuk, Executive Director of Arts Services Initiative of WNY

OPENING POEM by Peter Conners

9:10-10:30 AM SESSION 2: Getting the message Across: To Whom and How?
Framed by Adrian Ellis *Please review Arguments Synopsis included in handouts.
Presented by Hoong Yee Lee Krakauer, Executive Director, Queens Council on the Arts
Gloria Jacobs, Board member, Bellevue Literary Press; founding editor Feminist Press
Alison Meyers, Executive Director Cave Canem Foundation, Inc.

10:45-12:15 PM SESSION 3: Managing Ourselves
Presented by CLMP’s Executive Director, Jeffrey Lependorf
Learn frameworks and techniques for leading and planning more effectively so both we and our organizations can function better.

12:30-1:30 PM LUNCH with Guest Speaker Dr. Sarah B. Cunningham
Introduction by Debora Ott
Dr. Cunningham is past Director of Arts Education for the National Endowment for the Arts, and current Executive Director of Research at Virginia Commonwealth University School of the Arts. From 2012-2015, Dr. Cunningham has raised more than $1 million to support innovative arts and design projects at VCU. In 2011 and 2012, she was named in the top 30 most influential leaders in non-profit arts.

1:30-3:30 PM AFTERNOON POEM by Annette Daniels Taylor

SESSION 4: Toward a Consolidated Campaign Adrian Ellis
*Please review Action Plan Skeleton included in handouts.
Action oriented with breakout – our goal will be to end on a high note with an action plan!

3:30-4 PM CLOSING: Evaluation & Ideas for next Convening
Debora Ott & Laurie Dean Torrell

CLOSING POEM by Barbara Cole