



**Council on
the Arts**



2016 Facing Pages Statewide Literary Arts Convening
Monday, September 26th 10 – 8pm ⇌ Tuesday, September 27th 9 – 3pm

Navigating in 3D: Disruption, Diversity & Development

DAY-1: Monday, September 26, 2016

Time & Space Limited, 434 Columbia St., Hudson, NY 12534

9am Registration Begins

10-12:30 Mentoring: Select Organizations
Plan to arrive by noon if you're not involved with mentoring.

12:30-1:30 Lunch + Welcome
Kathleen Masterson, NYSCA/Literature Program Director
Debora Ott, LitTAP/Founding Director
Jeffrey Lependorf, CLMP + SPD/Executive Director
Jen Benka & Laurie Dean Torrell, *Hackathon!*
Joan Murray, Poem

1:30-3:00 Session I: Frame-Changing Game-Changers
Jeffrey Lependorf, Facilitator
We all face multiple challenges running nonprofit organizations. Frequently, it's less a matter of having the answers than knowing how else we might look at the problem to find the right solution. This hands-on workshop will present new strategies for changing the frame to producing multiple ways of addressing difficult situations, sometimes even changing them into opportunities.

3:00 Break

3:15-4:45 Session II: Developing Cultural Equity in Your Literary Organization
Hoong Yee Lee Krakauer, Executive Director, Queens Council on the Arts
Lupita Gonzalez, Cultural Competence, Equity & Inclusion Specialist
How can we define cultural equity for ourselves as organizations, ensuring that it's part of our DNA and informs all that we do? What are substantive learning tools we can use to build cultural competence? How can we expand and improve the cultural leadership pipeline, creating an inclusive environment in which board and staff recruitment and retention remains key?

<http://www.americansforthearts.org/about-americans-for-the-arts/statement-on-cultural-equity>

5:15-5:45 Drive to Omi International Art Center, www.artomi.org
1405 County Road 22, Ghent, NY 12075
There will be one bus pickup at each hotel or you can drive on your own.

6-8:00 Reception & Social

- DAY-2** **Tuesday, September 27, 2016**
- 8-9am** **Morning Yoga** – Free, attendance is optional
Sadhana Center for Yoga and Meditation, 403 Warren Street, 3rd Floor
Dwayne Resnick, Instructor
This beginner class is open to all. Mats provided; wear comfortable clothing.
- 9-9:30** **Coffee & Mingling**
Time & Space Limited, 434 Columbia St., Hudson, NY 12534
- 9:30-10** **Welcome to Day – 2**
Rita Banerjee, Poem
Kathleen Masterson, NYSCA Update
Jen Benka & Elliot Figman, LitNet Invitation
- 10-11:30** **SESSION III: Tell Them Who You Are: Articulating Your Vision, Mission & Value Proposition**
Jennie Baird, Writer, Digital Media Executive Consultant
What exactly does your organization do? Why does it matter? Can you prove it? Being able to answer these questions —succinctly — can make the difference between getting funded or not. In this interactive session, you'll learn a framework for clearly articulating your organization's value, context and proof points that should make future grant applications, donor conversations and media relations much easier. Offered for staff and board as a joint program with:

Data Lab – Using Data To Measure Your Impact
George Weiner, Chief Whaler @ Whole Whale <http://www.wholewhale.com>
When you run a nonprofit, you are juggling a million different activities at once. How do you know which activities are working or which ones are holding you back? In this lab, you'll learn how to use data to answer these questions and impact your bottom line. Moreover, you'll learn how to use this data to prove the value of your organization to funders, donors, and your community.
- 12-1pm** **Lunch + Pecha Kucha Presentations**
Erika Duncan & Serena Liguori, Herstory Writers Workshop
Erika Goldman, Bellevue Literary Press
Mikisha T. Morris, Langston Hughes Community Library & Cultural Center
Kyle Semmel, Writers & Books
- 1:15-2:30** **Luck Circle**
Jeffrey Lependorf, Facilitator
- 2:30-3pm** **Concluding Remarks & Evaluations**

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



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2016 Convening Mentors:

Harold Augenbraum was Executive Director of the National Book Foundation, presenter of the National Book Awards, from 2004 to early 2016. He's published seven books on Latino literature of the U.S., and, with five colleagues, the *Norton Anthology of U.S. Latino Literature* (2010). He translated three books for Penguin Classics, and in 2013 Penguin published his edition of the *Collected Poems of Marcel Proust*. Augenbraum has been awarded ten grants from the National Endowment for the Humanities, received a Raven Award from the Mystery Writers of America for distinguished service to the mystery field, founded the Proust Society of America, and co-directed the national celebration of the centennial of the birth of John Steinbeck. He has taught U.S. Latino literature at Amherst College and often speaks and writes on the future of literary reading and publishing. In May of last year, Augenbraum was awarded an honorary doctorate by Concordia College (Moorhead, Minnesota), *honoris causa*.

Jen Benka is the Executive Director of the Academy of American Poets, the nation's largest membership-based organization championing poets and poetry. She has worked in the nonprofit literary arts for more than 20 years, and worked previously as the National Development & Marketing Director at the youth writing organization 826 National, and as the Managing Director of Poets & Writers. She is also the author of two collections of poetry. Find her on Twitter @jenbenka.

Donna Brodie is the executive director of The Writers Room, the nation's oldest and largest urban writers' colony (1994-present.) In 22 years at The Writers Room, she has created income-generating programs and an international writers' exchange program. She has overseen the relocation and expansion of the WR twice, raised more than \$1million in general operating funds, and cut overhead by cultivating and turning the WR's landlord into an annual donor. In 2015, The WR added over \$100,000 in accumulated surpluses to its six-figure reserve fund. She is a painter, studies French and Spanish language and Latin Ballroom dance, and is currently writing her first novel *Having A Coke with You*.

Elliot Figman was born and raised in The Bronx. He graduated from The Bronx High School of Science and went to Oberlin College from which he graduated Phi Beta Kappa with Honors in English in 1971. He earned a Masters of Arts in Teaching from the University of Massachusetts in 1972 and taught high school English in Huntington, Massachusetts from 1972-75. He began work as a volunteer at Poets & Writers in 1977, where he has served as executive director since 1981. He is also a poet; his book of poems, *Big Spring*, was published by Four Way Books in 2003.

Joe Flaherty, who recently retired from the position of Executive/Artistic Director of Writers & Books, received his B.A. in English from Penn State and his MFA from SUNY/ Buffalo. After graduate school, he launched the Book Bus Project, a travelling bookstore promoting small press books and authors to audiences throughout the Northeast. He founded Writers & Books in 1980, in Rochester, N.Y., out of the belief that reading, writing and the appreciation of literature need be promoted as life-long activities to the widest possible audience, reaching beyond college, the classroom, and the library to achieve this goal. During the past 35 years under his leadership, Writers & Books became one of the largest and most active literary centers in the country, presenting over 350 literary programs, including classes,

workshops, readings, lectures, and performances, to annual audiences of over 25,000 each year.

Gloria Jacobs, Executive Director of the Feminist Press from 2006 to 2013, and Executive Editor of Ms. magazine from 1995 to 2002, is currently a consultant who works in the areas of the arts and feminism. She is working with another former Ms. editor on a series of podcasts about the events that shaped modern feminism. She serves on the boards of Girls Write Now, which mentors girls from disadvantaged communities to use writing as a tool to build confidence and leadership skills, and Bellevue Literary Press, which publishes literary fiction and nonfiction at the intersection of the arts and sciences.

Hoong Yee Lee Krakauer is the Executive Director of the Queens Council on the Arts by profession and a writer by affirmation. She is the author and illustrator of *Rabbit Mooncakes*, a multicultural picture book for children published by Little, Brown & Company and writes about how to create a rich life at hoongyee.com.

Jeffrey Lependorf serves as the shared Executive Director of the Community of Literary Magazines (CLMP) and Presses and Small Press Distribution (SPD), the two national service organizations for independent literary publishing. Long recognized as an arts leader, strategic planner, and development professional, his former posts include Development Director for the Creative Capital Foundation and Vice President of Development for Bette Midler's New York Restoration Project. He has worked with countless organizations in helping them focus and achieve their missions while addressing governance and fundraising challenges. A composer/performer as well, his "Masterpieces of Western Music" audio course is available through Barnes & Noble's "Portable Professor" series and on audible.com.

Veronica Santiago Liu is the founder and general coordinator of Word Up Community Bookshop, a collectively managed volunteer-run bookshop and arts space in Washington Heights NYC (wordupbooks.com), and the president of the literature-access nonprofit Seven Stories Institute. As an arts organizer, she has received individual grants for writing, the development of an arts and music fair, oral history, and various community publishing projects from the Northern Manhattan Arts Alliance, the Manhattan Community Arts Fund, the Citizens Committee of New York City, and the Goodman Fund. Her writing, comics, photography, and silkscreen prints have been published in *Broken Pencil*, *Quick Fiction*, *In/Context*, *We'll Never Have Paris*, and other journals and zines.

Bruce Morrow has over 20 years of experience in fundraising and nonprofit management. He is the former Associate Director of Teachers & Writers Collaborative, a literary arts education organization that sends writers into schools to teach imaginative writing and publishes books and magazine about teaching writing. Bruce is a former fiction editor at Callaloo: A Journal of African Diaspora Arts & Letters and co-editor of "Shade: An Anthology of Short Fiction by Gay Men of African Descent." His writing has appeared in the New York Times, "Speak My Name: Black Men on Masculinity and the American Dream," "Ancestral House: The Black Short Story in the Americas and Europe," and "Imagining America: Stories from the Promised Land: A Multicultural Anthology of American Fiction." He is currently the Senior Director for Foundation & Government Partnerships at Girl Scouts of the USA. He has a B.S. in Biology from the Rochester Institute of Technology, and a MFA in Creative Writing from Columbia University.

Alice Quinn is Executive Director of the Poetry Society of America and an adjunct professor at Columbia University's graduate School of the Arts. She was poetry editor at *The New Yorker* from 1987-2007 and at Alfred A. Knopf, Publishers, from 1976-1986, and she is the editor of *Edgar Allan Poe & The Juke-Box*:

Uncollected Poems, Drafts, and Fragments by Elizabeth Bishop. Her articles on and interviews with writers, poets, and artists have appeared in *Artforum*, the *Canadian National Post*, *The Forward*, *Poetry Ireland*, *The New Yorker*, and *The New YorkerOnline*, and she is currently at work editing the journals and notebooks of Elizabeth Bishop.

Presenters:

Jennie Baird is a writer, executive, entrepreneur and consultant who has worked in digital media for over twenty years. She was the founding executive producer at Dow Jones' SmartMoney.com, ran women's programming at AOL and was later editor-in-chief of NBC Universal's iVillage.com. She was the co-founder and CEO of the wildly popular parenting data informatics Web site BabyNameWizard.com, which she sold to CafeMom in 2014. In addition to publishing her own essays and reported pieces in outlets including *The New York Times*, Quartz, and TravelChannel.com, Jennie also ghostwrites for CEOs and venture capitalists and consults both to start-ups and more traditional media and marketing businesses. She is on the board of social media analytics firm Hashtracking and an advisor to literary non-profits Out of the Binders and LitTAP.

Rita Banerjee is the Executive Director of Kundiman, the Creative Director of the Cambridge Writers' Workshop, and a Visiting Professor of Creative Writing at Fordham University. She received her doctorate in Comparative Literature from Harvard and her MFA in Creative Writing from the University of Washington, and her writing appears in *The Rumpus*, *Los Angeles Review of Books*, *Electric Literature*, *VIDA: Women in Literary Arts*, *AWP WC&C Quarterly*, *Queen Mob's Tea House*, *Riot Grrrl Magazine*, *The Fiction Project*, *Objet d'Art*, KBOO Radio's *APA Compass*, and elsewhere. Her first collection of poems, *Cracklers at Night* (Finishing Line Press), received First Honorable Mention for Best Poetry Book of 2011-2012 at the Los Angeles Book Festival, and her novella, *A Night with Kali* (Spider Road Press), is forthcoming in October 2016. Finalist for the 2015 Red Hen Press Benjamin Saltman Award and the 2016 Aquarius Press Willow Books Literature Award, she is currently working on a novel, a book on South Asian literary modernisms, and collection of lyric essays.

Erika Duncan is the founder of Herstory Writers Workshop, a 20-year-old memoir writing network that has given voice to thousands of Long Islanders, incarcerated and free, transforming lived experiences into literary works powerful enough to change hearts, minds and policy. She is the author of two novels and a non-fiction collection published by Schocken Books. Her "Encounters" column-- presenting portraits of writers, artists, scientists, scholars and musicians-- was a monthly front-page feature for the *Long Island Weekly* section of the *New York Times*.

Erika Goldman is Publisher and Editorial Director of Bellevue Literary Press (BLP), a nonprofit mission-driven book publisher located within the New York University School of Medicine, which has been publishing literary fiction and nonfiction at the intersection of the arts and the sciences since 2007. Among the works of fiction BLP has published to date, three have received major literary prizes: *The Sojourn* by Andrew Krivak was a 2011 National Book Award finalist and 2012 winner of the first annual Chautauqua Prize and Dayton Literary Peace Prize, *The Jump Artist* by Austin Ratner won the 2011 Sami Rohr Prize for Jewish Literature, and the *New York Times* best seller *Tinkers*, by Paul Harding, received the 2010 Pulitzer Prize.

Lupita Gonzalez is a certified executive coach and organizational development consultant with 17 years of experience in the nonprofit sector. Her clients are mostly social justice focused leaders and

organizations from all around the county who have described her as a "compassionate, intuitive coach and strategist who cleverly draws out the power in her clients." In 2010, she initiated and contributed to the development of the multicultural coaching curriculum found in, [Coaching for Transformation: Pathways to Ignite Personal & Social Change](#), for *Leadership That Works*, an Accredited Coach Training Program (ACTP) approved by the *International Coaching Federation*. Lupita specializes in leadership and organizational development through a cultural competence, equity, diversity and inclusion lens.

Hoong Yee Lee Krakauer (See Mentors)

Jeffrey Lependorf (See Mentors)

Serena Liguori serves as Co-Executive Director for Herstory Writers Workshop, and is responsible for all aspects of Herstory's operations and administration. She is also responsible for creating and nurturing partnerships with organizations and funders focused on social justice and legislative advocacy, where first-person testimony becomes a key tool to create change. She is also responsible for creating ways in which Herstory writers can become active participants in social justice initiatives locally and throughout New York State. Prior to joining the Herstory staff she was the Associate Director of Policy at the Correctional Association of New York's Women in Prison Project where she spearheaded legislative initiatives and policy advocacy addressing prison reform. She was the key organizer of a successful effort to create the Adoption and Safe Families Act Expanded Discretion Law, which secures parental rights for incarcerated parents as well as the Anti-Shackling Law, which prohibits the shackling of incarcerated mothers during labor.

Kathleen Masterson is the Director of the Literature and the Theatre Programs at New York State Council on the Arts. She is also a librettist for opera and new music, and most recently created the libretto for *Buffalo Nation (Bison bison)* with composer Jerome Kitzke that tells the story of the decimation of the great North American bison herds.

Dr. Mikisha Morris has been appointed as the new Executive Director of the Langston Hughes Community Library and Cultural Center. The Langston Hughes Community Library and Cultural Center is a full-service community library. Additionally, it houses the Black Heritage Reference Center, New York City's largest circulating collection of material about and related to Black Culture, with a collection consisting of more than 40,000 volumes. Dr. Morris earned her Doctorate in Educational Leadership. The focus of her study was using cultural arts programs to empower urban communities. She has an extensive non-profit and public education administration background, having spent the majority of her career serving children and communities in Philadelphia. She brings a strong understanding of, and value for, culture and cultural arts in the community and in a library setting.

Joan Murray's poetry, fiction and essays have appeared in such journals as *The Atlantic*, *Harper's*, *The Nation*, *The New York Times*, *The Paris Review*, and *Ploughshares*. Her five poetry volumes include *Looking for the Parade* (W. W. Norton), which Robert Bly chose as winner of the National Poetry Series; *Queen of the Mist* (Beacon), for which she received a Broadway Commission; and *Swimming for the Ark: New & Selected Poems 1990-2015*, the inaugural title in White Pine Press's Distinguished Poets Series. A two-time National Endowment for the Arts Poetry Fellowship winner, and former Poet in Residence at the New York State Writers Institute, she is the editor of the *Pushcart Book of Poetry*. www.JoanMurray.com.

Debora Ott is cultural consultant to nonprofit organizations. A rebel director and dot connector, she is the Founding Director of LitTAP, the founder of Just Buffalo Literary Center, and the former Literature and Arts Education Program Manager for the Georgia Council for the Arts. Her consulting practice focuses on capacity building, strategic planning, program development, and leadership succession. She is the author of the monograph *About Face – A Guide to Founder Transition* (New York State Council on the Arts and Bright Hill Press, 2001).

Dwayne Resnick is 500 hour RYT-certified and has been teaching and practicing yoga for many years. He has taught yoga in the Hudson Valley, Miami, FL and on retreat in Perugia, Italy. Dwayne teaches classes suitable for all levels of experience and always incorporates chanting, asana, pranayama, and meditation in all of his classes. *About Sadhana Center*: Sadhana, from the Sanskrit, means "conscious spiritual practice." Our teachings reflect a philosophy that views oneself from the inside out, rather than from the outside in, cultivating fearlessness, awe and delight in the world around us. Bringing asana (postures), chanting, meditation, and breath awareness together offers a clear path for enhancing health, wellbeing, and spiritual growth. We offer the rich history, philosophy, and teachings of the yoga tradition to students and teachers alike.

Kyle E. Semmel is a writer and literary translator whose work has appeared in numerous publications. His translations include Karin Fossum's *The Caller*; Jussi Adler Olsen's *The Absent One*; Simon Frelund's *Civil Twilight* and *Milk and Other Stories*; Erik Valeur's *The Seventh Child*; Naja Marie Aidt's *Rock, Paper, Scissors*; Jesper Bugge Kold's *Winter Men*; and, forthcoming, Thomas Rydahl's *The Hermit* and Jesper Bugge Kold's *The Wall Between*. He is the recipient of many grants from the Danish Arts Foundation. In addition, he is an NEA 2016 Literary Translation Fellow. He lives in Rochester, NY where he is the Executive Director of Writers & Books.

Laurie Dean Torrell is Executive Director of Just Buffalo Literary Center, one of the 10 largest literary arts centers in the nation (www.justbuffalo.org). Under her leadership, the organization has secured competitive grants and donations to more than double the budget to bring expanded programming to the community, and has played a leading role in sector-wide advocacy.

George Weiner is the Founder and Chief Whaler of Whole Whale, and an adjunct professor at NYIT. Prior to Whole Whale, George was the CTO of DoSomething.org. Under his leadership, the organization became an innovator in social media, mobile technologies and social cause. During his 7 years at DoSomething.org, he oversaw the complete overhaul of the site twice (winning a Webby Award and nominations), helping to build a community of over 1.5 million young people taking action. George founded Whole Whale in 2010 with the goal of helping more nonprofits benefit from the digital strategies he was using at DoSomething. George has worked with over 50 nonprofits to increase cause awareness, multiply meaningful online engagement, and train teams to implement strategic use of data and technology. He is also a speaker at conferences and workshops around nonprofit technology.

2016 LitTAP Convening Registrants

Name	Organization	Email
Albert Abonado	Writers & Books	albert@wab.org
Baylee Annis	Adirondack Center for Writing	info@adirondackcenterforwriting.org
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Maribeth Batcha	One Story	maribeth@one-story.com
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Alexander Campos	Center for Book Arts	acampos@centerforbookarts.org
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Daniella Gitlin	Word Up Community Bookshop	info@wordupbooks.com
Erika Goldman	Bellevue Literary Press	erika.goldman@nyumc.org
Lupita Gonzalez	Presenter	lupita.gonzalez@gmail.com
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Jeffrey Lependorf	CLMP	jlependorf@clmp.org
Faith Lieberman	Teenspeak Inc	teenspeakpoetry@aol.com
Serena Liguori	Herstory Writers Workshop	sliguori@herstorywriters.org
Veronica Liu	Word Up Community Bookshop	info@wordupbooks.com or fartoocanadian@gmail.com
Kathleen Masterson	NYSCLA	kmasterson@nysca.org

2016 LitTAP Convening Registrants

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Mikisha T. Morris	Library Action Committee	mmorris@queenslibrary.org
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Bruce Morrow	Presenter	bmorrow646@gmail.com
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Debbie Officer	African Voices Communications, Inc.	debahia@aol.com
Debra Ott	LitTAP	dott@littap.org
Laura Pegram	Kwelis Journal, Inc	kwelijournal@me.com
Karen Phillips	Words Without Borders	karen@wordswithoutborders.org
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