SYMPOSIUM ON

ARTS MANAGEMENT AND INNOVATION

SATURDAY, OCTOBER 6 2012
Ceilidh/Homecoming Weekend
Carnegie Mellon University
Director’s Welcome

Happy Anniversary to Carnegie Mellon University’s Master of Arts Management (MAM) Program! This is a very exciting time for MAM, and we are so glad you are here to celebrate our special 25 year milestone with us. Since its inception in 1987, the MAM program has grown immensely both in size and scope – and we continue to offer one of the most competitive, rigorous, quantitatively-focused arts management programs in the world. We now have over 500 graduates working in 18 different countries, holding successful positions in a variety of fields (and not just the arts!). Future Tenant (our laboratory gallery and performing arts space completely operated by MAM students) recently celebrated its 10th birthday. Technology in the Arts (formerly Center for Arts Management and Technology) is evolving into an exciting new business model. New and inspiring faculty members have joined our team, and international exchange partnerships in Italy and Germany continue to foster cultural diplomacy. Cheers to 25 years!

As arts managers in the new era, we are faced with the challenge (or opportunity!) to redefine audience engagement, change the experience of how we consume artistic content, deliver new best practices in the field, and work together to develop a sustainable model for today’s arts organizations. This Symposium is merely a conversation-starter to address these shifts, foster peer partnerships, and cultivate future action. As you continue on in your respective careers, I challenge you to think outside the box, put your “innovator caps” on, and be agents of change in the industry.

A great big “thank you” to all of the students, alumni, faculty, staff and volunteers who have helped to organize the 25th Anniversary initiatives, especially “my main MAM” Jessica Bowser, Thomas Hughes and Michael Cunningham for their MAMazing work!

To my fellow MAM alumni: As a MAM alum, I am personally devoted to “validating the MAM credentials” and ensuring that the MAM program is visible, relevant, and innovative in the arts industry and beyond. Whether you are working in the arts or have moved on to other sectors, you will always be a SuperMAM and I hope you will continue to engage with us, share your stories, send “rock star” prospective students our way, share job and internship opportunities, and be our “eyes and ears” out in the field.

Enjoy yourself at our first-ever Symposium on Arts Management and Innovation, learn something new, network, and join the conversation at #CMUMAM.

Artfully yours,

Kathryn “Workin’ for the MAM” Heidemann (MAM’04)
Director, Master of Arts Management Program

#CMUMAM
## Schedule at a Glance

### Symposium on Arts Management and Innovation

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:45-10:00</td>
<td>Registration/Check-In and Coffee (HbH Lobby)</td>
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<tr>
<td>10:00-10:10</td>
<td>Welcome/Remarks (HbH 1000)</td>
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<tr>
<td>10:15-11:15</td>
<td>Concurrent Sessions A (HbH 1502 and HbH 236)</td>
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<td>11:25-12:25</td>
<td>Concurrent Sessions B (HbH 1502 and HbH 236)</td>
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<tr>
<td>12:35-1:35</td>
<td>Keynote Presentation by Doug McLennan (HbH 1000)</td>
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<tr>
<td>1:45-2:45</td>
<td>Concurrent Sessions C (HbH 1502 and HbH 236)</td>
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<td>2:55-3:55</td>
<td>Concurrent Sessions D (HbH 1502 and HbH 236)</td>
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### Post-Symposium Events (MAM students/alumni/faculty)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:00-5:00</td>
<td>Heinz College Alumni Happy Hour (HbH Lobby)</td>
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<tr>
<td>5:00-8:00</td>
<td>Free time in Pittsburgh</td>
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<td>Suggested site visit to Future Tenant or Braddock</td>
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<tr>
<td>8:30-11:00</td>
<td><strong>25th Anniversary Celebration Cruise</strong> <em>(Gateway Clipper Dock, Station Square)</em></td>
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<td>Boat to depart promptly at 9 pm – please be sure to arrive by then.</td>
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<td>* An optional shuttle bus will depart Hamburg Hall at 7:45 and leave Station Square at 11:15 pm to return to HbH.</td>
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<tr>
<td>Various</td>
<td>Ceilidh/Homecoming Weekend events</td>
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<td></td>
<td>Visit cmu.edu/ceilidh for more information</td>
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*Please note rooms and times are subject change*
Detailed Schedule

Breakout sessions are offered concurrently. Please select one session per time slot. Seating is first come, first served.

10:15-11:15 Concurrent Sessions A

(A1) Putting Community and Audience Engagement First in Your Programming
Presenter: Brad Carlin (MAM'06), Managing Director, Fusebox Festival
Location: Hamburg Hall 1502
There is a chicken/egg question for performing arts organizations. Are your community and audience engagement programs designed to support your artistic programs or the other way around? In this session, Fusebox Managing Director and 2006 MAM alum Brad Carlin will share innovative and simple approaches to audience engagement before and after events. The session will also be an open conversation about the role arts organizations play (or don’t play) in fostering conversation between audiences, artists, and our communities.

(A2) Building Communities through Arts: A Case Study of Community Development in Braddock
Presenter: Jeb Feldman (MAM'05), Founder/Director, UnSmoke Artspace and Deputy Mayor of Braddock
Location: Hamburg Hall 236
In this session, Jeb Feldman will offer an overview of history of Braddock, Pennsylvania and the efforts to revitalize one of the region's poorest communities. It will primarily focus on how the arts are tied to the extensive community-building efforts. It will be followed by a discussion about what role the arts can play in revitalizing any area, re-energizing spaces, changing perceptions and opening up opportunities for poor communities in any region.

11:25-12:25 Concurrent Sessions B

(B1) Crisis Communication in a Social World
Presenter: Cara (Weiser) Posey (MAM'04), Chief Marketing Officer, Speakerfile
Location: Hamburg Hall 236
What will you do when your company's reputation depends on your reaction? In 2012, companies need to have crisis communications plans in hand for many different types of situations. More crucial than ever before is the need to understand the impact social media has on crisis communications. This session will help you understand the key tips you need to know to be prepared, and how to avoid common mistakes that happen when a crisis happens to your company.

(B2) Opening a Performing Arts Center: Benchmarking and Leading with a Master of Arts Management Skill Set
Presenter: Patrick Donnelly (MAM'03), Director of Theater Operations, Kauffman Center for the Performing Arts
Location: Hamburg Hall 1502
Organizational planning for the Kauffman Center for the Performing Arts began well prior to its Kansas City groundbreaking in 2006. Conversations about building design and capital fundraising quickly turned to the operational needs of the center. With three resident companies, multiple presenters of touring entertainment, and many local renters all eager to use the new performance spaces, the list of questions posed quickly grew too long to manage without the qualitative and quantitative skills acquired from the Master of Arts Management program at Carnegie Mellon University.

12:35-1:35 Keynote Presentation and Lunch

The Excellence Problem: Engaging with Innovation
Presenter: Doug McLennan, Founder and Editor of ArtsJournal
Location: Hamburg Hall 1000

#CMUMAM
Every arts organization in America is talking about engagement and excellence. The old definition of audience engagement? You make something and I respond. But social networking has changed expectations. Our attention is currency, worth more the more we share. Sharing and interaction are now an essential part of the cultural experience for many people, part of the very definition of excellence. Sharing means we’ve decided to invest in what we find meaningful. So: the value of new-definition engagement is not so much to get feedback as it is the ability to tap into the creative energy of a community. For all the talk about inclusiveness and outreach, the arts are actually behind businesses in innovating around engagement. American business has discovered that customers/community aren’t just a market, they can help do things a company can’t do on its own.

1:45-2:45 Concurrent Sessions C

(C1) Game Mechanics: Harness Gamification to Drive Patron Engagement
Presenter: Andre Bouchard (MAM’13), Senior Associate, Technology in the Arts
Location: Hamburg Hall 1502
Everyone Wins! Explore game dynamics and their applications in development and marketing for nonprofit organizations. This session will help you learn simple gamification concepts and tools aimed at inspiring greater levels of involvement for patrons and audiences.

(C2) Contracting and Engaging Performing Artists in Today’s Economy
Presenter: Samantha Pollack (MAM’04), Director of Programming, Washington Performing Arts Society
Location: Hamburg Hall 236
How can presenters and artists work together to share the financial risk and go beyond the “mainstage” performance? With arts organizations supplementing or even supplanting music education in some schools, how can an artist’s visit have a 360-degree impact on not just the organization, but on the greater community? This session will cover some of the changing realities arts managers face in engaging performing artists, both from a contractual standpoint as well as a content standpoint.

2:55-3:55 Concurrent Sessions D

(D1) Custom Made: Building Philanthropic Partnerships with Corporations
Presenters: Jocelyn Malik (MAM’03), Major Gifts Officer, Carnegie Mellon University; Melinda Hungerman Johnson (MAM’01), Assistant Director of Major Gifts, Carnegie Mellon University; Stefanie Mathew (MAM’99), Director of Development, Foundation for the National Archives
Location: Hamburg Hall 236
Now that cause marketing has become the expectation of consumers, how can arts organizations remain competitive in a landscape increasingly saturated with charity partnerships? Join us as we look at three case studies that illustrate the importance of thinking creatively in building philanthropic partnerships with corporations.

(D2) Planning Effective Community Engagement and Meaningful Social Media Interactions
Presenters: Brenda Lee Johnston (MAM-GIOCA’13), Executive Director, Schauer Arts & Activities Center; Elliott Mower (MAM’12), Assistant Director of External Affairs, Pittsburgh Public Theater; Thomas Hughes (MAM’12), Marketing and Special Events Associate, Attack Theatre
Location: Hamburg Hall 1502
In part one of this session, Brenda Lee Johnston will present best practices, useful tips, and a how-to guide to creating a community engagement plan for your organization based on her research as the Graduate Community Research Intern for Nina Simon at the Santa Cruz Museum of Art and History. In part two of this session, Elliott Mower and Thomas Hughes will focus on how to translate the personality, culture, and quirks of your brand through social media including: digital altruism and community building, brand humanization, building trust in an organization's voice, and basic etiquette for online environments.
MAM 25th Anniversary Celebration

TONIGHT! 8:30-11 PM
“Duchess” Boat, Gateway Clipper Fleet at Station Square
Join 25 years of MAM alumni, current MAMs, and CMU staff & faculty aboard the S.S. SuperMAM (AKA Gateway Clipper) to celebrate with light bites, refreshments, music, and dancing as we cruise along the three rivers. For MAM students, alumni, faculty and staff.

Featuring:
• DJ Mike Cunningham (MAM Staff)
• Harpist Rachel Joseph (MAM’08)
• Jazz vocalist Maggie Johnson (MAM’04)
• Plus other surprises!

Don’t want to drive?
An optional shuttle bus will depart in front of Hamburg Hall at 7:45 pm, with a return departure from the Gateway Clipper at 11:15 pm.

Other Weekend Events

HEINZ COLLEGE RECEPTION FOR ALUMNI, FACULTY AND STUDENTS
Saturday, October 6th 4-5 pm
Hamburg Hall Lobby
Join us for a reception to welcome alumni, as well as to celebrate and congratulate Alumni Award recipients Samuel K. Franklin (HNZ’07) and Meg R. Hayes (DC’01, HNZ’12), Student Service, for their leadership and contributions to the alumni and student communities.

A MATTER OF CONVENIENCE EXHIBITION
Future Tenant - 819 Penn Avenue
A Matter of Convenience is a visual art exhibition and community outreach effort that aims to reframe current notions about the “convenience” and “ease” of how our food is acquired and consumed. Extended hours until 8 pm today only!

BRADDOCK EVENTS
Saturday, October 6 5-9 pm
Tapped: Braddock - Beer tastings from The Brew Gentlemen, a pig roast from Kevin Sousa, tasty cocktails from Bar Marco, and food truck friends (John Street in Braddock); Wood Fired Words – art exhibition, poetry readings and wood-fired pizza (UnSmoke Systems, 1137 Braddock Ave)

CARNEGIE MELLON WIND ENSEMBLE
Sunday, October 7 2 pm
Carnegie Music Hall
Under the direction of George Vosburgh and Thomas Thompson, the Carnegie Mellon Wind Ensemble will perform Febris Ver a piece by composition faculty member Nancy Galbraith, as well as the wind band standard Holst’s First Suite for Military Band. $5

OTHER CEILIDH/HOMECOMING WEEKEND EVENTS
Various times and locations – view cmu.edu/ceilidh for a full schedule.
Douglas McLennan is the founder and editor of ArtsJournal, the leading arts news aggregator on the internet. The site is also home to some 67 prominent arts bloggers. McLennan is a journalist, critic, and consultant, and a frequent speaker and writer about arts, culture and technology.

Prior to starting ArtsJournal Mr. McLennan was arts columnist and music critic for the Seattle Post-Intelligencer. He has a Master’s degree in music from the Juilliard School in New York, and was a concert pianist who performed in Asia, Europe and North America. He has lived and worked in Italy and in China, where he spent a year as artist-in-residence at the Central Conservatory in Beijing. In 2007 he was named one of Juilliard’s 100 Outstanding Graduates as part of the school’s 100th anniversary.

Mr. McLennan has written on the arts for numerous publications, including as music critic in the early days of Salon.com, and for Newsweek, The New York Times, The Los Angeles Times, The Wall Street Journal, and the London Evening Standard and was a contributor to the new edition of Baker’s Biographical Dictionary of Popular Musicians. He has won several awards for arts criticism and reporting, including a National Arts Journalism Program Fellowship at Columbia University and a Deems Taylor/ASCAP Award for music journalism. He’s twice been a juror for the Pulitzer Prizes in the category of criticism, and was press jury chairman for the Van Cliburn International Competition for Outstanding Amateurs in Fort Worth, Texas in 2011.

In addition to running ArtsJournal, Mr. McLennan teaches – at the NEA Arts Journalism Institutes of theatre, classical music and dance, as well as at USC’s Annenberg School for Communication and Journalism. He was recently appointed executive director of the new Center for Arts, Media & Audience at USC. In 2011 he was Visiting Professor at Claremont Graduate University in the MBA arts management program. He also consults with a number of arts organizations about changes in culture and technology and is a frequent speaker and keynoter.

He also runs an open source project called Delta, which involves the Ojai Music Festival, the new orchestra festival Spring for Music which debuted at Carnegie Hall in May 2011 and the Cleveland Orchestra residency in Miami. Delta is an attempt to bring open source, full-transparency ideas common in the technology world to cultural institutions, using Ojai and S4M as testing labs. He is also acting director of the National Arts Journalism Program, and have been working to promote better journalism about the arts. He lives in Seattle.

www.artsjournal.com
### Master of Arts Management Alumni Presenters

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<tr>
<th>Presenter</th>
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<tr>
<td>Andre Bouchard (MAM’13)</td>
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**Andre Bouchard (MAM’13) - Senior Associate, Technology in the Arts**

Andre Bouchard is from the Flathead Reservation in Western Montana and earned a BFA in Dance and BA in Anthropology at the University of Montana. He was founding and Managing Artistic Director for a performance production company and a resident dance company for nine years in Seattle. Subsequently he served as Ticketing and Publicity Manager then Interim Managing Director for the Black Box Theater at Edmonds Community College in Seattle for three years. Andre has presented at the Northwest Booking Conference, the Washington State Cultural Congress, CMU, and the Biz Art Conference – West. He currently serves as Senior Research Associate for Technology in the Arts, Development Associate for Gateway to the Arts, and a Graduate Teaching Assistant for Professor Robinson at CFA.

**Brad Carlin (MAM’06) - Managing Director, Fusebox Festival**

Brad is the Managing Director of the Fusebox Festival, a contemporary art and performance festival in Austin, Texas. He received a Masters Degree in Arts Management from Carnegie Mellon University and a BA in theatre from St. Edward’s University. Brad has worked in management and fundraising for SITI Company (NYC), Salvage Vanguard Theatre (Austin), and the Guadalupie Cultural Arts Center (San Antonio). He is also an alumn of the Theatre Communications Group New Generations Fellowship, University of Texas LBJ School Strategic Management Program, and APAP Leadership Development Institute.

**Patrick Donnelly (MAM’03) - Director of Theater Operations, Kauffman Center for the Performing Arts**

Patrick Donnelly serves as director of theater operations at the Kauffman Center for the Performing Arts in Kansas City, Missouri. He and his staff oversaw the successful opening of the building in 2011, where they manage on-stage activity, event rentals, and presented performances. Patrick was previously the director of the Roselle Center for the Arts at the University of Delaware. A 2003 graduate of the Master of Arts Management program, Patrick came to Carnegie Mellon after eight years as a production manager with performing arts venues in Delaware, New Mexico, and Michigan. He is an active member of the International Association of Venue Managers (IAVM).

**Jeb Feldman (MAM’05) - Founder/Director, UnSmoke Artspace and Deputy Mayor of Braddock**

Jeb is the Proprietor and Co-director of UnSmoke Artspace and the Deputy Mayor of Braddock working as the principal partner of Mayor John Fetterman on revitalization efforts in their distressed community, the nonprofit Braddock Redux. Revitalization projects in the community include the repurposing of vacant buildings and land, youth employment programs and arts initiatives. Jeb is originally from Santa Fe, New Mexico. He has Master of Arts Management and Master of Urban Design degrees from Carnegie Mellon.

**Thomas Hughes (MAM’12) - Marketing and Special Events Associate, Attack Theatre**

Thomas Hughes hails from the North Hills of Pittsburgh and recently graduated from Carnegie Mellon University in 2012 with a Masters in Arts Management. Before joining Attack Theatre, Thomas spent his time interning with the Mattress Factory Museum and co-organizing crowdfunding dinners for Pittsburgh artists. In addition to spreading the word about Attack Theatre he also works with local makers at Assemble helping kids learn that science, art, and technology are super rad. Before grad school, he trained as a sculptor, a ceramicist, and a glassblower at Bowling Green State University, earning his BFA in 2008.

**Melinda Hungerman Johnson (MAM’01) - Assistant Director of Major Gifts, Carnegie Mellon University**

Melinda Hungerman Johnson built her career as a fundraiser for nonprofit arts and educational organizations over the past 12 years in Pittsburgh and Washington, D.C. She graduated from Carnegie Mellon with bachelor’s degrees in art and psychology and a Master of Arts Management degree. Melinda is back at the university as the assistant director of major gifts and has worked on its successful capital campaign for four years. She previously managed individual giving at the Foundation for the National Archives. While at the National Building Museum and Pittsburgh Public Theater, Melinda developed expertise in building corporate support and partnerships. 
Brenda Lee Johnston (MAM-GIOCA’13) - Executive Director, Schauer Arts & Activities Center

Brenda Lee Johnston received her undergraduate Arts Management degree with an emphasis in Dance and a minor in Theatre Arts—Drama from the University of Wisconsin-Stevens Point. She entered the field as Development Manager for Skylight Opera Theatre (now Skylight Music Theatre), and was the Founding Director of South Milwaukee Performing Arts Center for six years. Brenda is a current MAM-GIOCA student (Class of 2013) who completed a Graduate Community Research Internship with Nina Simon at Santa Cruz Museum of Art & History this summer. She is the new Executive Director of Schauer Arts & Activities Center in Hartford, Wisconsin.

Jocelyn Malik (MAM’03) - Major Gifts Officer, Carnegie Mellon University

Jocelyn Malik has over nine years of experience in fundraising, and she served as Director of Corporate and Foundation Giving for The Pittsburgh Cultural Trust from 2005 through 2012. In her career at the Trust, she raised over $35.6 million and worked with a variety of donors including corporations, foundations, board members and government officials. Prior to joining the Trust, she was Director of Corporate Giving for the Pittsburgh Symphony Orchestra. She is a CMU alumna, having earned her MAM degree from The Heinz College in 2003, and she earned her bachelor’s degree from the University of Notre Dame in 1994.

Stefanie Mathew (MAM’99) - Director of Development, Foundation for the National Archives

Stefanie Mathew is the Director of Development at the Foundation for the National Archives. In this position, she has worked on a wide variety of corporate partnerships to support capital projects, national exhibitions, education programs, and special events, including Inauguration activities and an annual July 4th ceremony. Before joining the Foundation in 2003, Stefanie worked in fundraising at the Shakespeare Theatre Company in Washington, D.C. and Pittsburgh Public Theater focusing on corporate sponsorships and grants. She has a Master of Arts Management degree from Carnegie Mellon University and a BA from the University of Richmond.

Elliott Mower (MAM’12) - Assistant Director of External Affairs, Pittsburgh Public Theater

Elliott Mower never gets off the Internet. As Pittsburgh Public Theater’s resident marketing astronaut (or really, Assistant Director of External Affairs), he can be found updating its website, Facebook, Twitter, and Tumblr accounts 40 hours a week. In the remaining time, he helps small businesses, non-profits, and his mother develop and manage their web presence. His rare offline moments are spent as a devotee of the Insanity workout series or reading books on nerdy subjects.

Samantha Pollack (MAM’04) - Director of Programming, Washington Performing Arts Society

Recently named a “Rising Star in Classical Presenting” by Musical America, Samantha Pollack is the Director of Programming at the Washington Performing Arts Society (WPAS). Ms. Pollack studied trumpet performance at the University of Cincinnati/College-Conservatory of Music, followed by a Master of Arts Administration from Carnegie Mellon University. She has been with WPAS her entire professional career, starting as Production Assistant and working her way up through the department where she now programs 65-plus performances per season in the genres of classical, jazz, world music, modern dance, and gospel at venues throughout the Washington, D.C. area.

Cara (Weiser) Posey (MAM’04) - Chief Marketing Officer, Speakerfile

Cara Posey is the CMO for Speakerfile, where she is helping companies showcase their expertise and thought leadership. Prior to this, Cara directed marketing for the international training company Signature Worldwide. During Governor Ted Strickland’s administration, she served as chief of communications for the Ohio Department of Commerce and led the creation of the first guidelines for social media in state government. A former D.C. resident, Cara served in development roles for the Girl Scouts and the Brookings Institution. Cara holds a MAM from Carnegie Mellon University and a BA from The College of Wooster. She also teaches at Franklin University.
Upcoming MAM 25th Anniversary Events*

Network Nights
CMU Network Nights also take place throughout the year, and will work with you to coordinate a MAM alumni reunion after each event.

- **Network New York**
  October 18, 2012

- **Network Pittsburgh**
  February 5, 2013

- **Network DC**
  March 7, 2013

Regional CMU Chapter Events – MAMBassadors Needed!
*Various times and locations to be determined*
The CMU regional chapters are always looking for event ideas. Many of you work for cultural organizations with group sale opportunities, so why not propose an event with your organization, hosted by YOU? This would be a great way to bring more visibility (and revenue) to your organization, network with your regional CMU family, and help to mobilize the MAM program’s efforts during our 25th Anniversary.

**Just Added!** Americans for the Arts Emerging Leaders Preconference in partnership with MAM
Carnegie Mellon University
June 13-14, 2013

Americans for the Arts and its national network of emerging leaders is coming to town! Join colleagues from across the country for a special pre-conference dedicated to helping emerging leaders in the arts advance their careers. The pre-conference will take place on June 13 and June 14, 2013 at Carnegie Mellon University in partnership with the Master of Arts Management program and the College of Fine Arts. Watch [www.artsusa.org/convention](http://www.artsusa.org/convention) for more details. Registration opens in January. *The full convention will take place June 14-16 at the David L. Lawrence Convention Center in Downtown Pittsburgh.*

*Additional events may be added. Check heinz.cmu.edu/mam for more information.*
THANK YOU!

VOLUNTEERS*
Yi (Sally) Cao
Katy Corella
Kjersti Cubberley
Allison Donahoe
Kimmy Nguyen
Kate Piatt-Eckert
James Ranson
Debra Sherrer
Kelsey Small
Su Wang
Rachael E. Wilkinson
SuperMAM Heroes
Fan Xu
Yuan Zhou
*at time of printing

OTHER THANKS
Dan Barnett
Al Blumstein
Jessica Bowser
Jerry Coltin
Brett Crawford
Michael Cunningham
Future Tenant
Gary Franko
Greater Pittsburgh Arts Council
Sandra Harris
Shannon Huang
Thomas Hughes
Tina Jacobs
Maggie Johnson

OTHER THANKS
Rachel Joseph
Ramayya Krishnan
Gordon Lewis
Dan Martin
Glenn Molzer
Patti Pavlus
Diana Pawlowski
Brenda Peyser
Eric Pfaffle
Jackie Speedy
Brad Stephenson
Robert Taylor
Michael Waldo
Pam Wigley

Happy National Arts & Humanities Month!

Every day we celebrate the arts, but October is the month to commemorate the arts in a big way. It is National Arts and Humanities Month—the largest annual celebration for the arts and humanities in the nation! National Arts and Humanities Month (NAHM) is a coast-to-coast collective recognition of the importance of culture in America. It is designed to encourage all Americans to explore new facets of the arts and humanities in their lives, and to begin a lifelong habit of active participation in the arts and humanities. For more information visit www.afta.org

SAVE THE DATE!

National Arts and Humanities Month Creative Conversation
Monday, October 22 at the Union Project
Presented by the Pittsburgh Emerging Arts Leaders Network

#CMUMAM
About the Master of Arts Management Program

Offered through a joint partnership between the Heinz College’s School of Public Policy & Management and the College of Fine Arts, the Master of Arts Management (MAM) program at Carnegie Mellon University is designed to create innovative leaders in the arts and cultural sector. The program combines rigorous finance, marketing, technology and fundraising coursework with practical experience to prepare graduates to excel in public, private or nonprofit arts environments. The MAM program also is host to two innovative initiatives including Future Tenant, a downtown Pittsburgh gallery and performance space, and Technology in the Arts, a nationally recognized research center.

For more information visit heinz.cmu.edu/mam

Follow us!

About Carnegie Mellon University: Carnegie Mellon is a private, internationally ranked research university with programs in areas ranging from science, technology and business, to public policy, the humanities and the arts. More than 11,000 students in the university’s seven schools and colleges benefit from a small student-to-faculty ratio and an education characterized by its focus on creating and implementing solutions for real problems, interdisciplinary collaboration and innovation. A global university, Carnegie Mellon’s main campus in the United States is in Pittsburgh, Pa. It has campuses in California’s Silicon Valley and Qatar, and programs in Asia, Australia, Europe and Mexico. The university is in the midst of “Inspire Innovation: The Campaign for Carnegie Mellon University,” which aims to build its endowment, support faculty, students and innovative research, and enhance the physical campus with equipment and facility improvements.