

Welcome to the  
**ArtsHub 2022 Virtual Summit:**

# How to Recover and Thrive

January 10 - 14, 2022

## WHAT IS THE SUMMIT?

The 2022 ArtsHub Summit is a week-long series of virtual interactive workshops, training, and networking sessions designed to provide tools to help those working in creative fields recover from the disruption created by the pandemic and learn how to position their business to thrive as the economy recovers.

## WHO IS IT FOR?

The ArtsHub Virtual Summit welcomes emerging and established artists, performers, arts managers, and those in creative fields.

## WHEN IS IT?

The Summit will have daily sessions January 10-14, 2022, most days at 10AM, 12 Noon, and 6PM ET.

## HOW DO YOU REGISTER?

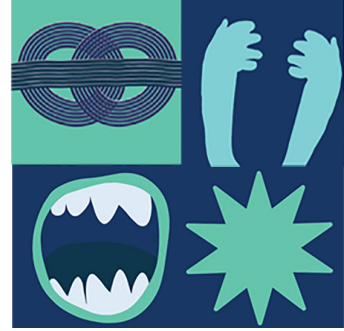
The fee for the ArtsHub Virtual Summit is \$35.00 for the early bird registration (before January 4th), and \$55.00 thereafter. This fee includes access to attend all summit sessions live, and grants you access to view session recordings through January 2022.



<https://umass.irisregistration.com/Site/ArtsHubSummit>

Thank you to our funders!





# Summit Schedule

All times below are Eastern Standard Time (EST).

## Monday Jan 10

- 12:00pm** Welcome and Summit Kick-Off
- 12:30 - 1:30pm** How to Present Yourself and Your Work  
*Jeffrey Dreisbach*
- 6:00 - 7:00pm** How Small Arts Organizations Can Make a Big Impact  
*Daniel Elihu Kramer and Kristen van Ginhoven*

## Tuesday Jan 11

- 10:00am** How to Utilize PR  
*Mark Auerbach*
- 12:00 - 1:30pm** How to Make the Connection: DEI in the Changing World of Marketing, Engagement, Content, and Community  
*Janine Fondan*
- 6:00 - 7:00pm** From Purpose to Vision  
*Ruby Maddox*

## Wednesday Jan 12

- 10:00am** The ArtsHub, CreativeGround, and You: How to be Seen and Get Found Online  
*Dee Schneidman and Blair Winans*
- 12:00 - 1:30pm** Working with Indigenous Communities: How to Support Your Local Indigenous Arts Community  
*Dawn Spears*
- 6:00 - 7:00pm** How to Get Your Work in Galleries and Museums  
*Nayana LaFond*

## Thursday Jan 13

- 10:00am** How to Use TikTok to be Seen  
*Andrae Green*
- 12:00 - 1:30pm** How to Tell Your Story When Interviewed and How to Interview Others  
*Sean Moloney*
- 6:00 - 7:00pm** How to Network and Connect  
*Nancy Wheeler*

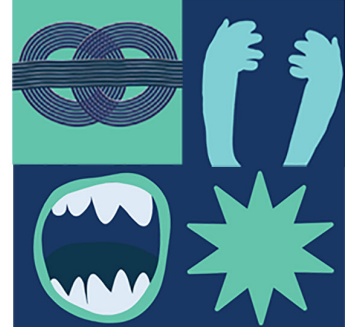
## Friday Jan 14

- 10:00am** Humanizing Your Data  
*Burns Maxey*
- 12:00 - 1:30pm** Building Momentum, Building the ArtsHub  
*Mark Auerbach, Justin Beatty, Dee Boyle-Clapp, Tiana Burnett, Lisa Davol, and Bronwen Hodgkinson*





**VIRTUAL SUMMIT**  
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# Session Descriptions

## How to Present Yourself and Your Work

**Jeffrey Dreisbach**

*Monday, January 10, 12:30 - 1:30pm*

Using technology in coordination with your presentation skills are vital components to making the best impression. It's one thing to know your subject/information, it is quite another to have a dynamic, engaging and memorable experience for your audience. Casting Director (McCorkle Casting Ltd.-New York), Jeffrey Dreisbach discusses the value of how you can present your best self with technology and on-camera performance skills. Become more confident and comfortable while embracing the new ways we can communicate with Zoom and other online platforms!

## How Small Arts Organizations Can Make a Big Impact

**Daniel Elihu Kramer and Kristen van Ginhoven**

*Monday, January 10, 6:00 - 7:00pm*

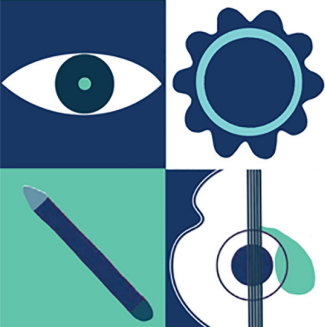
WAM Theater's Kristen van Ginhoven and Chester Theatre's Daniel Elihu Kramer tell the stories of their lean arts organizations who have made a national impact for visionary work, while working with limited resources. And, how to move past the expectations of limited resources. Program moderated by ArtsBeast reporter Mark G. Auerbach.

## How to Utilize PR

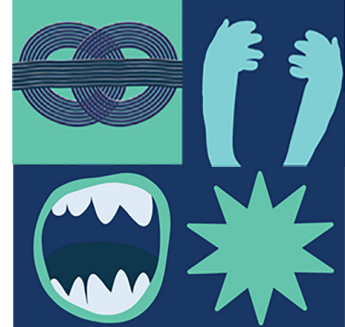
**Mark Auerbach**

*Tuesday, January 11, 10:00am*

You've got limited time and resources. How do you develop a solid public relations campaign, in tandem with marketing and publicity? In this workshop on basic public relations practices, you'll find resources on how to get the word out about your programs and services, how to be a community asset, and how to be seen and heard in a cluttered environment.



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## How to Make the Connection: DEI in the Changing World of Marketing, Engagement, Content, and Community

**Janine Fondan**

*Tuesday, January 11, 12:00 - 1:30pm*

Where do we go from here? Marketing has changed, people are in a perpetual transition, the economy is uncertain, health priorities dictate employment, age divides generations, social media unites us in mysterious ways, and still, many communities struggle to be seen and heard. With truth and transparency, we must engage with and market to audiences with deepening levels of complexity, changing technologies, knowledge of culture, and recognition of history. What can we improve? In this session, let's connect the dots of DEI to find new success in a changing world.

## From Purpose to Vision

**Ruby Maddox**

*Tuesday, January 11, 6:00 - 7:00pm*

Your Purpose is your reason, cause, or motivation for the things that are important to you. Purpose is your reminder in the chaos of transformation and your compass point in the storm of change. It is strong enough to withstand your doubts and inspiring enough to light the flame of your conviction over and over again. In this workshop, we'll discuss how you can clarify your purpose to align your values with your impact as you move your artistic vision out into the world.

## The ArtsHub, CreativeGround, and You: How to be Seen and Get Found Online

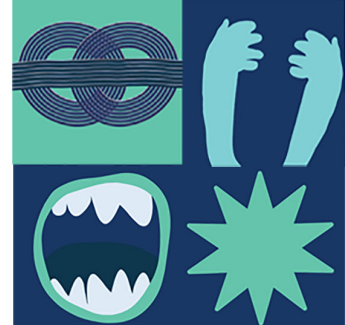
**Dee Schneidman and Blair Winans**

*Wednesday, January 12, 10:00am*

Learn about how to use the CreativeGround and new ArtsHub of Western Massachusetts platforms in order to gain more exposure, meet fellow creatives, and amplify your visibility within the arts community and beyond. You'll learn about how the two platforms complement each other, how to participate and get listed, as well where things go from here with a roadmap for the future.



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## Working with Indigenous Communities: How to Support Your Local Indigenous Arts Community

**Dawn Spears**

*Wednesday, January 12, 12:00 - 1:30pm*

Walk through the current landscape for artists, challenges faced, and how the larger outside community can support artists.

## How to Get Your Work in Galleries and Museums

**Nayana LaFond**

*Wednesday, January 12, 6:00 - 7:00pm*

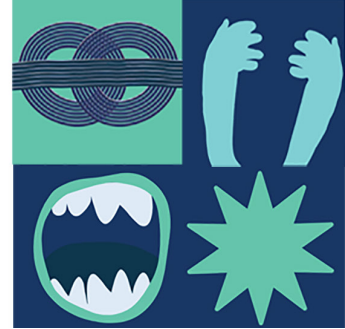
Nayana LaFond will discuss the ins and outs of getting your work exhibited in galleries and museums. The steps involved, the do's and don'ts and answer any questions people have about this. The benefits and downfalls of working within the gallery and museum system. How to apply, what you need to do, what these places are looking for and how to prepare your work for submission and eventual exhibition. Nayana will also give a brief description of her current project, how it began and how it turned into what it is now.

## How to Use TikTok to be Seen

**Andrae Green**

*Thursday, January 13, 10:00am*

This workshop will hit the ground running with everything you need to become comfortable using TikTok. We'll walk you through creating themed videos, editing them with your phone, and sharing them with friends, fans or customers. TikTok is a fun way to create awesome videos in a matter of seconds. We will look at some popular features including: **Video Effects** - Pick your favorite filter and choose from over 20 effects like Vertical, Horizontal & Swap. **Selfie Cam** - Take selfies without holding your phone with a selfie mirror. **Overlay** - Add text, music, and filters to all your clips. **Live Cam** - Broadcast yourself live through TikTok and Facebook Live. **Rewind & Fast Forward** - A tool for sweetening the shot. **Scene Mode** - The right filter for every story. **Recording** - Recording made easy with one simple touch. **Editor** - Edit your videos however you like using our special effects. It's easy to turn your artwork into an awesome video or shoot a selfie rhyming poem. You can share all of it on TikTok and Facebook Live! Create. Record. Share.



## How to Tell Your Story When Interviewed and How to Interview Others

**Sean Moloney**

*Thursday, January 13, 12:00 - 1:30pm*

Description coming soon!

## How to Network and Connect

**Nancy Wheeler**

*Thursday, January 13, 6:00 - 7:00pm*

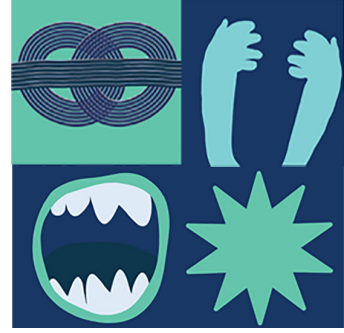
Presented by Nancy Wheeler of WheelerConnect ([www.wheelerconnect.com](http://www.wheelerconnect.com)), this interactive session will explore how to network and connect in ways that will help grow your brand and expand opportunities. Nancy Wheeler has over 30 years of experience creating opportunity through connection. And, in this session, she will help demystify the idea of networking and help participants discover ways in which building relationships and connections can be fun, rewarding and success-producing. Please come prepared to share some of your successes and missteps and where they have taken you. Questions we will answer together might include: ***How has the email, LinkedIn and other social network landscapes have changed the way by which we network and connect? How well do you know your brand and can you quickly describe it to a stranger?*** Nancy will offer practical advice and guidance as well as resources that will help you develop strategies for "networking and connecting" success. Since she is not a fan of role playing, she instead, has invited a colleague to join for part of the session so you may observe how they network together. Come join the fun!

## Humanizing Your Data

**Burns Maxey**

*Friday, January 14, 10:00am*

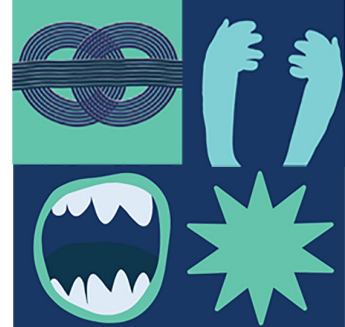
Whether you manage an arts organization or you profit as an artist, you have access to data that connects you more than you may think to humans. Developing a narrative from your data helps tell the story of the digital journey of those who are connected to your work. Knowing your data helps one to make informed decisions and clarify intentions. In this workshop, we will review how you can access a variety of data from your social media accounts, email software, and websites. Further, we will review tips and apps on unpacking the concepts of your accumulated data with empathy and ease.



## Building Momentum, Building the ArtsHub

**Mark Auerbach, Justin Beatty, Dee Boyle-Clapp, Tiana Burnett,  
Lisa Davol, Bronwen Hodgkinson**  
*Friday, January 14, 12:00 - 1:30pm*

Description coming soon!



## Presenter Bios

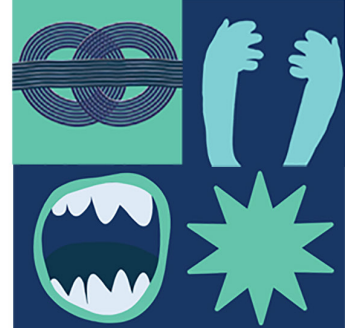
### Mark Auerbach

Mark G. Auerbach is Principal of Mark G. Auerbach Public Relations, which has provided strategic planning and hands-on campaign management for a variety of marketing, advertising, public relations, special events and development projects since 1987. Mark's clients have included broadcast media programs and outlets, performing arts organizations, travel organizations and programs, authors, musicians, and educational institutions. Some of his current clients include: Dramatic Health's *Game Changers in Medicine* podcast series; The Musicians of the Springfield Symphony Orchestra (MOSSO); Berkshire Film and Media Collaborative; The Jazz Ensembles at Mount Holyoke College's *The Big Broadcast!*, and Gaslight Entertainment's Westfield Concerts Series. Some of his previous clients include: The Capitol Steps, the national political musical satire group; New England Public Radio; *Says You!*, the public radio quiz show; Cross-Culture Travel; and The Rouse Company's *Arts in the MarketPlace*. He has also worked with musicians Kevin Rhodes, Mike Thornton, and Steven Schoenberg, and authors Victor Acquista, Harriet Scott Chessman, Jeanne Yocum, and Jeannie and Mark Gionfriddo. Mark learned his craft on-the-job in a progressive series of positions at nationally known cultural organizations such as Wolf Trap (Washington, DC); Houston Grand Opera and Houston Ballet; Connecticut Ballet; Springfield (MA) Symphony Orchestra; Greater Miami Opera, and StageWest (MA). He is also a working journalist, as "Arts Beat" columnist and theatre reporter for The Westfield News, producer of *Athenaeum Spotlight* and producer and host of *On The Mark* and *ArtsBeat* Radio/TV on 89.5fm/WSKB and WCPC15; and Pioneer Valley Radio. He is a columnist for the award-winning *Succeeding in Small Business*. A native of Longmeadow, MA, Mark studied at Northfield Mount Hermon School, American University, and the Yale School of Drama. For links to Mark's print articles, radio broadcasts, and client activities, visit *Random Notes From A P.R. Guy*: <http://mgauerbach.blogspot.com/>



Mark can be found on social media:  
Facebook: Mark G. Auerbach Public Relations  
LinkedIn: Mark G. Auerbach  
Twitter and Instagram: @mgauerbach

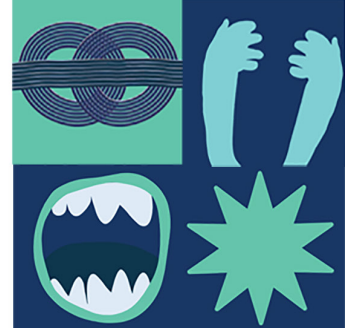




## Jeffrey Dreisbach

Jeffrey Dreisbach received his BFA degree from Wayne State University in Michigan. He studied Theatre Performance in London and subsequently moved to New York where he accumulated theatre, film and television acting credits for over 20 years. Notable performances include film roles in *Splash*, *Die Hard 3*, *The Thomas Crown Affair*. For TV, Jeffrey was Norman Van Buren in the soap opera, *Another World* and appeared in many television commercials and voice over's. His last Broadway appearance was as Lt. Kendrick in Aaron Sorkin's *A FEW GOOD MEN* which he performed over 500 times. Jeffrey joined McCorkle Casting as a casting partner 10 years ago and has contributed to Broadway, Off-Broadway, Film and Television casting. McCorkle casting has cast over 50 Broadway and 60 Off Broadway productions, 65 feature films and countless television projects. His book on Voice-overs, *Conversation Pieces Out of the Studio*, is currently being used in several BFA and MFA training programs for actors. Jeffrey is the podcast host of "Casting Actors Cast" the podcast for actors to learn more about the business. It is heard weekly around the world with over 60,000 downloads and can be found on any podcast provider.





## Daniel Elihu Kramer

Daniel Elihu Kramer became Producing Artistic Director of Chester Theatre Company in fall of 2015, after four years as Associate Artistic Director, and produced his first season in 2016. At CTC, he has directed ten plays, including *Tiny Beautiful Things*, and the Berkshire Theatre Award winners *The Aliens* and *Every Brilliant Thing*. In 2011, CTC produced his play *Pride@Prejudice*, and in 2016 CTC premiered his play *My Jane*. (CTC's production of *Pride@Prejudice* transferred to Capital Rep in 2012.) He works nationally as a theatre director and playwright, and as a film director. He is Professor of Theatre and a member of the Film and Media Studies program at Smith College. Daniel's CTC productions of *The Turn of the Screw* and *The Amish Project* were named by the Berkshire Eagle as among the Best Plays of their respective years, and he was named one of each season's Notable Directors. He received the Elliot Norton Award for Outstanding Production for *A Midsummer Night's Dream* at Boston Theatre Works, and his production of *The Pillowman* at the Contemporary American Theatre Company received awards for Best Production and Best Direction. His first feature film, *Kitchen Hamlet*, a contemporary setting of Shakespeare's *Hamlet*, won multiple awards as an official selection at film festivals throughout the U.S. His short film *Recently, Long Ago* premiered in 2015 at the Palm Springs International Short Film Festival.



Kramer's play *Pride@Prejudice* is published by Playscripts. His adaptations of *Babar* and of James Thurber's *Many Moons* were commissioned and produced by Phoenix Theatre Company. His play *Love Suicide* was workshopped in a residency at Cleveland Public Theatre and at Boston Theatre Works. He was a visiting artist at the Wexner Center for the Arts, which supported the editing of *Kitchen Hamlet*.

Kramer holds an MFA in Directing from Yale School of Drama and a BA from Haverford College, and is a member of the Society for Stage Directors and Choreographers (SDC) and the Dramatists Guild. He was a Founding Artistic Director of Salt Lake Shakespeare, Associate Artistic Director of Spiral Stage, and assistant to the Artistic Director of Circle Repertory Theatre. Kramer was also drama editor for the *Kenyon Review*. As a director, dramaturg, and musician, he has worked with playwrights including Bekah Brunstetter, Bill Cain, Julia Cho, Wendy MacLeod, Eric Henry Sanders, Julian Sheppard, and Elizabeth Wong. Previous teaching includes Kenyon College (where he was chair of Dance and Theatre), Bowdoin College, and Fordham University at Lincoln Center.

<http://chestertheatre.org/daniel-elihu-kramer/>



## Janine Fondon

Janine Fondon, Assistant Professor and Chair of Undergraduate Communications at Bay Path University, brings experiences in corporations -- ABC-TV, CBS-TV, Digital Equipment Corporation, BankBoston (now Bank of America)-- and a range of nonprofits from the American Heart Association to the Springfield Museums. With dozens of awards and mentions in the press, Fondon is noted for bringing the realities of the intersectional world into the classroom, boardroom, and living room. She prepares educators, business leaders, and students for life in a changing world through her national program, the On the Move Forum to Advance Women, and a range of DEI experiences.



Fondon also leads by 'DEI' example with her front-page public relations counsel and journalistic contributions to news outlets. She recently curated a museum exhibit at the Springfield Museums (MA), *Voices of Resilience: the Intersection of Women on the Move*, that now travels regionally and nationally to inspire and inform audiences about the intersection of our collective diverse history.

As entrepreneurs, she and her husband Tom Fondon co-founded a direct email service and website -- *UnityFirst.com*, which focuses on diversity-related, inclusion-inspired, and equity-minded local, regional, and national news. With a 25-year legacy, *UnityFirst.com* has become one of the longest-running, independent, Black-owned, women-led DEI news sites serving an inclusive audience.

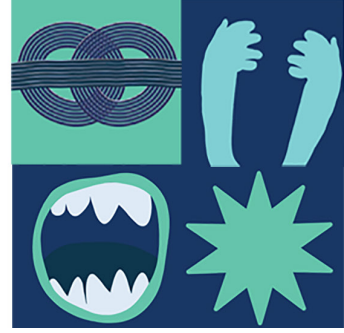
Born and raised in New York City, Janine earned her undergraduate degree in Sociology and Anthropology at Colgate University. She received her master's degree in Communications and Business/Media Ecology from New York University.

Portfolio site: [www.janinefondon.com](http://www.janinefondon.com)

Twitter: @janine\_fondon

Facebook/LinkedIn: Janine Fondon

Website: [www.UnityFirst.com](http://www.UnityFirst.com)



## Andrae Green

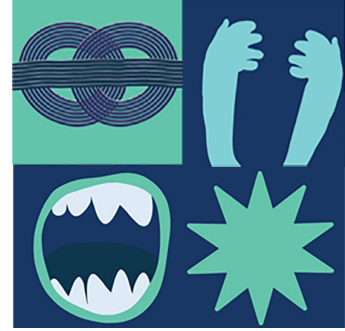
Andrae Green is a painter whose work explores the nuances of the collective consciousness that has been shaped by time, mythology and memory. Green was born in Kingston, Jamaica where he attended the Edna Manley School for the Visual and Performing Arts. Soon after in 2006, Green was awarded a full scholarship grant sponsored by the Jamaican government and the Chase Fund to obtain his MFA in Painting at the New York Academy of Art. In 2011, he was awarded a residency at the CAC Troy, New York. Andrae Green's paintings have been shown internationally in the US, Jamaica, Canada, China, and France. In 2012 he was one of the first two artists chosen to represent Jamaica in the Beijing Biennale. In 2013, Green was selected as a part of the American delegation that represented the US at the Salon de Société Nationale des Beaux-Arts, at the Carrousel du Louvre in Paris, France. In 2019 he was an artist in residence at Experience Jamaïque in Geneva Switzerland. Green's paintings are included in many private collections around the world. In 2017 his piece "Acquiescence I" was acquired by the National Museum of China. He currently lives and works in Western Massachusetts.



## Nayana LaFond

Nayana LaFond is a full time artist and activist (Art-Activist) working in a variety of media including but not limited to painting, photography and sculpture. Her work can be seen in museum and private collections around the world. Nayana has been curating for over 15 years including as Chief Curator for The Whitney Center for the arts and Liberal Arts Gallery. Nayana is on the board of directors for Artist Organized Art, Be The Change and several councils for Indigenous Arts in Massachusetts. She has written several published articles on art and culture. Her current work "Portraits in RED" has reached wide audiences and has 2 touring shows starting in 2022, 4 solo shows in galleries and museums for 2022 and 2 planned for 2023 so far. More information about Nayana can be found on her website [Nayanaarts.com](http://Nayanaarts.com) or by googling her.





## Ruby Maddox

Ruby Maddox is a Purpose Coach, consultant, and facilitator, dedicated to helping individuals cultivate their potential for meaningful contributions to society. She's spent more than 15 years working in the field of nonprofit management and philanthropy and she is the co-founder of two nonprofit organizations focused on social justice, leadership, and equity. Ruby has received numerous awards and recognition for her work, including a 40 Under 40 Business and Community Leader's award and as a 2018 TEDx speaker. She has served as a mentor for Valley Venture Mentors; a business incubator and accelerator program in Springfield, MA and is also a Startingbloc Social Innovation Fellow.



Website: <https://www.directyourpurpose.com/>

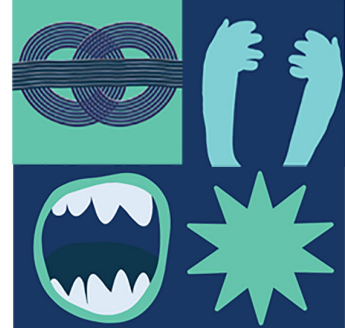
Facebook: @directyourpurpose <https://www.facebook.com/directyourpurpose>

Instagram: @directyourpurpose <https://www.instagram.com/directyourpurpose/>

## Burns Maxey

Burns Maxey is an artist, designer, and creative services and organization facilitator. In addition to her work as an illustrator, Burns also provides digital/print promotional and identity assets, marketing audits, and grantwriting for nonprofits, businesses, and individuals. Since 2017, as president of CitySpace, a non-profit arts organization in Easthampton, MA, Burns has been dedicated to restoring the historic Old Town Hall into an accessible, affordable, and inclusive center for the arts for the western Massachusetts region. As an educator, she teaches marketing for the arts at UMass Amherst. Previously, Burns was the Director of Creative and Digital Marketing at New England Public Media and she worked for the city of Easthampton's planning department as the Arts Coordinator for Easthampton City Arts (ECA). At ECA, Burns spearheaded citywide cultural programming and placemaking and community engagement initiatives. As an artist, Burns' work focuses on place, people, and animals through visual storytelling by merging new and old technologies. Burns attended Bard College and holds a BFA from the Rhode Island School of Design.

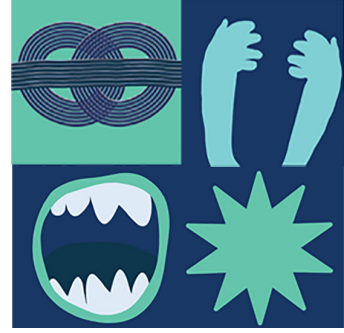




## Sean Moloney

Sean Moloney is an award-winning executive producer and the CEO/ Co-Founder of the New York City-based Dramatic Health. A journalism graduate of the University of Massachusetts/Amherst, Sean co-founded The Valley Optimist, a regional arts journal, and his own advertising agency, before working in global and U.S. marketing innovation positions for some of the largest pharmaceutical companies in the world, including, Pharmacia and Pfizer. Moloney launched Dramatic Health with production offices in New York City in 2005. Dramatic Health is the founder of the health video strategy and production discipline and serves the world's largest health organizations, including Pfizer, AbbVie, Bayer, Janssen, Merck, Novartis, UCLA Medical Center, Mount Sinai Hospital System, Fred Hutchinson Cancer Research Center, Cook's Children Hospital, Children's National Hospital, NewYork-Presbyterian / Weill Cornell Medical Center and many others. Dramatic Health, an award-winning organization is principally guided by Sean's belief that behind every patient and physician is a unique "story" that when captured authentically and along a well-researched, clinically accurate "dramatic arc" will educate and inspire audiences in ways that go well beyond words and pictures alone. He is also the creator and executive producer of Game Changers In Medicine, ranked as high as 21 in the Life & Science category within Apple Podcasts. Game Changers in Medicine is a groundbreaking medical history podcast about the serendipitous events, chance encounters, and unlikely heroes and heroines behind some of the world's most significant medical discoveries. Through oral histories, memoirs, and other first-person accounts, we get to know the scientists whose curiosity, innovation, and dogged determination contributed to game-changing medical discoveries that almost didn't happen—and which continue to define medicine and patient care today.





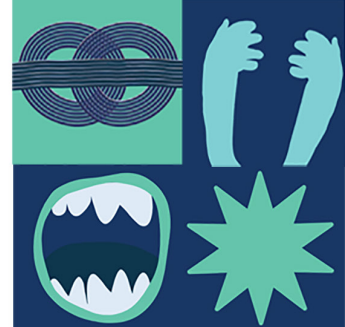
## Dee Schneidman

As NEFA's Senior Program Director for Research and Creative Economy, Dee oversees data collection, documentation, and creative economy activities at NEFA. These include the New England Creative Economy Reports on the creative sector and its nonprofit subset; CreativeGround: New England's online directory and research database of creative enterprises and artists; regional events such as the Creative Communities Exchange (CCX); knowledge-sharing projects and NEFA program evaluation.

Before coming to work at NEFA in January of 2006, Dee worked in a variety of non-profit and business settings, utilizing her background in the performing arts to develop trainings and workshops geared toward the personal growth and creative learning of both children and adults.

She holds a Masters Degree in Educational Psychology from the University of Virginia where she focused on empirical research in the fields of creativity, human development and assessment.





## Dawn Spears

Dawn Spears, (Narragansett) Director of Northeast Indigenous Arts Alliance (NIAA) has worked regionally to support Indigenous arts, most recently focus has been to promote markets in New England, initiating IFAM East in 2016 and in 2017 was contracted to produce the inaugural 2018 Abbe Museum Indian Market. Dawn served as the Narragansett Tribe's Tribal Secretary for two terms, she is a past board member for Tomaquag Indian Memorial Museum, and Native Americans in Philanthropy. Dawn currently serves on the Narragansett Tribes' Election Committee and Economic Development Commission.



In 2021, she was nominated as the first New Bedford Art Museum, Artist in Residence. She is a 2020 Assets for Artists grantee, a 2015 RI State Council for the Arts (RISCA) Master Apprenticeship grantee, and in 2014, along with her husband they formed the Narragansett Food Sovereignty Initiative. Dawn and her husband Cassius have been married for thirty-five years, with three children: Cassius Jr., Kiowa and Coty and seven grandchildren, their work together truly supports the belief in the preservation and education of our culture and traditions, Dawn has been teaching and demonstrating for over 25 years in many forms of art and still works creatively when time allows, exhibiting and selling at local galleries and markets. Dawn continues to work consulting regionally and nationally supporting arts programming and business training for artists. Dawn Spears (Narragansett) is the Director of the Northeast Indigenous Arts Alliance (NIAA). For more than twenty-five years Dawn has worked to support Indigenous arts as an artist, educator, demonstrator, and organizer. Most recently Dawn produced two of the largest and most significant markets in New England, including the Indigenous Fine Arts Market East in 2016 and the inaugural Abbe Museum Indian Market in 2018. She is a 2020 Assets for Artists grantee, a 2015 RI State Council for the Arts (RISCA) Master Apprenticeship grantee, and was the Community Artist in Residence at the New Bedford Art Museum in 2021. Dawn has exhibited at the most prestigious Indian art markets across the country including the American Indian Arts Marketplace at the Autry Museum in Glendale, CA, Heard Museum Indian Fair & Market in Phoenix, AZ, and the SWAIA Santa Fe Indian Market in Santa Fe, NM. Dawn has served on the board of the Tomaquag Indian Memorial Museum and Native Americans in Philanthropy and continues to work consulting regionally and nationally supporting arts programming and business training for artists.

An active member of her tribal community, Dawn served as the Narragansett Indian Tribe's Tribal Secretary for two terms and currently serves on the Narragansett Indian Tribal Election Committee and Economic Development Commission. In 2014 Dawn and her husband of thirty-six years formed the Narragansett Food Sovereignty Initiative, a farm-based organization devoted to reclaiming food and cultural ways for Narragansett people. Dawn also enjoys her role as mother and grandmother to her three children and seven grandchildren. Dawn's work within her family, community, and in the arts is driven by her belief in the preservation and education of culture and traditions.

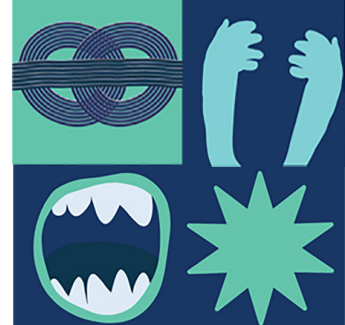
Website: [dmspears.artspan.com](https://dmspears.artspan.com)

CreativeGround: <https://www.pinterest.com/dspears85/dawn-spears-portfolio/>

Facebook: <https://www.facebook.com/Dawn-Spears-374706685911275/?fref=ts>

Pinterest: <https://www.pinterest.com/dspears85/dawn-spears-portfolio/>





## Kristen van Ginhoven

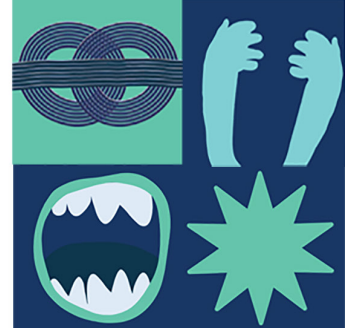
Kristen is a leader, director, educator, change-maker and social entrepreneur who works at the intersection of arts and activism. As Producing Artistic Director of WAM in the Berkshires of Western Massachusetts, her selected directing credits include *Ann* (Co-pro with Dorset Theatre Festival), *The Bakelite Masterpiece* (with Berkshire Theatre Group), *In Darfur* (New England Premiere) and *Emilie* (New England Premiere). Kristen has also directed *Ann* at Arena Stage and Dallas Theatre Center, *Disgraced* and *I and You* at Chester Theatre, *The Whale* at Adirondack Theatre Festival, and the 10 Minute Play Festival at Barrington Stage Company. She has been an assistant director at the Stratford Shakespeare Festival of Canada and the Huntington Theatre in Boston.

Kristen trained at Dalhousie University (BA), Queen's University (B,Ed ACE) and Emerson College (MA). She is a member of the Society of Stage Directors and Choreographers, a theatre artist for the International Schools Theatre Association and a member of the Lincoln Center Director's Lab.

Growing WAM Theatre and receiving the Berkshire Theatre Critics Association prestigious Larry Murray Award, presented to a person or theatre project that advances social, political, or community issues are two of Kristen's proudest achievements.

Her guiding quote is "I may be one person, but I can be one person who makes a difference."





## Nancy Wheeler

Nancy Wheeler is a hands-on senior executive and consultant who has built her reputation on the power of relationships and helping organizations realize their potential. Having earned the solid trust of business leaders, nonprofit organizations, and academic institutions in the Hartford, CT; Springfield, MA and New York City areas over three decades, Nancy creates opportunity through connection and positions organizations and individuals to build upon and realize goals for growth. She launched WheelerConnect in 2019.

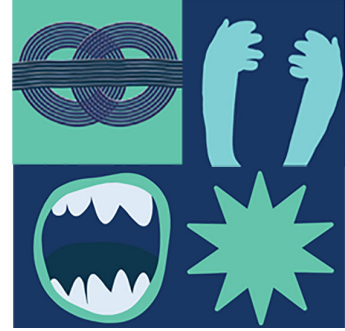


Nancy previously served as Senior Vice President, Executive Director of Investor Relations, and Corporate Secretary at MetroHartford Alliance, a 700-member, \$5.5 million organization with the economic development mission to recruit and retain jobs, capital, and diverse talent for the Hartford region. During her 16-year tenure, Nancy also led the organization as Interim President and Chief Executive Officer during a period of transition, overseeing a full-time staff of 24.

Prior to joining the Alliance, Nancy had her own business for 15 years and provided strategic planning and fund and board development expertise to nonprofit organizations and family foundations. She worked for various stations within the Public Broadcasting Network, serving as Director of Program Marketing for WGBY in Springfield and later for Connecticut Public Radio and Television as head of Marketing and Underwriting. Nancy also worked as with various arts organizations throughout the Hartford market and was out by area philanthropists and business leaders to establish Dance Connecticut, a Hartford-based residential professional dance company.

Nancy's history of board service and volunteerism spans community, arts, women's leadership, and economic empowerment initiatives. She resides on the Advisory Board of Forge City Works, a mission related investment of the Melville Charitable Trust, having previously served as Chair. She is founder of the donor-advised fund, WW ArtAlways, at the Community Foundation of Western Massachusetts, and also serves on the Board of Directors for Connecticut Women's Hall of Fame, and as an advisor for Music and Poetry Synchronized (MAPS). She was recognized in 2012 by Hartford Business Journal as a "Remarkable Woman in Business."

Wheeler holds a BA in French from Lake Erie College and has completed partial graduate work in cultural anthropology at Smith College. She speaks fluent French, owns a home in southwestern France, and holds a strong belief that education, good nutrition, and working collaboratively is a recipe for a healthy and prosperous life.

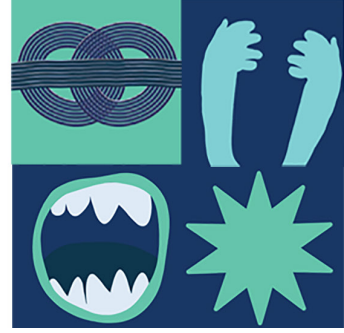


## Blair Winans

Blair grew up in western Massachusetts, and aside from a brief stint in Boston working for various design and advertising agencies, has lived there his entire life. He has run his own agency in western Massachusetts since 2005, focused primarily on delivering digital marketing and website campaigns. His small team of developers, designers, and social media/advertising specialists have helped deliver results for numerous clients across a wide variety of industries, including tourism, education, manufacturing, restaurants/hospitality, publishing, and the arts.

Blair and [Rhyme.Digital](#) are currently responsible for the development of the ArtsHub website, bringing to life an idea that has been years in the making.





# Summit Moderators

## Justin Beatty

Bio coming soon.

## Dee Boyle-Clapp

Dee Boyle-Clapp, Director of the Arts Extension Service at UMass Amherst, teaches and oversees courses arts management online and on campus, leads training programs in artist-business and public art, and lectures on the arts and the role of cities, sustainability and the creative economy. She is the co-founder of the Arts Entrepreneurship Initiative and serves on the Creative Economy Network, MassCreative's Leadership Council, and has an honorary seat with the Community Development Coordinators, a project of the National Assembly of State Arts Agencies (NASAA). Dee co-edited the Fundamentals of Arts Management 6th Edition and wrote two chapters including Online Fundraising and Greening Your Nonprofit Arts Organization. She is the co-coordinator of the ArtsHub of Western Massachusetts and the ArtsHub Virtual Summit.

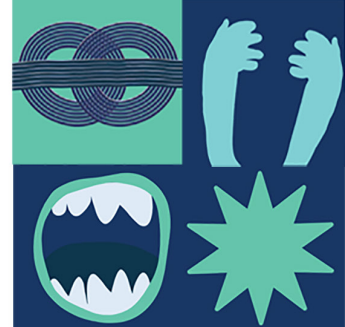


Dee holds bachelor's degrees in art and art history from the University of Wisconsin at Madison, an MFA in Sculpture from UMass Amherst, and a Master's in Nonprofit Management from Regis University in Denver.

<https://www.umass.edu/aes/>

## Tiana Burnett

Bio coming soon.

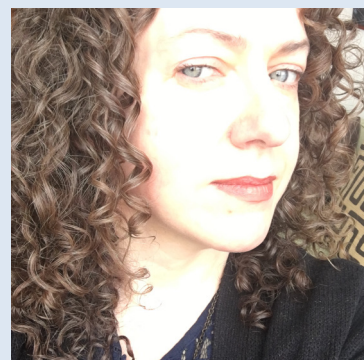


## Lisa Davol

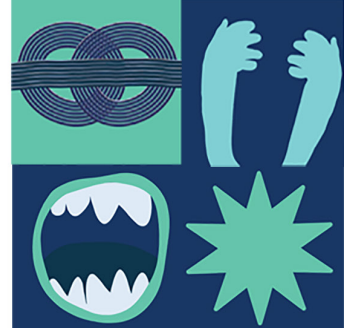
Bio coming soon.

## Bronwen Hodgkinson

Bronwen Hodgkinson wears many hats, including web designer & developer, artist, and publisher of the Valley Arts Newsletter. She trained initially as an illustrator, detoured into art history, and has been working as a web designer and developer since the dawn of the 21st-century, and started the Valley Arts Newsletter as a side project in 2008. She has also been a gallery manager & curator and a former ArtSalon coordinator. She steals time to make assemblage art and jewelry from repurposed and vintage materials under the name Three Posies and exhibits sporadically in local shows and popups. She loves to cheer on and help raise the visibility of local arts and opportunities for artists. She currently resides in a drafty old art-filled curiosity cabinet in Easthampton.



[linkedin.com/in/bronwen](https://www.linkedin.com/in/bronwen)  
[valleyartsnewsletter.com](http://valleyartsnewsletter.com)



# Questions? Contact us!

## Questions about Summit registration or payment?

Please contact the UMass Conference Services Team at [registration@umass.edu](mailto:registration@umass.edu) or 413-577-8102.

## Need assistance completing your registration?

Registration is accepted online: click "Register Now" to sign up today! If you encounter any issues completing your registration or if you would like to discuss alternate registration options, such as registration by phone/email or registering a group, please email UMass Conference Services at [registration@umass.edu](mailto:registration@umass.edu).

## Looking for Ways to Get Involved in the ArtsHub of Western Mass?

[Click here](#) for more information!

*register here!*

<https://umass.irisregistration.com/Site/ArtsHubSummit>

Thank you to our funders!

