



## Conference Registration

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization/Business \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

*Social Media you use (logos for Facebook, Instagram, Twitter, LinkedIn...)*

I will attend the conference – **January 25 and 26** \_\_\_\_

**January 25 only** \_\_\_\_

**January 26 only** \_\_\_\_

I have attended the conference before \_\_\_\_

Additionally I am interested in Arts Advocacy Day at the Capitol on February 14th \_\_\_\_

THERE IS NO CHARGE FOR THE CONFERENCE.

**Conference Registration Deadline – January 19, 2018**

For information, please contact Barbie Smoot at

**[Barbie.j.smoot@wv.gov](mailto:Barbie.j.smoot@wv.gov)**

A Special Lodging rate for the Conference is available on a first-come/first-served basis at the Holiday Inn Express and Suites Charleston.

**[CLICK HERE FOR LODGING REGISTRATION](#)**



## Lodging Registration

Group Block: WV Arts Summit

Group Code: **ART**

Group Rate: **\$99.00** - Includes hot-buffet breakfast, ground-level parking, and high-speed Internet

Book By: January 15 – to receive the special group rate and while rooms are available

Call: 855.729.5133

or

Online: [CLICK HERE TO MAKE A RESERVATION](#)

The Holiday Inn Express Charleston Civic Center offers the best value and the most convenience. During your stay you will enjoy the following:

- **Complimentary Express Start hot buffet breakfast** featuring our Quickstart Pancake Station along with our world famous Cinnamon Rolls
- Complimentary high-speed, wireless Internet
- **Convenient location, adjacent to the Civic Center and the Town Center Mall**
- One to two blocks away from over 50 restaurants and pubs.
- In room coffeemakers, full size irons and boards, hairdryers, telephones with voicemail and data ports
- Flat screen, HD TV and internet access
- On site fitness center
- Complimentary airport shuttle service including shuttle service in the downtown area
- **Spacious LIGHTED outdoor parking for all overnight hotel guests**

**Holiday Inn Express Civic Center**

100 Civic Center Drive

Charleston, WV 25301

[CLICK HERE FOR CONFERENCE REGISTRATION](#)



## Conference Agenda

### THURSDAY, JANUARY 25, 2018

- 9 a.m.           **REGISTRATION AND REFRESHMENTS**
- 9:15 a.m.       **OPENING REMARKS – Randall Reid-Smith**  
                    Commissioner, West Virginia Division of Culture and History
- 9:20 a.m.       **WELCOME – Lance Schrader**  
                    Director of Arts, West Virginia Division of Culture and History
- 9:45 a.m.       **OPENING KEYNOTE – Scott Finn**  
                    CEO & Executive Director, West Virginia Public Broadcasting
- 10:45 a.m.      **SUCSESSES AND CHALLENGES IN COMMUNITY ENGAGEMENT**
- **Alisa Bailey**, President and CEO, Charleston Convention and Visitors Bureau
  - **Andy McKenzie**, Former Mayor, City of Wheeling, and Former West Virginia State Senator
  - **Marilyn Wrenn**, Chief Operating Officer, Coalfield Development
- 12 p.m.           **LUNCH BUFFET**
- 12:45 p.m.      **GREETINGS FROM THE OFFICE OF FIRST LADY CATHY JUSTICE**  
                    **Vicki Shannon**, Executive Assistant to First Lady Cathy Justice
- 12:50 p.m.      **INTRODUCTION OF KEYNOTE SPEAKER – Mary Elisabeth Eckerson**  
                    State Director, Office of the Honorable Shelley Moore Capito
- 1 p.m.            **KEYNOTE SPEAKER – Tom Simplot**  
                    Senior Advisor to the Senior Deputy Chairman, National Endowment for the Arts
- 1:45 p.m.       **ARTS AND TOURISM – PARTNERS IN COMMUNITY ENGAGEMENT**
- **Danielle McCracken**, President, Oglebay Institute
  - **Kara Moore**, Deputy Commissioner, Division of Tourism
  - **Cathey Sawyer**, Director, Greenbrier Valley Theater
- 3 p.m.           **ARTS MUSIC EDUCATION AS A COMMUNITY ENGAGEMENT CORNERSTONE**
- **Missy Armentrout**, Executive Director, Old Brick Playhouse
  - **Mickey Blackwell**, Ed.D., West Virginia State University and West Virginia Association of Elementary/Middle School Principals
  - **Amy Panzarella**, Senior Vice President, Human Resources & Community Affairs, American Public University Systems
- 4 p.m.           **PERFORMANCES – The West Virginia State Theater**
- **West Virginia Symphony Brass Quintet**
  - **Mountain Stage**
- 6 p.m.           **THE CLAY CENTER FOR THE ARTS AND SCIENCES –**  
                    **RECEPTION AND MUSEUMS TOUR**, One Clay Square, Charleston WV
- 7:30 p.m.       **DINNER ON YOUR OWN**



## Conference Agenda

### FRIDAY, JANUARY 26, 2018

- 8 a.m. **CONTINENTAL BREAKFAST**
- 8:30 a.m. **WELCOME AND INTRODUCTION OF NANCY DAUGHERTY – Lance Schrader**  
Arts Director, West Virginia Division of Culture and History
- 9 a.m. **WRITING GRANTS FOR THE NATIONAL ENDOWMENT FOR THE ARTS**
  - **Nancy Daugherty**, Arts Education Specialist, National Endowment for the Arts
- 10:15 a.m. **BREAK**
- 10:30 a.m. **LEVERAGING SUPPORT: FEDERAL GRANT OPPORTUNITIES AVAILABLE THROUGH THE NATIONAL ENDOWMENT FOR THE ARTS**
  - **Nancy Daugherty**, Arts Education Specialist, National Endowment for the Arts
- 11:15 a.m. **INTRODUCTION OF LAURA SMITH – John Strickland**  
Chair, West Virginia Commission on the Arts
- 11:20 a.m. **RAISING FRIENDS, RAISING FUNDS – Laura Smith**  
Chief Advancement Officer, National Assembly of State Arts Agencies
- 12:15 a.m. **KEYNOTE SPEAKER – Gayle Manchin**  
Cabinet Secretary, Office of Education and the Arts
- 12:45 p.m. **LUNCH BUFFET**
- 1:20 p.m. **WEST VIRGINIA AND THE MID-ATLANTIC ARTS FOUNDATION – Theresa Colvin**  
Executive Director, Mid-Atlantic Arts Foundation
- 1:45 p.m. **GRANT WRITING BREAKOUT SESSIONS**
  - **West Virginia Division of Culture and History – Arts Staff**
  - **Mid-Atlantic Arts Foundation – Haowen Wang**  
Program Officer – Performing Arts, Mid-Atlantic Arts Foundation
- 3:15 p.m. **MOVING OUR STATE FORWARD! ENGAGEMENT THROUGH STATEWIDE ARTS ADVOCACY**
  - **Margaret Mary Layne, President**, MML Consulting
  - **Renee Margocee**, Executive Director, Tamarack Foundation for the Arts
  - **Jeff Pierson**, Director of Public Art, City of Charleston, West Virginia
- 4 p.m. **CLOSING REMARKS – Randall Reid-Smith**  
Commissioner, West Virginia Division of Culture and History