

Developing Tomorrow's Arts Leaders Today

PROGRAM

Launched in 2005, the **Bill Holmberg Arts Leadership Institute** is offered annually by Allied Arts of Greater Chattanooga in memory of long-time board member and arts advocate A. William Holmberg, Jr.

The seventh annual Bill Holmberg Arts Leadership Institute is designed for those who share a passion for advancing the arts in our community. The four month program develops leadership skills necessary to prepare the participants for prominent roles within arts organizations as well as to sustain and advance our community through the arts. The Holmberg Institute educates participants about the mission and goals of Allied Arts and Chattanooga arts organizations; explores current issues facing the arts community; and strengthens individual talents and skills needed to serve as volunteers, board members and fund raisers. The Holmberg Institute provides many opportunities for networking as the participants receive a unique behind-the-scenes view of the arts.



2010 Holmberg Arts Leadership Class



Allied Arts
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2011 Bill Holmberg **Arts Leadership Institute**

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allied arts



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A maximum of 30 people have the opportunity to participate in the program each year. To apply candidates should print out the application form at alliedartschattanooga.org and send the completed form along with a letter of recommendation by **Friday, August 19, 2011** to Marilyn Harrison at Allied Arts, 406 Frazier Avenue, Chattanooga, TN 37405 or by e-mail to marilynh@alliedartschattanooga.org.

Criteria for selection of participants will include level of interest in the arts, background, relevant experience, and degree of commitment to volunteer for service with arts and cultural institutions.

Participants will be chosen by a community review panel, and notification of acceptance will be given by September 1, 2011.

TUITION

Tuition is \$250 and payable by **September 13, 2011**. Limited scholarships are available. A letter of request with the request amount should be submitted with the application. Allied Arts of Greater Chattanooga does not discriminate on the basis of age, race, sex, color, national origin, religion, or disability in admission to, access to, or operations of its programs, services or activities.

HOLMBERG INSTITUTE PARTICIPANT QUOTES

"This program as been very inspiring and has created a motivation to become more active in the arts."

"My "classmates" opened my eyes to various opportunities."

"I especially like the diverse format and locations."

"What a tremendous experience to see what is happening in our schools!"

"I'm going to miss these stimulating panels!"

"So much good information, I couldn't take notes fast enough!"

"I look forward to being a stronger advocate/supporter/volunteer."

HIGHLIGHTS

The Institute offers behind-the-scenes visits to cultural and educational institutions, panel discussions with community leaders, case studies of arts agencies and a unique forum for pursuing shared goals among arts leaders, educators, business people and foundations. Topics to be addressed include non-profit governance, fund raising, public funding, arts education, cultural sensitivity, marketing and audience development.

Site visits are made to institutions such as the Hunter Museum of American Art, the Chattanooga Theatre Centre, the Tivoli Theatre, Normal Park Museum Magnet School, the Bessie Smith Cultural Center, Signal Centers and the Center for Creative Arts. Additional benefits include studying Daniel H. Pink's book *A Whole New Mind* (each participate will receive a copy), and current articles and studies on the arts. Group class projects are designed to identify and propose solutions to specific Chattanooga challenges. Some additional after-class time may be required to develop the projects.

Graduates of the Holmberg Arts Leadership Institute will be identified as potential board and committee member candidates for cultural organizations and as valued volunteer resources to our arts community.

HOLMBERG ARTS LEADERSHIP INSTITUTE ALUMNI ASSOCIATION

Graduates of the Holmberg Arts Leadership Institute will become members of the Alumni Association. The mission of the Alumni Association is to develop leadership skills of its members; provide networking opportunities for its members and the community while serving as an advocate for the arts and supporting the mission of Allied Arts. In addition, events and programs of the Alumni Association are monthly ArtsChatt gatherings, Chattitup, presentations with other area leadership programs and holiday celebrations.

DATES

Orientation session: September 12, 5:30 - 7:00 pm

Classes will take place on the following days from 8:30 am - 12:00 noon.

September 13, 2011	October 4, 2011	November 1, 2011
September 27, 2011	October 18, 2011	November 15, 2011

Graduation luncheon: November 29, 2011, 11:00 am - 1:00 pm

Attendance is mandatory at all sessions except in the case of illness or personal emergency.

"Great discussion with practical advice and wisdom."

"I learned about many places, programs and schools, etc. I would never otherwise have encountered, except maybe by chance."

"This was a wonderful experience, and I appreciate the time and thoughtful manner in which the class curriculum was presented."

PREVIOUS KEYNOTE SPEAKERS

Ruth S. Holmberg	Publisher Emeritus, Chattanooga Times Free Press
Rich Boyd	Executive Director, Tennessee Arts Commission
Ann Coulter	Principal, Kennedy, Coulter, Rushing & Watson, LLC

PREVIOUS PANELISTS

Pete Cooper	President, Chattanooga Community Foundation
Robert B. Doak	President/CEO, Chattanooga Area Convention and Visitors Bureau
Isaac Duncan III	Artist
Karen Erickson	John F. Kennedy Center Workshop Leader
Ellen Hays	Chair, Tennessee Arts Commission
Kristy Huntley	Program Officer, Benwood Foundation
Helen Davis Johnson	Creative Strategist, CreateHere
Candy Kruesi	Civic Leader
Alison Lebovitz	Civic Leader
Jill Levine	Principal, Normal Park Museum Magnet School
Kofi & Rebecca Mawuko	Artists
Sarah Morgan	Program Director, Lyndhurst Foundation
Peggy Boyd Petrey	President, Holmberg Arts Leadership Institute Alumni Association
Molly Pratt	Arts Advocate
George Quick	Producing Director, Chattanooga Theatre Centre
Karla Riddle	Director of Innovative Programs, Hamilton County Department of Education
Karen Rudolph	Program Officer, Lyndhurst Foundation
Henry Schulson	Executive Director, Creative Discovery Museum
Virginia Anne Sharber	Chair, Holmberg Arts Leadership Institute
Ellen Simak	Chief Curator, Hunter Museum of American Art
Dr. Carolyn Thompson	University of Tennessee at Chattanooga
Bob Willie	General Director, Chattanooga Ballet
Dr. Thomas Wolf	President, WolfBrown Associates