

Creative Convergence 2015



March 19, 2015
8:00 am to 3:30 pm

Eastern Michigan University
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900 Oakwood St.
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Creative Convergence 2015



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The vision for Creative Convergence 2015 was long in the making. As is always the case with a project such as this, many individuals, organizations and businesses were involved in bringing the vision into view. No matter how monumental or minute the task, there was someone who responded so helpfully. We are enormously grateful to everyone who provided advice, assistance, creativity, time, effort, support, supplies, labor and so much more. You have made Creative Convergence 2015. Thank you to one and all, including anyone that we regretfully omitted.

Thank you!

The Arts Alliance, Creative Many Michigan, CultureSource, Eastern Michigan University College of Arts and Sciences and the University of Michigan Penny Stamps Distinguished Lecture Series

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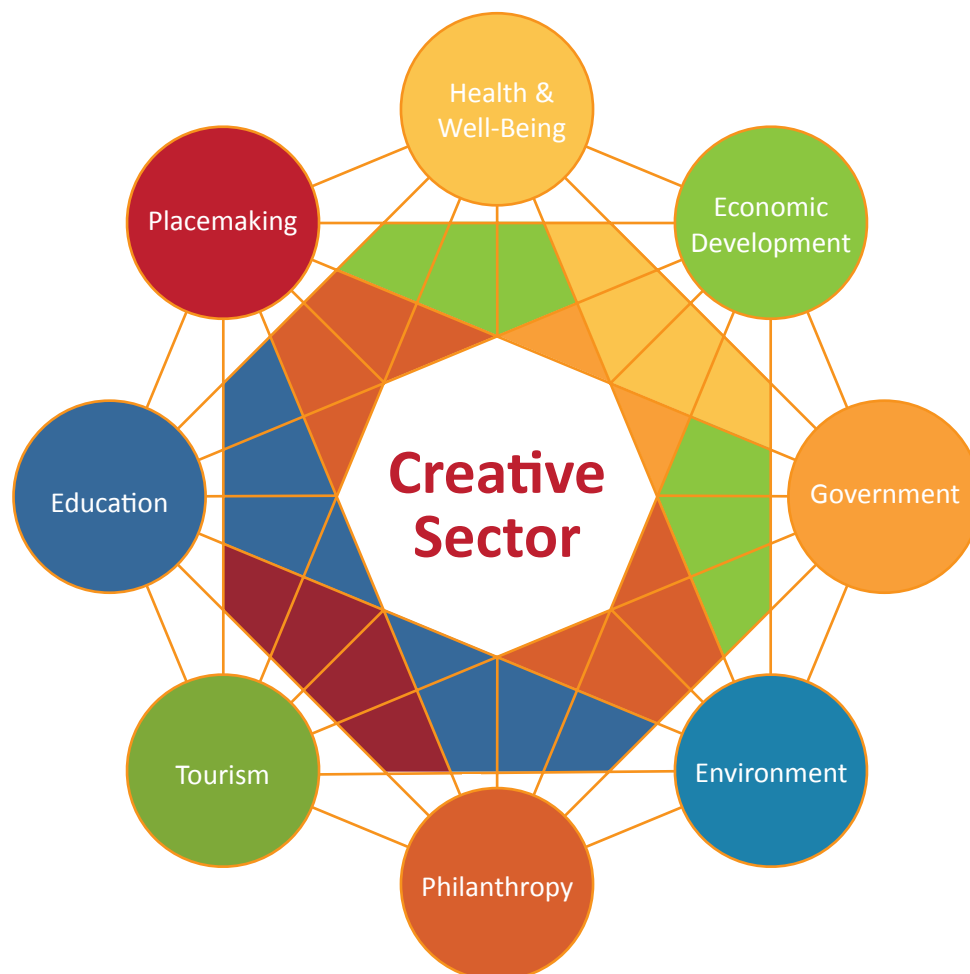


About Creative Convergence 2015

Creative Convergence 2015 is a hot topics conference intersecting Michigan's creative, economic development, education, environment, health, government, philanthropic, placemaking and tourism sectors.

The Creative Sector is at the forefront as communities across the country look toward their quality of life and placemaking to help improve their economies and remain competitive in the 21st century. Creative Convergence 2015 features nationally recognized thought-leaders, innovators and game-changers from all sectors who are connecting with the Creative Sector to attract jobs, talent and offer residents an outstanding and creative place to live.

Join in and connect with others from across Michigan at this daylong conference. Share your experiences, learn what works, what is on the horizon and what you can take back to share with and inspire your community.





Schedule

Subject to change.

MORNING

7:30-8:30 a.m.

Registration and continental breakfast

8:30 a.m.

Welcome

Deb Polich, President/CEO, The Arts Alliance & Artrain, Inc.

8:45 a.m.

Speaker Session 1

Placemaking, What Is It?

Alice Carle, Managing Director, Arts and Culture, The Kresge Foundation

9:15 a.m.

Speaker Session 2

Creative State Michigan 2015

Sarah Triplett, Director of Public Policy, Creative Many Michigan

9:30 a.m.

Speaker Session 3

Keeping It Authentic – Bold Moves to Reveal Your Creative City

Nathan Triplett, Mayor, City of East Lansing

10:00 a.m.

Speaker Session 4

What's Art Got to do with Health and Healing?

Sharalyn Walkons-Davis, Creative Arts Therapist
VA Medical Center, Battle Creek, MI

Staff Sergeant Scott McKee, US Army (Ret.) and musician

10:30 a.m.

Speaker Session 5

Michigan's Creative Economic Growth

Michael Finney, Senior Advisor, Economic Growth at the State of Michigan

11:00 a.m.

Speaker Session 6

STEM to STEAM: Technology & Creativity

Ben Forta, Senior Director, Education Initiatives, Adobe Systems

11:30 a.m.

Speaker Session 7

Education + Tools + Aesthetics = A Creative Life Path in Zimbabwe

Saki Mafundikwa, Founder, Zimbabwe Institute of Vigital Arts (ZIVA)



Schedule

Subject to change.

AFTERNOON

12:00 p.m.

Lunch Buffet

12:20 p.m.

Speaker Session 8 (during lunch)

How to Have Your Great Lake and Eat It Too in the World of Entertainment

Christopher Farah, Filmmaker, Director, Writer, Producer and Journalist

Mike Farah, President of Production, Funny or Die

1:00 p.m.

Speaker Session 9

Travel, Tourism and the Making of Cultural Destinations

Lisa Hasenbalg, Senior Director, Arts & Culture Strategy, San Francisco

Travel Association

1:30 p.m.

Speaker Session 10

Environmentalists and Creatives -The Road to the Minnesota Legacy Act

David Hartwell, Founder & President, Bellcomb, Inc. and

Chair, Lessard Sams Outdoor Heritage Council, MN

2:00 p.m.

Speaker Session 11

Living Room Conversation with All the Speakers

Diana J. Wong, PhD., Associate Professor, EMU School of Business,

President, Sensei Change Associates, LLC and

Founder, Michigan Shifting Gears

3:20 p.m.

Closing Remarks

Deb Polich, President/CEO, The Arts Alliance & Artrain, Inc.

3:30 p.m.

CC15 Concludes

5:00 p.m.

Optional Activity

Saki Mafundikwa, Penny Stamps Distinguished Lecture Series,

Michigan Theater, 603 East Liberty, Ann Arbor, MI 48104



ArtsAlliance

... advocates for and supports the Creative Sector in Washtenaw County – art and cultural organizations, creative individuals and businesses – to ensure that our region remains a great place to create, live, work, learn, play and visit.



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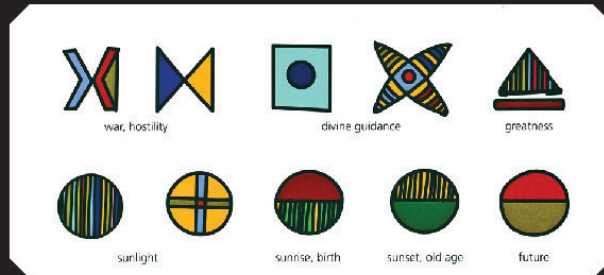
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Painter / Installation / Performance



APRIL 9

LOUIS BENECH

Landscape Designer

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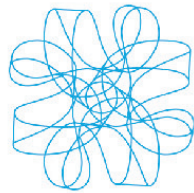
HIT THE GROUND **WINNING.**

Bob Winning has made a career of, well, winning.

The EMU biology professor won the Ron Collins Distinguished Faculty Award for Teaching in 2010 and the Michigan Distinguished Professor of the Year in 2011. Along the way, he has won the hearts and minds of his biology students.

Winning is one of many top EMU faculty researchers who approach their work with innovation, thoughtful engagement, effective use of technology, mentoring and community service.

Winning is his name — *and mission!*

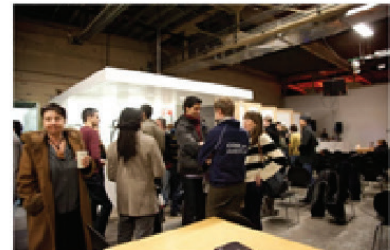


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Speakers & Moderators



Alice Carle
Managing Director, Arts & Culture
The Kresge Foundation

Session: Placemaking: What Is It?

Alice Carle serves as program director for The Kresge Foundation's national Arts & Culture Program. Her responsibilities include guiding the strategic direction for the program, overseeing the general operations of the Arts & Culture team, and developing initiatives and strategic approaches to address issues in the field of arts and culture. In addition, Carle manages a grant portfolio.

"I've always been interested in community development. Through my work at Kresge, I've come to appreciate the powerful role the arts play in bridging differences, addressing community issues and creating vibrant cities" Carle says. "I've embraced this opportunity to take on a new challenge and learn more about how the arts can

enhance and enliven the places where we live and work."

Carle joined Kresge in 2004 as a program officer with responsibility for grantmaking activities across all sectors. From 2000 to 2002, she served as a program assistant with Pacific Northwest Giving at the Bill and Melinda Gates Foundation. Earlier, Carle held several administrative positions, including manager of the resource center at the Crisis Clinic in Seattle. A graduate of John Carroll University in Cleveland, Ohio, Carle earned a master's degree in public policy from the Gerald R. Ford School of Public Policy at the University of Michigan.



Jennifer Conlin
Journalist and Founder of Creative Voice

Moderator (alternate)

Jennifer Conlin has worked in journalism since 1984, when she moved to New York after graduating from the University of Michigan and the master's program at Northwestern University's Medill School of Journalism. She began her career at "The American Lawyer" magazine, went on to work for "Manhattan, Inc.", a business magazine covering the media, and then moved to Washington, D.C. where she worked at the "Washingtonian" magazine as a staff writer. Following her marriage to a Reuters television journalist she moved to England for what was meant to be a two-year posting. Twenty years later, having lived in London, Paris, Brussels and Cairo, she returned with her family to the United States just months before the first revolution in Egypt. For the last decade, she has been a frequent contributor to the "New York Times", writing features and columns on every subject from travel and trends to education and business from around the world. Now, once again a Michigan resident, she is happy to be able to write about Ann Arbor, Detroit and the state where she

grew up for a variety of national publications.

In 2012, Conlin founded Creative Voice (formerly CriticCar Detroit), a social media-based arts and culture journalism source that produces and posts videos showcasing the arts and cultural scene in Detroit and Southeast MI. Conlin conceived of Creative Voice as a response to the reduction of arts and cultural journalistic coverage and criticism by traditional media. Creative Voice is produced by Artrain whose mission is to deliver discovery and – through the galvanizing power of arts and culture – transform lives, organizations and communities.



Mike & Christopher Farah with Anna Wenger, Funny or Die's vice-president of production.

Session: How to Have Your Great Lake and Eat It Too in the World of Entertainment

Christopher Farah

Filmmaker, Producer, Writer, Director and Journalist

Ann Arbor-native Christopher Farah has broad experience in entertainment, comedy, and, bizarrely, journalism. He's currently working on his first non-fiction book-- about football, which he actually knows very little about-- while also consulting for Funny or Die, where he's written and directed a number of videos, including a "sequel" for the "Big Lebowski" starring only Tara Reid, who was a delight to work with, he doesn't care what anyone says.

Most recently, Chris was executive producer of the critically acclaimed Discovery sports docu-series "American Muscle," which told the story of life at uber-trainer Mike Barwis's gym in Plymouth, Michigan and featured in-depth looks at NFL stars like Richard Sherman, Ndamukong Suh and Tyrann "Honey Badger" Matthieu, who was much more difficult than Tara Reid. The independent film Chris wrote and directed, "Answer This" (Chris Gorham, Chris Parnell, no Tara Reid), was shot in Ann Arbor, Michigan with the amazing support of the University of Michigan and distributed by Lionsgate Entertainment and Chris Ball's Wrekin Hill Entertainment.

Mike Farah

**President of Production
Funny Or Die**

Mike Farah is the president of production for Funny or Die, overseeing the creative day-to-day operations for the premiere comedy site, along with Funny or Die's television and feature film projects. In 2014, Mike won a Prime Time Emmy for his work as executive producer of "Between Two Ferns with Zach Galfianakis: President Obama". He is also the executive producer of "Funny or Die's Billy on the Street" starring Billy Eichner, "@midnight" airing on Comedy Central, and "American Muscle," the Michigan based sports-documentary series which aired last summer on Discovery. He produced the feature film, "Answer This!", written and directed by Chris Farah, starring Chris Gorham, Arielle Kebbel and Chris Parnell, which was shot entirely in Ann Arbor and was released by Lionsgate/Wrekin Hill in 2011.

In November 2010, The Hollywood Reporter named Farah one of the top 35 Hollywood executives under 35. In 2013, Variety featured Mike as one of "Hollywood's New Leaders". Mike is originally from Ann Arbor, Michigan and is a graduate of Indiana University. From 2002-2004 he was a food expeditor at The Standard, Hollywood.



Michael Finney
Senior Advisor
Economic Growth at the State of Michigan

Session: Michigan's Creative Economic Growth

Michael A. Finney serves Michigan Governor Rick Snyder as senior advisor for economic growth. Finney focuses on expanding and/or launching key initiatives that drive greater economic prosperity throughout the State of Michigan such as expanding Community Ventures, assisting urban communities with home mortgage financing and auto insurance affordability.

Finney previously led the Michigan Economic Development Corporation (MEDC) as its president/CEO and as Governor Snyder's Economic Growth group executive and as president and chairman of the Michigan Strategic Fund. Under Finney's leadership, the MEDC moved to the forefront of U.S. economic development organizations with innovative new initiatives including Pure Michigan Business Connect, Community Ventures and the revitalized Michigan Export programs. During his tenure, Michigan became the "comeback" state adding more than 300,000 new jobs and \$13.5 billion of new investment.

Previously, Finney served as president/ CEO of Ann Arbor SPARK, a public-private partnership advancing innovation-based economic development in the greater Ann Arbor, Michigan region. He also served as president and CEO of Greater Rochester Enterprise, Rochester, New York; vice president, Emerging Business Sectors, MEDC; senior vice president and general manager, Thomson Saginaw; and assistant city manager, Saginaw, Michigan. Finney currently serves on the board of directors for the State Science and Technology Institute. He previously served as chairman of the Michigan Strategic Fund Board and on Governor Snyder's Talent Investment Board. His volunteer service has included Washtenaw Community College Foundation and University of Michigan (National Advisory Council's) Life Sciences Institute, Office of Technology Transfer and Center for Entrepreneurship. Finney holds a Master of Arts in human resources from Central Michigan University and bachelor of business administration from Saginaw Valley State University.



Ben Forta
Senior Director, Education Initiatives
Adobe Systems

Session: STEM to STEAM: Technology & Creativity

Ben Forta has three decades of experience in the computer industry in product design and development, support, training and marketing. As Adobe Inc.'s senior director of education initiatives he spends a considerable amount of time teaching, talking and writing about Adobe products, creativity and digital literacy and provides feedback to help shape the future direction of Adobe products.

Forta is a successful entrepreneur with experience creating, building and selling start-ups. He is a sought after public speaker, a writer and blogger and he presents on education and development topics worldwide. Forta is the author of over 40 books, including the world's best-selling title on SQL, as well as titles on topics as diverse as Regular Expressions, mobile development and Adobe ColdFusion. Over 750,000 copies of his books are in print in English and titles have been translated into fifteen languages. Many of these titles are used as textbooks in colleges and universities worldwide. Before joining Adobe, Forta helped found Car.com, which provides automotive services (buy a car, sell a car, etc.) all online. Car.com (including Stoneage) became one of the largest automotive web sites out there. It was written entirely in ColdFusion and is now owned by Auto-By-Tel.

Education is Forta's passion. Between writing, lecturing and in classroom experience, Forta has dedicated his professional and personal lives to teaching, inspiring and sharing his love for technology and creativity. He is immensely grateful to have had the opportunity to share with millions worldwide.

Forta now lives in Oak Park, MI. Before moving to the Midwest Forta lived in London, England (where he was born) and in New York and California.



Lynne Friman
Acting Executive Director
CultureSource

Moderator

Lynne Friman has spent 27 years in arts and culture in metro Detroit. For the past five years, Friman has worked with CultureSource, currently as acting executive director and previously as director of strategic programs. Friman was the primary architect behind IXITI.com, developed Strategic Alliances for Culture Volunteer, One Note and the Michigan Equity Theatre Alliance; oversaw Community Relations Teams in four counties and led a collaboration with SEMCOG to use theatre for community outreach & regional sustainability. Friman has demonstrated her leadership both in arts organizations and in the community. For The Arts Alliance, she served as board member and board chair. She continues to serve as founding member for Pittsfield Township's Cultural Commission and was founder and past chair of the Saline Arts & Cultural Committee. Earlier in her career, she served as president of the National Association of Museum Exhibition (NAME) and was an American Alliance of Museums board member. Friman also consults through her company, Envisions Design Ltd. Major Envisions clients include the Detroit Institute of Arts and the University of Michigan's Museum of Art where she oversaw both museums' high profile reinstallation projects. Prior to founding her firm she was a designer in New York City, served as director of facility development and experience design at The Henry Ford and head of design at the Detroit Historical Museum.



Chrisstina Hamilton
Director of the Penny Stamps Distinguished Speaker Series and the
Witt Visiting Artist Program
University of Michigan

Moderator

Chrisstina Hamilton is the director of the Penny Stamps Distinguished Speaker Series and the Witt Visiting Artist Program at the University of Michigan Stamps School of Art & Design. The programs bring in a broad spectrum of nationally and internationally regarded artists and designers to engage students, the larger University of Michigan and Ann Arbor regional community in public presentations and projects.

The Penny Stamps Distinguished Speaker Series, offered free of charge to the general public, takes place weekly in downtown Ann Arbor at the historic Michigan Theater, a 1700 seat restored vaudeville palace. The typical weekly audience averages 1,000 people. Recent series presenters include: Laurie Anderson, Marina Abramovic, Ken Burns, Philip Glass, Temple Grandin, Bill T. Jones, Sally Mann, Michael Moore, Pussy Riot, Penelope Spheeris, Robert Wilson, Stewart Brand and Oliver Stone.

Prior to joining the University of Michigan in 2005, Chrisstina was the executive director of the Ann Arbor Film Festival, the fifty-three-year-old premiere showcase for experimental film. During her tenure there she initiated the Festival's foray into new media and acceptance of all screening formats for competition entries, while also expanding the Festival week program with exhibitions, installations, performances and salons.



David Hartwell

Founder and President, Bellcomb, Inc.

Chair, Lessard Sams Outdoor Heritage Council, Minnesota

Session: Environmentalists and Creatives - The Road to the Minnesota Legacy Act

David Hartwell began building a coalition of conservation leaders in 2001 to address the lack of a long term vision for land conservation in Minnesota and led that coalition through the passage of a constitutional amendment increasing the sales tax 3/8% in 2008 which now generates about \$300M a year for clean water, habitat protection, parks and the arts. He was appointed to the Lessard Sams Outdoor Heritage Council in 2008, a citizen/legislative commission that recommends how the habitat portions of these funds are allocated, currently about \$100M annually. He currently serves as

chair.

In 1989, he founded Bellcomb, Inc. The company began as a designer and manufacturer of structural lightweight panels. In 2009 they launched a division to produce lightweight natural stone for architectural purposes. In 2014, Bellcomb sold the panel business and is now focused on the fast growing lightweight stone business and the production of aluminum honeycomb.

Hartwell has a long history of involvement in the nonprofit arena. Since 1974 he has been a board member and currently serves as chair of the 1,400 acre Belwin Conservancy, located 15 miles from downtown St. Paul. He serves on the board of the National Audubon Society, Conservation Minnesota and Island Conservation and as a board member/trustee of several foundations and charitable trusts. He was the founding president of the Minnesota Land Trust, served on the Land Trust Alliance board and was a founding member of the Land Trust Accreditation Commission. He served on the board of the Minneapolis College of Art and Design.



Lisa Hasenbalg

Senior Director, Arts & Culture Strategy

San Francisco Travel Association

Session: Travel, Tourism and the Making of Cultural Destinations

Hasenbalg serves as the director of arts & culture marketing for the San Francisco Travel Association (SFTA), the official destination marketing organization for the city of San Francisco. As director, Hasenbalg promotes the art and culture assets of the San Francisco area to domestic and international leisure visitors, convention attendees and the media. In addition Hasenbalg serves as the liaison between the tourism industry and city officials, museums, performing arts and cultural leadership to identify and integrate activities into SFTA's marketing, sales and PR initiatives. Efforts range from arts advocacy to development of arts events, itineraries, maps, packages and promotion of time-sensitive campaigns.

Hasenbalg moved to San Francisco from Los Angeles having been a marketing representative for Visit California and, just prior, was the director of cultural marketing for the Pasadena Convention & Visitors Bureau, developing all creative for its new brand identity. Prior to Pasadena, Hasenbalg was the director of destination marketing for the Music Center, promoting the Center as a visitor destination, developing a group sales department, a multi-year plan and a new brand roll out for the Center. She led the creation of what continues to be a successful audio tour of Walt Disney Concert Hall working with architect, Frank Gehry.



Saki Mafundikwa

Founder

Zimbabwe Institute of Vigital Arts (ZIVA)

Session: Education + Tools + Aesthetics = A Creative Life Path in Zimbabwe

Saki Mafundikwa is the founder and director of the Zimbabwe Institute of Vigital Arts (ZIVA) a design and new media training college in Harare, Zimbabwe. He was educated in the USA with a Bachelor of Arts in telecommunications and fine arts from Indiana University and an Master's of Fine Arts in graphic design from Yale University. He returned home to Zimbabwe in 1998 to found ZIVA, the Zimbabwe Institute of Vigital Arts, after working in New York City as a graphic designer, art director and design instructor. His book, "Afrikan Alphabets: the Story of Writing in Africa", was published in 2004. Besides being of historical importance, it is also the

first book on Afrikan typography.

His first film "Shungu: The Resilience of a People", a feature-length documentary, had its world premiere at 2009's International Documentary Film Festival Amsterdam (IDFA). It won the prestigious Ousmane Sembene Award at Zanzibar International Film Festival and Best Documentary at the Kenya International Film Festival, both in 2010, and has screened at some of the top film festivals in the world.

He was a speaker at TED2013 in Long Beach, California. He was keynote speaker at the Autodesk University Education Summit in Las Vegas in December 2014. He has been published widely on design and cultural issues and is currently working on the first Afrikan Design Textbook for Thames & Hudson UK Publishers. He lives and works in Harare, Zimbabwe.



Scott McKee

Staff Sargent, US Army (Retired)

Musician

Session: What's Art Got to do with Health and Healing?

Staff Sargent Scott McKee is from Grand Rapids, Michigan and served in the United States Army from 1984—1991. He achieved the rank of Sargent and served in Germany with the 655th Blood Bank. He worked for Metro Hospital in Grand Rapids, Guardsman Coatings Corporation as a formulations chemist and for the Veterans Administration Medical Center in Battle Creek in the laboratory. He currently works in music therapy teaching music and coordinating ensembles. He has four children, two grandchildren and enjoys songwriting, performing, instrument restoration, poetry and outdoor sports.



Deb Polich
President/CEO
The Arts Alliance & Artrain, Inc.

Moderator

Since 1993, Deb Polich has served as the president and CEO of Artrain, Inc., a National Medal for Museum Service winner. Artrain produces and delivers world class arts and cultural programs throughout the United States to deliver discovery and – through the galvanizing power of arts and culture – transform lives, organizations and communities. In 2012, Polich added the responsibility of leading The Arts Alliance, the local arts agency that advocates for and serves the creative sector in Washtenaw County—arts and cultural organizations and creative individuals and businesses—to ensure that our region remains a great place to create, live, work, learn, play and visit. Polich oversees board relations, financial management, fund development, personnel/volunteer management, facility operation/maintenance, marketing, and exhibitions/programs management for both organizations.

Polich earned her degree in arts administration from Eastern Michigan University (EMU). Prior to her tenure at Artrain, Polich served as managing director of Ann Arbor's historic Michigan Theater. Polich has served on the boards of numerous arts and community organizations. She currently serves on the board and executive committee of Creative Many Michigan, is a member of the Creative Placemaking Workgroup of Michigan's Sense of Place Council and is on the Ann Arbor Area Convention and Visitors Bureau's finance and audit committees. Polich's ties to EMU continue as she serves on EMU's College of Arts & Science Advancement Board, its Masters of Public Administration advisory board and is an Arts Management guest lecturer.



Nathan Triplett
Mayor, City of East Lansing

Session: Keeping It Authentic – Bold Moves to Reveal Your Creative City

Nathan Triplett serves as the Mayor of the City of East Lansing. He was first elected to the City Council in 2007 and began his service to East Lansing as a member of the City's Human Relations Commission and Community Development Block Grant Advisory Committee. During his tenure on the council, Triplett has been a prolific and progressive legislator. He authored East Lansing's first-in-the-state ordinance conditioning economic development incentives on the use of green building practices, a Local Purchasing Preference Policy, the Other Eligible Individual (OEI) Benefits Policy, an Equal Benefits Ordinance, and an ordinance mandating that landlords distribute voter registration forms and information to tenants in East Lansing, another first for Michigan. Most recently, Triplett championed a Percent for Art public art requirement ordinance, making East Lansing the only municipality in Michigan with a Percent for Art program.

Triplett currently serves as vice president of the Michigan Municipal League and on the board of the Capital Area Transportation Authority (CATA) and Haven House, a shelter providing emergency housing and support services to families with children. He is a past president of the Rotary Club of East Lansing and a recipient of the Governor's Service Award, the Lansing Regional Chamber of Commerce's 10 Over the Next 10 Award, the Michigan State University Distinguished Young Alumni Award, and the inaugural Civic Leadership Award from the Arts Council of Greater Lansing.

Triplett graduated from Michigan State University's James Madison College in 2006 with degrees in political theory/constitutional democracy and social relations. He holds a Master of Public Policy degree from the Gerald R. Ford School of Public Policy at the University of Michigan and a Juris Doctor from the Michigan State University College of Law.



Sarah Gonzales Triplett
Director of Public Policy
Creative Many Michigan

Session: Creative State Michigan 2015
Moderator

Sarah Gonzales Triplett, director of public policy for Creative Many Michigan since 2013, strategically directs advocacy and public policy initiatives for Michigan's creative economy to build support for the arts, culture, arts education and the creative industries within Michigan leadership. Her focus includes promoting the contributing impacts of the arts and creativity as a strategic asset in Michigan's communities, economic vitality and children's education. Triplett is leading efforts to launch the Michigan Legislative Creative: bi-partisan leaders that will convene to advance a six-part agenda focused on the creative economy, creative talent, creative education, creative placemaking, trade missions and export opportunities and investment in the state's arts, cultural and creative assets. Triplett serves on the State Arts Advocacy Network Council (SAAN) for Americans for the Arts.

Previously, Triplett served as former assistant director of communications and community engagement for the Early Childhood Investment Corporation. Triplett is experienced in leading efforts for communications, advocacy, policy strategy and increasing public awareness, gained by overseeing the Early Childhood Investment Corporation's signature events. Her past experience also includes deputy chief of staff, legislative aide and senior executive assistant at the office of Michigan Speaker of the House of Representatives and treasurer for the Dillon Leadership Fund.

Triplett earned her Bachelor of Arts degree in communications and political science at Hope College in Holland, Michigan. Triplett also serves as the current chair of the East Lansing Arts Commission. She serves on the executive board of the Junior League of Lansing and has previously served as a committee chair for the Race for the Cure initiative in Mid-Michigan and an alternative delegate for the Democratic National Convention.



Thomas K. Venner
Dean
College of Arts and Sciences
Eastern Michigan University

Moderator

Thomas K. Venner is a professor of art and dean of the College of Arts and Sciences at Eastern Michigan University (EMU). He was appointed head of the Art Department at EMU in 1998 and dean in 2005. Prior to coming to EMU, Venner served as an art professor, department chair and division chair leading the departments of Art, Music, Theater, Education and the Child Development program at Siena Heights University in Adrian, Michigan. His community involvement has included service to Artrain and membership on the boards of the Riverside Arts Center, Pewabic Pottery, The Arts Alliance and the Ann Arbor Street Art Fair, where he served in a variety of capacities including as juror and president.

Venner continues to work as a sculptor. His work has been exhibited in numerous regional and national venues and has been featured in books such as Diana Pancioli's *Extruded Ceramics* and periodicals such as "Ceramics Monthly" and "American Craft" magazine. He received his Master of Fine Arts degree in 1978 from EMU.



Sharalyn Walkons-Davis, MT, MBA

Creative Arts Therapist/Music Therapist

Veterans Administration Medical Center, Battle Creek, Michigan

Session: What's Art Got to do with Health and Healing?

Sharalyn Walkons-Davis is employed at the Veterans Administration (VA) Medical Center in Battle Creek, Michigan as a music therapist. She holds a Bachelor's degree in music therapy from Western Michigan University and Master of Business Administration from Davenport University. Her vast experience providing treatment to veterans with psychiatric, substance abuse, post-traumatic stress disorder, traumatic brain injury, blindness, medical and geriatric conditions using music therapy, recreation therapy and other expressive arts techniques spans three decades at the VA. She has also been active with the National Veterans Creative Arts Festivals, entering veteran performances in music, dance, drama and creative writing each year.

She assists with running the week long festivals each year and directs the National Drama competition.

Walkons-Davis performs music on clarinet, flute, keyboards and vocals with community ensembles and her own entertainment combos. She has performed with the National Medical Musical Orchestra in Carnegie Hall, New York; Russia; the United Nations in Geneva, Switzerland; Barcelona, Spain; Toronto, Canada; and this fall will travel with the group to Scotland. The group is ambassadorial in nature, partnering with musician organizations in the nations visited.

Noteworthy accomplishments at VA include LEAD mentorship program, Combined Federal Campaign (United Way) Chair, special events coordinator, networking with local arts and recreational agencies to provide coaching, instruments and exposure to professional, international performances. Creative community involvements include MSU Michigan Political Leadership Program, Schoolboard trustee, Rotary International leadership and community/international work, Township board member service, directing League of Women Voters political forums.



Diana J. Wong, PhD

Associate Professor, School of Business, Eastern Michigan University

President, Sensei Change Associates, LLC

Founder, Michigan Shifting Gears

Moderator

Diana Wong is an associate professor in Strategy and Entrepreneurship at Eastern Michigan University (EMU) with research and teaching in strategy, entrepreneurship, change management and human resource development.

Wong's expertise is in strategy and developing learning programs for improving organizational performance. She earned a Ph.D. in organizational strategy from the University of Massachusetts, Amherst and an Masters of Business Administration in finance and international business from Dalhousie University, Halifax. With an extensive international background, Wong focuses on supporting leaders and management teams with strategic planning and meeting facilitation, organization development, leadership development, executive coaching, training and development, cross-cultural competency development and organizational learning systems. Her 20 years of consulting encompass industries related to health care, automotive, management consulting, manufacturing, non-profit organizations and faith-based organizations. In 2008, Wong created and launched the Michigan Shifting Gears program across the state to support career transitions for experienced professionals by developing their capacity to adapt to the new economy. Wong's professional involvement includes the Academy of Management, Academy of International Business, Strategic Management Society, North American Case Research Association, Eastern Academy of Management, Southern Academy of Management and the Caribbean Studies Association.

She supports non-profit organizations and businesses with strategic planning, organizational change and leadership talent development. Her favorite project in creativity was a quilt exhibit and fundraiser for five local non-profit organizations. Wong believes that vibrant artistic energy is critical for innovative entrepreneurs and business leaders to create their own futures. As a board member of Artrain, Wong seeks to promote and support the critical intersections between major strategic business initiatives and innovations originating in the arts.



Creative State MI Report 2015

CREATIVE state

MICHIGAN 2015 NONPROFIT REPORT

FOR FULL REPORT VISIT WWW.CREATIVEMANY.ORG/CREATIVESTATENONPROFIT

\$595,362,649

FISCAL
2012
YEAR

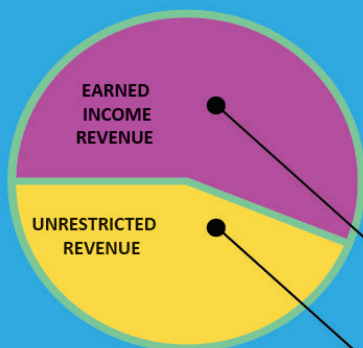
Annual direct expenditures by the creative community in Michigan

SALARIES: \$199,690,556
MICHIGAN JOBS: 25,900
\$15M IN PAYROLL TAXES

**NONPROFIT ARTS & CULTURAL ORGANIZATIONS
WELCOMED 25,785,806 VISITORS**



68% OF THOSE VISITS WERE FREE



\$352,242,546

Individual Contributions: \$72,057,082
Board/Trustee Contributions: \$16,274,892
Foundation Contributions: \$85,377,121
Government Contributions: \$35,218,901
Other: \$64,992,107

**\$626,162,649
TOTAL REVENUE**

**NEARLY
\$2.5B
SPENT ON
ARTS & CULTURE
TOURISM**

MORE THAN 18% OF STATE TOURISM REVENUES

The data used for this report was provided by the Cultural Data Project ("CDP"), an organization created to strengthen arts and culture by documenting and disseminating information on the arts and culture sector. Any interpretation of the data is the view of Creative Many Michigan and does not reflect the views of the Cultural Data Project. For more information on the Cultural Data Project, visit www.culturaldata.org. The Michigan Economic Development Corporation, Michigan Council for Arts and Cultural Affairs, and Americans for the Arts also provided data. Creative State Michigan is produced by Creative Many Michigan with research support from the Cultural Data Project.



ARTS AND CULTURE IMPACTS

Creative State Michigan is your resource for information on how the arts, culture, arts education, and the creative and design industries contribute to Michigan and its economy. The value of Michigan's creative sector is shown in its rich artistic and cultural offerings, spirit of innovation and entrepreneurship, capacity to transform people and places across our state, and accessibility to audiences of all ages and interests. Arts and culture contribute to the vibrancy of Michigan cities and communities, creating great places to live, work, and visit, and destinations that attract talent and business investment. This report is based on Cultural Data Project data for FY 2012 and reveals that this group of 407 arts and cultural organizations contributed more than 1/2 billion dollars to Michigan's economy through expenditures alone. In 2012, arts, cultural, and historical attractions and events accounted for nearly \$2.5 billion, or more than 18 percent, of total tourism spending in Michigan - more than sporting events, golf, boating/sailing, hunting/fishing and hiking/ biking combined. With today's focus on reinventing Michigan, never has it been more important to ensure the arts are a vital part of our state's strategies for the future.

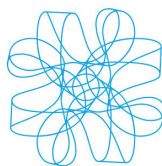
THE DATA SOURCES

Launched in May 2004, the CDP is a powerful online management tool with a robust support network designed to strengthen nonprofit arts and cultural organizations. It also provides funders with reliable, comparable data to inform grantmaking and helps arts advocates and researchers better understand and describe the sector's impact. As a growing national model, the CDP is operating in 13 states and the District of Columbia, with 267 funding programs and more than 14,000 organizations participating across the US. In this report, arts-related job and business data are from the Americans for the Arts' annual Creative Industries Reports and 2012 tourism data are provided by the Michigan Economic Development Corporation. www.culturaldata.org.

LEADERSHIP AND FUNDING

Creative State Michigan is made possible this year through the leadership and generous support of:

Creative Many Michigan
Community Foundation for Southeast Michigan
Irving S. Gilmore Foundation
The Kresge Foundation
MASCO Corporation Foundation
Michigan Council for Arts and Cultural Affairs



CREATIVEMANY

Creative Many Michigan, formerly ArtServe Michigan, is a statewide economic development organization focused on the mission to develop creative people, creative places and the creative economy for a competitive Michigan. Creative Many Michigan emphasizes the power of creativity through advocacy/public policy, research/reporting, professional practice programs, strategic communications and networking for the greater good of the arts, culture and creative and design industries. Visit www.creativemany.org to learn more.



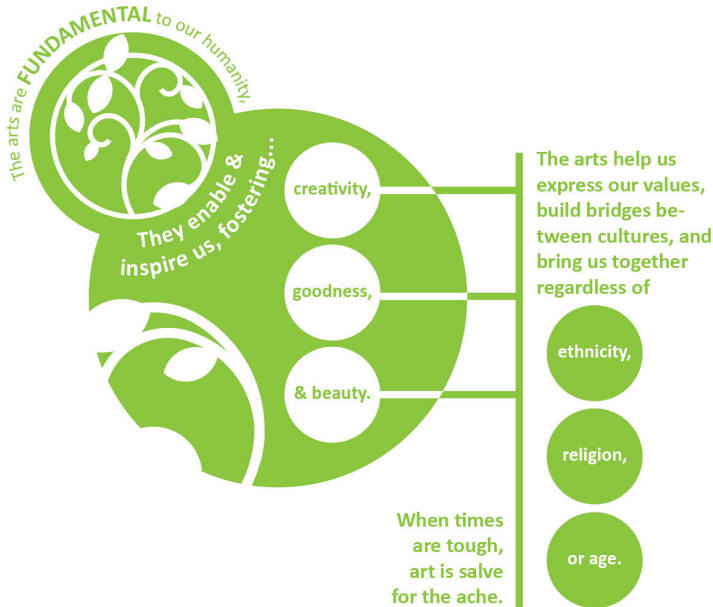


Ten Reasons to Support the Arts

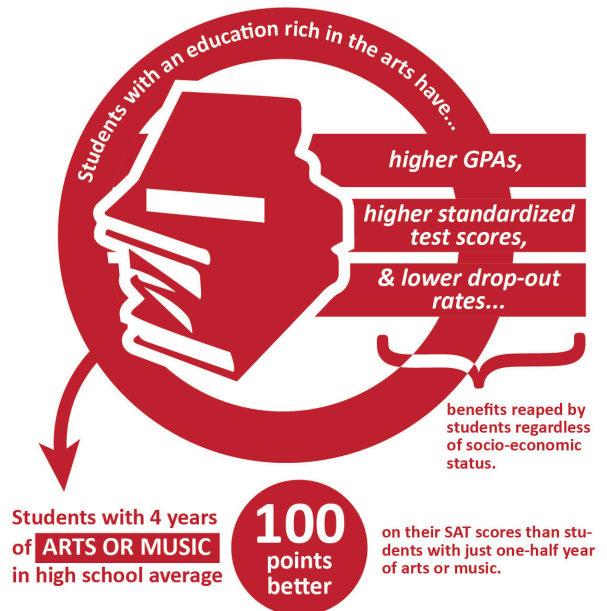


Americans for the Arts mission is to serve, advance and lead the network of organizations and individuals who cultivate, promote, sustain and support the arts in America. Connecting your best ideas and leaders from the arts, communities and business, together we can work to ensure that every American has access to the transformative power of the arts. www.ArtsUSA.org

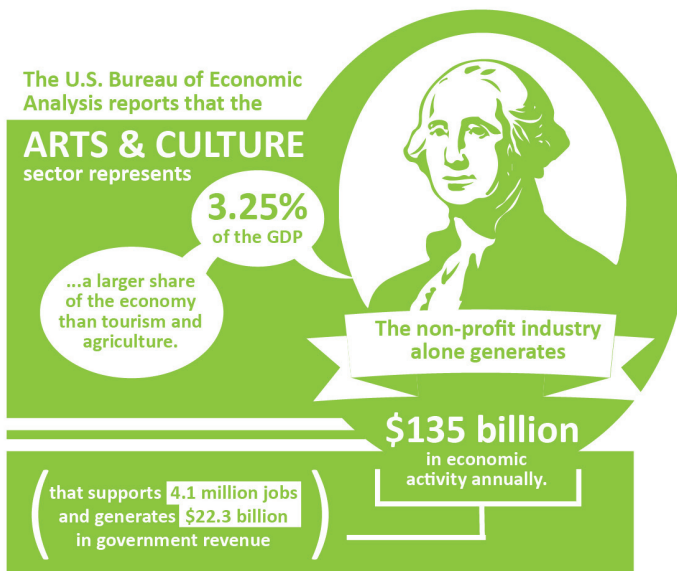
1. Arts promote true prosperity.



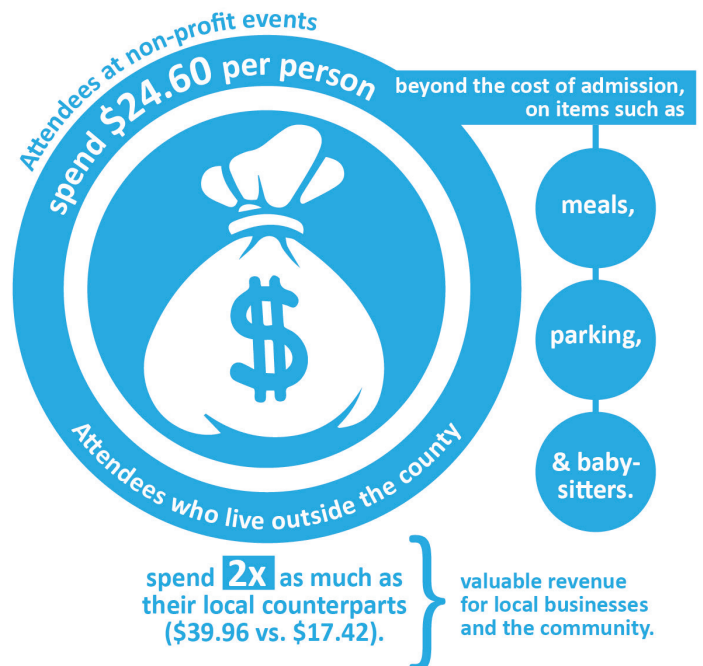
2. Arts improve academic performance.



3. Arts strengthen the economy.

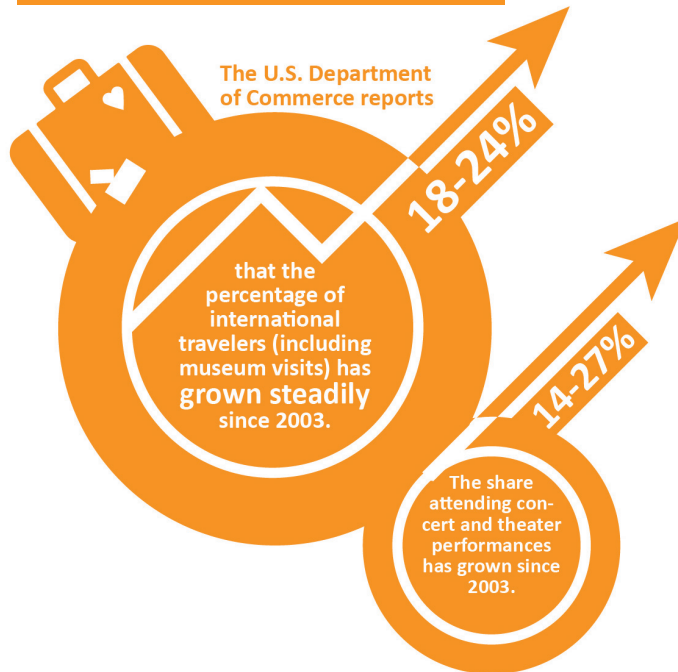


4. Arts are good for local merchants.

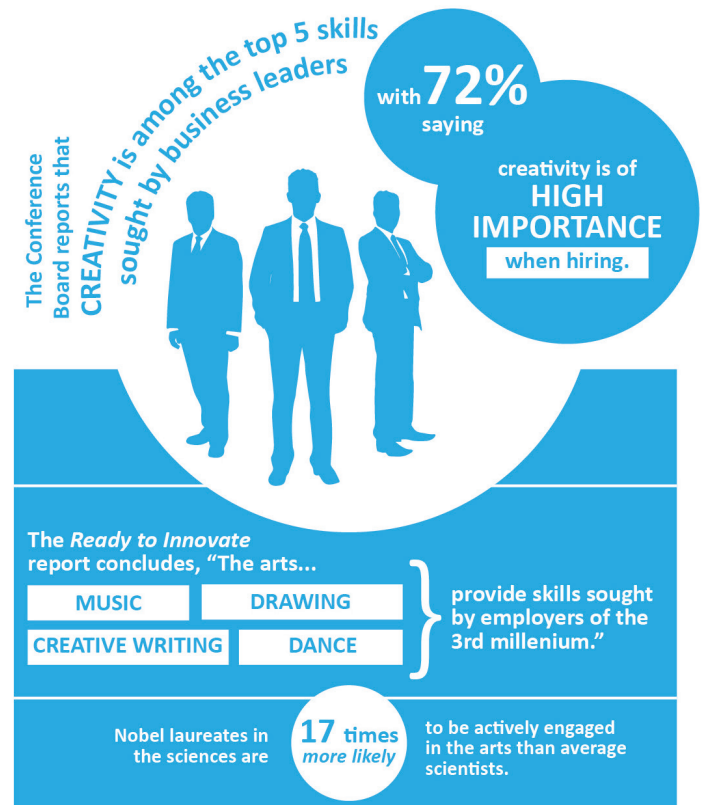




5. Arts drive tourism.



6. Arts spark creativity and innovation.



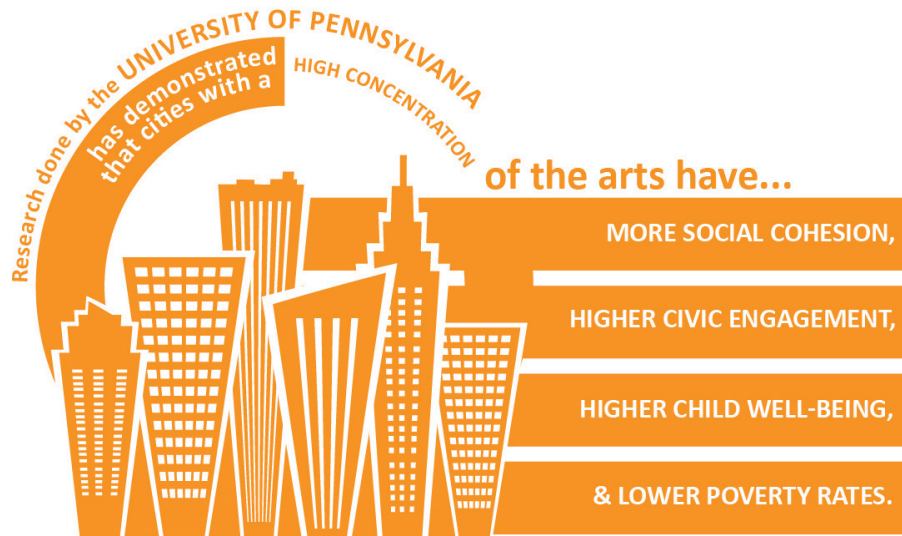
7. Arts are an export industry.



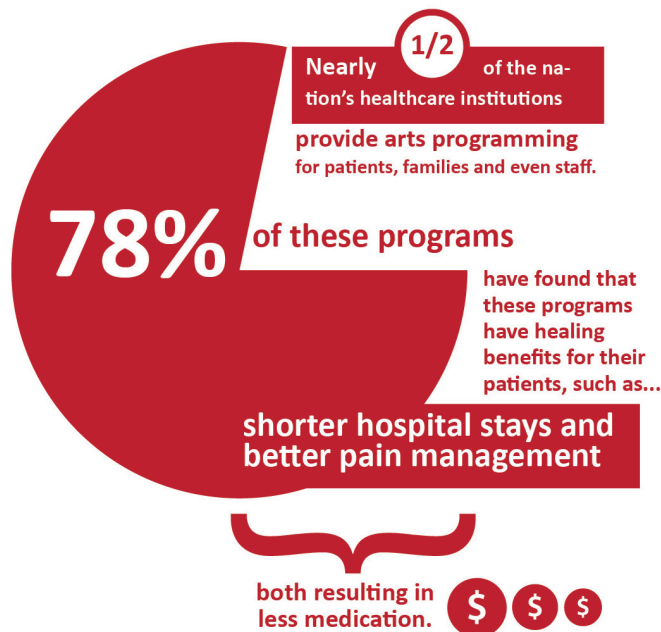


Ten Reasons to Support the Arts

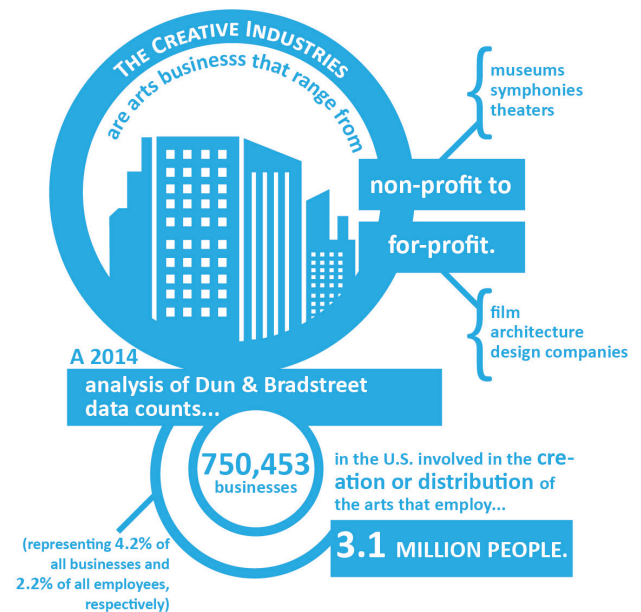
8. Arts have social impact.



9. Arts improve healthcare.



10. Arts mean business.





Sponsors

Title Sponsor: Washtenaw County



Act 88: Growing the Local Economy of Washtenaw County

The Washtenaw County Act 88 Advisory Committee is a subcommittee of the Board of Commissioners charged with reviewing applications and recommending funding for Act 88 funds. Funding is meant to promote economic activity through several activities including advertising agricultural and industrial advantages, exhibiting products and industries, encouraging immigration and increased trade and advertising for tourists.

"Art and creativity are incredibly powerful economic development tools. There is a clear demonstrated need for these types of programs in Washtenaw County, and it is exciting to see how this conference spotlights the role they play in so many different sectors."

Anthony VanDerworp
Chief Economic Officer
Washtenaw County Office of Community & Economic Development

Presenting Sponsor: MASCO Foundation

Masco Corporation is one of the world's largest manufacturers of brand name products for the home improvement and new home construction segments. We are also a leading provider of a variety of installed products and services, including insulation, for homebuilders. Browse the site to learn more about Masco Corporation, our family of companies, and our well-known brands.

The philosophy around Masco's philanthropic engagement is to support charitable activities and community partnerships that support our corporate objectives by enhancing the Company's reputation as a responsible corporate citizen. Masco uses corporate funds, manufactured product, employee volunteerism and its Foundation to accomplish its charitable and community engagement agenda. The Company embraces its responsibility to the community, and we are confident that our actions are making an important difference. See more at: www.Masco.com.



"Masco Foundation is delighted to be a sponsor of Creative Convergence 2015 gathering, where the most creative minds in the industry come together to network, learn, experience, test and grow their special trade. Sponsorship of CultureSource's Speaker Series is intended to promote bold, cutting-edge speakers that help to support the sustained and connected work of our creative community throughout the entire year leading up to this annual capstone event."

Melanie Colaianne
President
Masco Foundation



Supporting Sponsors

Ann Arbor Area Community Foundation

Founded in 1963, the Ann Arbor Area Community Foundation works to enrich the quality of life in our region, having awarded more than \$37 million in grants and scholarships that have helped local organizations change thousands of lives. AAACF currently manages \$78 million in assets- a permanent endowment and some 450 charitable funds- on our community's behalf, helping our donors support the causes that matter most to them.



**Ann Arbor Area
Community Foundation**

For good. For ever.™

The Community Foundation has a long history of investing in local arts & culture institutions, helping them grow and thrive. Our grants have seeded creative programming at many local organizations including the Ann Arbor Summer Festival, University Musical Society, Ann Arbor Hands-On Museum and the Ann Arbor Art Center – as well as supporting the work of The Arts Alliance. We have always recognized the important role arts & culture organizations play in creating a vibrant quality of place, which helps local businesses and institutions attract and retain top talent. Through investing in our local arts & culture sector, we seek to help promote community prosperity- ensuring our local area remains a vibrant place to live, work, learn and play.

"The Ann Arbor Area Community Foundation is proud to support The Arts Alliance and Creative Convergence 2015, an important opportunity for local and national arts and cultural leaders to partner with community leaders to strengthen the creative sector and build community."

Neel Hajra
President

Ypsilanti Area Convention & Visitors Bureau

The mission of the Ypsilanti Area Convention and Visitors Bureau is to actively partner with the tourism and hospitality industry by marketing and selling the destination brand experience with resulting additional spending by leisure and group travel visitors for the Washtenaw Community.



"As a board member of The Arts Alliance, which serves Washtenaw County, I am pleased to support the cultural community as they are a vital part of the visitor experience in all destinations."

Debbie Locke Daniel
President



Associate Sponsors

Absopure Water Company

Absopure Water Company- All Natural Refreshment

"Absopure Water Company believes in giving back to community organizations."

Mr. Bill Carbott
Sales Representative
Absopure Water Company



Ann Arbor Spark

Ann Arbor SPARK is Ann Arbor's engine for economic development. We are an organization dedicated to the economic prosperity of the greater Ann Arbor region. We use our skills and knowledge to attract, develop, strengthen and invest in driving industries to help our region thrive.



Economic development is the sustained, concerted actions that promote the standard of living and economic health. It creates the conditions for improved quality of life by expanding the capacity of individuals, firms, and communities to maximize the use of their talents and skills to support the innovation that drives economic growth.

Economic development requires collaboration, and Ann Arbor SPARK is committed to bringing together partners like the Michigan Economic Development Corp., Michigan Works, city and municipal partners, academic institutions and others to support the growth of companies and the creation of jobs.

Merrill Guerra, Realtor

Merrill Guerra, Realtor®, MBA is an experienced and professional marketer for sellers and an energetic and hard-working advocate for buyers which enabled her to sell an impressive \$5M in her first two years as a real estate agent. Merrill specializes in the Ypsilanti area, as well as serving the cities of Ann Arbor, Belleville, Canton and surrounding areas. She utilizes her skills as a former CEO and business & non-profit leader to market, advise and negotiate successfully for her clients.



"I am supporting Creative Convergence 2015 because of the important work that The Arts Alliance does to support and advocate for the Arts and Culture in Washtenaw County. Bringing thought leaders from around the country provides the opportunity to hear about challenges, how they have been met and what is working to improve quality of life and placemaking efforts. As a realtor this is of particular importance as I am always advocating for the communities I serve in Washtenaw County."

Merrill Guerra
Realtor, Real Estate One



Public Sector Support

The National Endowment for the Arts (NEA)

The National Endowment for the Arts (NEA) is an independent federal agency that funds, promotes, and strengthens the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation.



Funding for Creative Convergence 2015 is provided, in part, to The Arts Alliance through the NEA's Artworks, Local Arts Agency grant program. Artworks support public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts programs that meet the highest standards of excellence. The Local Arts Agency program supports thousands of local arts agencies (LAAs) across the United States that provide a wide range of programs and services to help support and enable arts and culture at the local level. LAAs are intermediaries, serving artists and arts organizations, local residents, visitors and other partners. All strive to enhance the quality of life in their communities by working to increase public access to the arts. See more at: NEA Artworks.Local Arts Agencies

"The NEA is proud to support The Arts Alliance and Creative Convergence 2015, an issues-based conference for local and national arts and cultural leaders. We salute the many partners and sectors coming together -- arts and culture, government, business, education, philanthropic, social service, health and environment - to strengthen the creative sector and build community."

Michael Killoren
Local Arts Agencies & Challenge America Director
National Endowment for the Arts

Michigan Council for Arts and Cultural Affairs (MCACA)

The mission of the Michigan Council for Arts and Cultural Affairs is broad, yet simple: To encourage, initiate and facilitate an enriched artistic, cultural and creative environment in Michigan.

This mission statement clearly frames the purposes of the council as part of the broader environment in Michigan striving to reinvent the State. The council recognizes the need for a strong creative sector, fully engaged with many of Michigan's other key sectors including industry, healthcare, education and tourism.

As State government's lead agency charged with developing arts and culture policy and grant-making, MCACA understands the benefits of, and seeks out, a wide variety of public and private sector partners to help fulfill this mission. Our partners provide needed services to the field through collective knowledge, expertise and genuine care for the mission of the Council and the fulfillment of our collective goals. See more at MCACA.



"In the last several years, the environment in Michigan has been such that broad convening opportunities have been rare. That is why an event like CC 15, with the caliber of thinkers they are bringing in to speak, is so important. A big thanks to the presenting partners that planned this event: The Arts Alliance, Creative Many, Culture Source, Eastern Michigan University College of Arts & Science and the University of Michigan Penny Stamps Speaker Series."

John Bracey
Executive Director
State of Michigan Council for Arts and Cultural Affairs













Evaluation Survey

Please rate the following statements according to your experience.

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
I enjoyed today's Creative Convergence 2015 conference.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Today's conference met my expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had sufficient time to connect with other conference attendees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found this topic valuable to my profession.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I learned new and/or interesting things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to utilize at least one thing I've learned here in my work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sparked or affirmed by the conference, an idea or action step that I plan to bring back to my community and/or sector is: _____

The speakers were well suited to the conference topic. ☐ ☐ ☐ ☐ ☐

The presentation most applicable to me was: _____
Because: _____

The presentation least applicable to me was: _____
Because: _____

The best part about the conference was: _____

If I could change one thing about the conference, it would be: _____

My professional work happens primarily within the following sector(s):

- | | | | |
|--------------------------------------|--------------------------------------|--|--|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Education | <input type="checkbox"/> Health | <input type="checkbox"/> Social services |
| <input type="checkbox"/> Business | <input type="checkbox"/> Environment | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Government | <input type="checkbox"/> Philanthropy | |

Please rate each session's impact according to your experience,
[1] being no impact and [5] being extremely impactful.

	1	2	3	4	5
Placemaking, What Is It? - Alice Carle Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative State Michigan - Sarah Triplett Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping It Authentic - Nathan Triplett Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What's Art Got to do with Health and Healing? - Sharalyn Walkons-Davis & Staff Sgt. Scott McKee Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Michigan's Creative Economic Growth - Michael Finney Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STEM to STEAM: Technology & Creativity - Ben Forta Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education + Tools + Aesthetics = A Creative Life Path in Zimbabwe - Saki Mafundikwa Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to Have Your Great Lake and Eat It Too in the World of Entertainment - Christopher & Mike Farah Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel, Tourism and the Making of Cultural Destinations - Lisa Hasenbalg Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmentalists and Creatives Stake A Claim - The Minnesota Legacy Act - David Hartwell Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living Room Conversation - Diana Wong Comments: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>