

# Conference Information

## Creativity for Today's World

In today's world, many of us are held hostage by our thinking that only a select few are creative. But the truth is, every one of us is creative ... we just have to unleash our creative minds. **ArtLinks 2009: Creativity for Today's World** will give you the fuel you need to start thinking creatively ... in your workplace, your school, and in your life.

### BENEFITS OF ATTENDING:

- \* You will discover creative ways to market your organization and your work.
- \* You will learn how to recreate your life through art.
- \* You will learn how the creative mind works and how to integrate it with the intellectual brain.
- \* You will learn how to use creativity to more effectively solve problems, make decisions, take risks and break free of self-limitation.
- \* You will learn about the important role of arts in our schools and how to effectively integrate arts education into our community.
- \* You will have the opportunity to network with some of Arkansas's finest artists and arts administrators and educators.

### About the Keynote Speaker

Andrei Codrescu is a poet, novelist, essayist, teacher and lecturer. The Romanian-born author is a regular commentator on National Public Radio and has published 40 books of poetry, fiction, and essays. He is also the founder of "Exquisite Corpse: A Journal of Life & Letters."

Codrescu has received a Peabody award for the PBS version of his film, "Road Scholar," and has reported for NPR and ABC News. He also received National Endowment for the Arts fellowships for poetry and editing, the Romanian Literature Prize, the ACLU Freedom of Speech award and the Ovidius Prize. His new books are "The Posthuman Dada Guide: Tzara and Lenin Play Chess" (Princeton University Press) and "Jealous Witness: New Poems" (Coffee House Press) with a CD of Storm Songs by The New Orleans Klezmer All-Stars. Andrei lives in the Arkansas Ozarks.

### Lodging

Mention "Arkansas Arts Council" and make reservations by Sept. 4, 2009, to receive the special rates.

#### Embassy Suites Hot Springs Hotel

400 Convention Boulevard  
501-321-4430  
1-800-EMBASSY  
\$129 single, \$139 double, \$149 triple, \$159 quad,  
plus taxes

#### The Austin Hotel

305 Malvern Avenue  
1-877-623-6697  
\$85, plus taxes

### Resource Area

Artists, arts and heritage organizations, museums and community organizations are invited to display printed brochures or promotional materials in the resource area. Tables are reserved for a small fee. To reserve space, contact Cynthia Haas at 501-324-9769 or e-mail [cynthia@arkansasheritage.org](mailto:cynthia@arkansasheritage.org).

### Professional Development Credit

Contact the Arkansas Arts Council for information about teacher in-service credit hours.

### Contact Information

Phone: 501-324-9766  
TDD: 501-324-9811  
Fax: 501-324-9207  
E-mail: [info@arkansasarts.com](mailto:info@arkansasarts.com)  
Web: [www.arkansasarts.org](http://www.arkansasarts.org)

### Accommodation for Disability

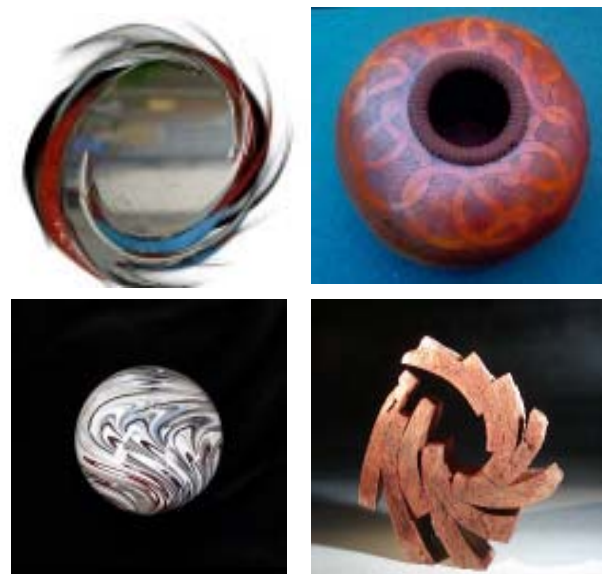
If you will need assistance during the conference, please circle the selection on the registration form. We will contact you to discuss arrangements.

*Brochure cover photos: Clockwise from upper left: Ginzu by Larry Green; Celtic Knots by S.D. Youngwolf; Optic by Hugh Erwin; and Slightly Off Course by Robyn Horn.*

# ArtLinks 2009

## Creativity for Today's World

A CONFERENCE FOR ARTS  
ADMINISTRATORS, EDUCATORS, ARTISTS &  
COMMUNITY LEADERS



October 5-6, 2009  
Hot Springs Convention Center  
Hot Springs, Arkansas



An agency of the Department of Arkansas Heritage

## Pre-Conference Marketing Workshop

(Limited seating)

Hot Springs Convention Center

### Covering Your Basics: Marketing 101 for Arts Organizations

1:00 - 5:00 p.m., Sunday, October 4

Speaker: Lisa Parker

Marketing & Management Consultant to the Arts



*In this dynamic workshop, Lisa Parker will guide you through the basics of creating and implementing a successful marketing strategy for your organization.*

### Flying High in a Down Economy: Smart Marketing to Increase Attendance and Revenue

9:00 a.m. - 12:00 p.m., Monday, October 5

*Even in the best of situations, marketing can be a daunting task. In the second half of this two-part workshop, Lisa Parker will give you the marketing tools you need to thrive in today's difficult economy. She will discuss ways to target and know your audience, tips on how to increase your organization's revenue and ideas on how to keep your organization visible.*

## MONDAY, OCTOBER 5

### Conference Registration

8:00 a.m. - 2:00 p.m.

Hot Springs Convention Center

### Masks for Change: A Personal Growth Workshop

9:00 a.m. - 12:00 p.m.

Speaker: Jo Ann Kaminsky  
Art Therapist/Play Therapist/  
Counselor/Artist



*In this hands-on workshop, Jo Ann Kaminsky will teach you how to bring forth creative*

*transformation by working with an array of art materials, journaling, sound and movement to develop your own "mask."*

### CreativeAsYouThink Seminar

1:30 - 5:00 p.m.

Speaker: Robin Young  
Artist, teacher, speaker



*Robin Young will empower you to activate your "creative mind" in order to become a more compelling leader. She will teach you how the creative mind works and how to integrate it with the intellectual brain so that you can make better decisions, more effectively solve problems and take risks.*

### Evening Activities

7:00 - 9:00 p.m.

*Network with your colleagues while attending several planned activities.*

## TUESDAY, OCTOBER 6

### Conference Registration

8:00 - 9:30 a.m.

Hot Springs Convention Center

### Bringing Arts Education to the Whole Community

9:00 - 9:45 a.m.

Speakers: Terri Menefee, executive director for Artchurch; Wright Pillow, former executive director for Arkansas Craft School; Ann Leek, executive director for LifeQuest of Arkansas

*In this session, you will hear an engaging discussion from the panelists about how to provide lifelong arts learning in the community.*

### Rethinking the Arts in Public Schools

10:00 - 10:45 a.m.

Speakers: Paul Leopoulos, executive director for THEA Foundation; Irish Williams, principal for Lee Senior High, Marianna, Ark.; Phillip Lansdell, principal for Hugh Goodwin Academy, El Dorado, Ark.

*Research confirms the connection between academic achievement and an integrated arts experience. This session will give you ideas on how to re-think your approach to integrating arts into the school curriculum.*

### Keynote Speaker: Andrei Codrescu "25 Years of Teaching Poetry: What Did I Do?"

11:00 a.m. - 12:00 p.m.

*Poet, novelist, teacher and lecturer Andrei Codrescu will discuss his experiences with arts and education.*



by Brian Balamonte

### Governor's Arts Awards Presentation & Recognition of Individual Artist Fellowship Recipients

12:30 - 2:00 p.m.

Grand Ballroom, Hot Springs Convention Center

*Join us for the Arkansas Arts Council's annual awards ceremony and luncheon to honor recipients for their outstanding contributions to the arts community.*

### Arts in Your Facebook

2:15 - 3:30 p.m.

Speaker: Shelby Brewer  
Media and Communications Manager  
Arkansas Arts Council



*In today's rapidly changing technology, you don't want to be left behind. Shelby Brewer will show you how to use popular social media sites, such as Twitter, Facebook and MySpace, to disseminate information quickly and effectively while promoting your organization and/or your art.*

## ARTLINKS CO-SPONSORS

**Hot Springs Music Festival**  
**FM 89.1 KUAR Little Rock**  
**Mid-America Arts Alliance**