

MICA	Maine International Conference on the Arts:	Lewiston/Auburn	October 6-7, 2016		
THURSDAY, OCTOBER 6:	PRE-CONFERENCE SESSIONS	LOCATIONS			
9 a.m. - noon	Creating Cultural Equity in Maine, with poet and Bates College VP Crystal Ann Williams; Pam Breaux, NASAA; John Michael-Schert	Franco Center			
11 a.m. -4 p.m.	The heART of Teaching: Arts Education Gathering with keynote Cheryl Hulteen. Open registration.	Franco Center			
1-4 p.m.	The Apprenticeship Gathering (Traditional Arts & Crafts). By invitation only.	Bates Mill Atrium Floor 1			
4:00 - 7:00 p.m.	CONFERENCE REGISTRATION OPENS	FRANCO CENTER			
4:30	Opening Reception and Pop Up Performances				
5:30 P.M.	Opening Remarks and Welcome				
	Maine State Poet Laureate Stuart Kestenbaum & National Heritage Fellow Theresa Secord				
	State of the States: PAM BREAUX				
	Keynote: Crystal Ann Williams	"Practical Approaches to Creating Impact: Getting to Cultural Equity,"			
7:00 P.M.	DEPARTURE FOR LOCAL ENTERTAINMENT	Downtown Lewiston Gallery Crawl; showcases at The Community Little Theater in Auburn; Franco House Party at Bates College; Poetry Reading at the Lewiston Library; and more			
FRIDAY, OCTOBER 7	ALL AT THE BATES MILL				
7:00 a.m.	Registration Open				
7:30	Continental Breakfast & Welcome, Including Dignitaries				
8:15	Idea Lab/Pecha Kucha, FEATURING 5 MAINE ARTISTS				
9:15	Coffee & Networking Break	pop-up performances			
9:30	Breakout 1				
	Leveraging Investment	Visibility of the Arts & Cultural Sector	Arts Education/Lifelong Learning	Cultural Tourism	Building Capacity
	The Other Half of Your Story: Using Data to Strengthen Impact	Audiences Everywhere, Part I	Stories and Images from Malawi -	Is Tourism for You? A Practical Guide to Tourism and its Benefits (Learn about the marketing resources available through the MOT and MTA.)	Strong Boards, Healthy Organizations: Fundraising, Roles, and Best Practices
	<i>The Cultural Data Project & Guest Case Studies in Effective Data Use</i>	<i>with Matt Lehman</i>	Lindsay Pinchbeck/Argy Nestor		
10:30	Coffee & Networking Break	pop-up performances x 4, 2 locations			
11:00	Breakout 2				
	Leveraging Investment	Visibility of the Arts & Cultural Sector	Arts Education/Lifelong Learning	Cultural Tourism	Building Capacity
	Building Strong Communities through Cultural Planning	Audiences Everywhere, Part II	STEAMing up in Maine	Sell It: Meet Maine's Market Segments!	The Working Artist
		<i>with Matt Lehman</i>		<i>Celebration Barn Acting Troupe & MOT Dir</i>	<i>with Crista Cloutier</i>
12:00	Lunch	Cultural Plan Overview	Keynote: Sherry Wagner-Henry, Stop Asking for Permission! Leading from a Place of Making (Things Happen)		
2:00	Breakout 3				
	Leveraging Investment	Visibility of the Arts & Cultural Sector	Arts Education/Lifelong Learning	Cultural Tourism	Building Capacity
	Best Way to Fund Your Work: Meet and Know Your Funders!	Creative Industries for a Stronger Maine	Creative Aging Through Intergenerational Programming	Cultural Collaborations and Partnerships: the Maine Art Museum Trail, the Maine Photo Project, Maine Craft Weekend and Experience Maritime Maine	Keep Calm and Carry On: Working with the Life Cycle of Your Nonprofit
3:00	Coffee & Networking Break	pop-up performances x 4, 2 locations			
3:30	Breakout 4				
	Leveraging Investment	Visibility of the Arts & Cultural Sector	Arts Education/Lifelong Learning	Cultural Tourism	Building Capacity
	Maine's Bicentennial - Looking to the Future	Telling Your Story: Strategic Social Media Partnerships, Tips & Tricks	Creativity and Learning for Everyone	Case Studies in Deepening Visitor Experiences and Building Audiences: Portland Museum of Art, Heart of Biddeford, and the Maine Historical Society	Tools for Prosperity for Individual Artists
			dance teaching artist John Morris		<i>Fractured Atlas</i>
4:30	Closing Performance and Plenary				