



The John Brademas Center for the Study of Congress of NYU's Robert F. Wagner Graduate School of Public Service

Presents

Moving Forward: *A Renewed Role for American Arts and Artists in the Global Age*

**The Puck Building
295 Lafayette Street, 2nd Floor
New York, NY 10012
January 26, 2009**

Supported by the Wagner Student Network Exploring Arts & Culture (SNEAC)

Morning Panel: *Celebrating the Success of the Arts and Artifacts Indemnity Act of 1975*

Contributors will discuss the benefits the Act has provided over the past three decades to their organizations, how the Act is set-up and works, how the Act has been expanded domestically and how art exchanges are an important aspect of cultural diplomacy. Our panel includes:

John Brademas, President Emeritus, New York University

Alice Whelihan, Indemnity Administrator, National Endowment for the Arts

Ford Bell, President, American Association of Museums

Alan Fern, Director Emeritus, National Portrait Gallery, Smithsonian Institution

Keynote Address

Congressman Christopher Shays, Former Co-Chair, Congressional Arts Caucus
Address on the Important Role the Federal Government Plays in the Arts and Cultural Diplomacy

The program includes a Question & Answer session following the panel presentations.

Morning Schedule (Rudin Family Forum, 2nd Floor)

- 10:00AM** - Welcome to Wagner - Rogan Kersh, Associate Dean, NYU Wagner
- 10:15AM** - Welcome to Colloquium - John Brademas, President Emeritus, NYU
- Introduction of Congressman Shays, Keynote Speaker
- 10:25AM** - Keynote Address: Federal Support of the Arts and Culture - Congressman Shays
- 10:55AM** - Introduction of Panel - Rogan Kersh, Associate Dean, NYU Wagner
- 11:00AM** - Panel Presentations/Discussion/Question & Answer
- 12:00PM** - Public Event End Time

Speaker Biographies

John Brademas represented Indiana's Third District for 22 years (1959-81) in the U.S. House of Representatives. He was for the last four of those years, by appointment of Speaker Thomas P. "Tip" O'Neill, Majority Whip, the third ranking member of the Democratic leadership in the House. As chief House sponsor of the Education for All Handicapped Children Act; Library Services and Construction Act; Arts and Artifacts Indemnity Act; Museum Services Act; and Older Americans Comprehensive Services Act, Brademas earned a reputation as a leading force in the creation of legislation concerning education, arts and humanities, services for the elderly and disabled, and libraries and museums. Dr. Brademas is also proud to hold the distinction of being the first native-born American of Greek origin elected to Congress. After leaving Congress, Brademas continued his distinguished career by pursuing his passion for education and serving as President of New York University from 1981 to 1992. During that time, he led the transition of NYU from a regional commuter school to a national and international residential research university. A graduate of Harvard, B.A., magna cum laude, he was a Rhodes Scholar at Oxford University, where he earned his doctorate.

Alice Whelihan has a B.A. from Duke University and an M.A. from George Washington University. From 1974-1976, she worked at the Museum of African Art (then located in Frederick Douglas' home on Capitol Hill, before it was part of the Smithsonian Institution), as assistant to the director. In 1976, she joined the National Endowment for the Arts, first in the Media Arts Program, then the Grants Office. Since 1980, Mrs. Whelihan has served as Administrator of the U.S. Government's Arts and Artifacts Indemnity Program, which provides insurance for international exhibitions. Nearly 900 exhibitions have been indemnified during this time, saving the organizers (primarily American museums across the country) more than \$230 million in insurance premiums. Since the program's inception, the authorized ceiling has increased from \$250 million to a current limit of \$10 billion for international exhibitions; and \$5 billion has recently been authorized by Congress to insure domestic exhibitions. Examples of indemnified exhibitions include: *J.M.W. Turner, Impressionists by the Sea, Frida Kahlo* and *The Dead Sea Scrolls*.

Ford W. Bell is currently president & CEO of the American Association of Museums, in Washington, DC. AAM was founded in 1906 to represent the entire museum field. Today, AAM has some 18,000 members, including almost 3,000 museums, zoos, aquaria and public gardens. Its stated mission is "to enhance the value of museums to their communities through leadership, advocacy, and service." The largest museum organization in the world, AAM serves the field by promoting standards and best practices; gathering and sharing knowledge; and providing advocacy on issues of concern to the entire museum community.

Dr. Bell received his DVM from the University of Minnesota in 1982, and did his internship and residency in internal medicine at the College. He is a board-certified veterinary oncologist and continued to lecture at the University of Minnesota until 2006.

Dr. Bell serves as chairman of the James Ford Bell Foundation, the family foundation started by his grandfather in 1954, and was a trustee of Connecticut College in New London, Connecticut, from 1998 to 2007. He has served as vice-chair and longtime board member of The Greater Minneapolis Council of Churches, and was a trustee of the Minneapolis Institute of Arts from 1998 to 2007, serving as chair of the board from 2003 to 2005. He was also co-chair of the Minneapolis Institute of Arts' \$103 million capital campaign, *Bring Art to Life*, completed in 2005.

Alan Fern is the Director Emeritus of the National Portrait Gallery, Smithsonian Institution, Washington, DC. He attended the University of Chicago, receiving his B.A., M.A. and Ph.D. in the history of art. Mr. Fern was a Fulbright scholar at the Courtauld Institute, University of London. He was a member of the humanities faculty of the College of the University of Chicago and joined the staff of the Prints and Photographs Division of the Library of Congress when he moved to Washington, DC. In his 21 years there he served in several posts, including Curator of Fine Prints, Assistant Chief, and Chief of the Prints and Photographs Division, Director of the Research Department and Director for Special Collections of the Library. In 1982 he left the Library for the National Portrait Gallery, from which he retired in July 2000, after 18 years as Director.

Mr. Fern has written and lectured extensively, especially in the history of the graphic arts. He was among the organizers of the Art Nouveau exhibition at the Museum of Modern Art in New York. He is the author of several books and introductions, and has published articles, reviews and essays in many professional journals.

Mr. Fern is active in several professional associations, and is a trustee of the Smart Museum of Art at the University of Chicago. He has served on the boards of directors of the College Art Association, The Phillips Collection, the Cosmos Club and the Herman Miller Corporation. He serves on the Curatorial Advisory Board of the U. S. Senate Commission on the Arts, and on the State of Maryland Arts Commission.

Congressman Christopher Shays represented Connecticut's Fourth District for 22 years. He was a senior member of the Government Reform Committee, Ranking Member of its Subcommittee on National Security and a member of the Homeland Security and Financial Services Committees.

A leader among centrist Republicans, Mr. Shays is an advocate of socially moderate views. He worked with the former Administration to establish the successful COPS program, which has helped reduce crime through the United States. He led the charge to end racial profiling and sexual discrimination in the workplace. He was co-author of the Bipartisan Campaign Reform Act of 2002. Mr. Shays helped establish the AmeriCorps national service program and co-founded the Congressional National Service Caucus. He was also Co-Chair of the Congressional Arts Caucus, the Congressional Friends of Animals Caucus and the Nonproliferation Task Force.

Mr. Shays earned his MBA and MPA from New York University and his undergraduate degree from Principia College.

Afternoon Schedule

12:15PM - **LUNCH** (Gallery Space/Rice Conference Room, 2nd Floor)

Afternoon Work Session

1:30PM - Afternoon Session Welcome/Guidelines - Ruth Ann Stewart, Clinical Professor, NYU Wagner (Rudin Family Forum, 2nd Floor)

1:40PM - Plenary for Breakout Groups: Explanation of Goals - Bill Ivey, Director, Curb Center for Art, Enterprise, and Public Policy at Vanderbilt University (Rudin Family Forum, 2nd Floor)

2:00PM - Breakout Sessions

- Group 1 – Lafayette Conference Room (3rd Floor)
- Group 2 – Mulberry Conference Room (3rd Floor)
- Group 3 – Jersey Conference Room (3rd Floor)
- Group 4 – Rudin Forum (2nd Floor)

3:45PM - Closing Plenary – Recommendations to Congress - Ruth Ann Stewart, Clinical Professor, NYU Wagner (Rudin Family Forum, 2nd Floor)

5:00PM - Cocktail Reception (Gallery Space/Rice Conference Room, 2nd Floor)

6:00PM - Event End

Group Assignments – Afternoon Breakout Sessions

Group 1

Alberta Arthurs
Alan Cooper
William Glade
Agnes Gund
Frank Hodson
Denise Jefferson
Michele Marincola
Nancy Weiss

Group 2

Charles C. Bergman
Bill Ivey
Najean Lee
Robert Lynch
Sharon Memis
Sondra Myers
Holly Sidford
Geeta Tate
Margaret Wyszomirski

Group 3

Ford Bell
Adam Bernstein
Meryl Chertoff
Monica Dugot
Chris Elam
Steven Lavine
Kate Levin
Diane Ragsdale
Ann Rosenthal

Group 4

Tony Bechara
Ben Cameron
Joni Cherbo
Thomas Crow
Alan Fern
Amy Fitterer
Sandra L. Gibson
Alice Whelihan

Plenary Leaders

Moderator - Ruth Ann Stewart, Clinical Professor of Public Policy, NYU Robert F. Wagner Graduate School of Public Service, has held positions in government as an associate director and the senior policy analyst in arts, humanities, and social legislation at the Congressional Research Service, the research and analysis arm of the U.S. Congress, and as the Assistant Librarian of Congress for National Programs with responsibility for the library's education and cultural programs. She is co-editor (with Cherbo and Wyszomirski) of *Understanding the Arts and Creative Sector in the United States*, published by Rutgers University Press.

Plenary Leader - Bill Ivey is the Director of the Curb Center for Art, Enterprise, and Public Policy at Vanderbilt University, an arts policy research center with offices in Nashville, Tennessee and Washington, DC. He also directs the Center's Washington-based program for senior government career staff, the Arts Industries Policy Forum. Mr. Ivey serves as Senior Consultant to Leadership Music, a music industry professional development program, and is immediate Past-President of the American Folklore Society. He served as Team Leader for Arts and Humanities on the Barack Obama Presidential Transition Team. Ivey's book, *Arts, Inc.: How Greed and Neglect Have Destroyed Our Cultural Rights*, published by the University of California Press in the summer of 2008, has been described as "not just a vital book about the arts but a vital book about democracy."

From May, 1998 through September, 2001, Mr. Ivey served as the seventh Chairman of the National Endowment for the Arts, a federal cultural agency. Mr. Ivey's leadership is credited with restoring Congressional confidence in the work of the NEA. Mr. Ivey's Challenge America Initiative, launched in 1999, has to date garnered more than \$20 million in new Congressional appropriations for the Arts Endowment.

Group Leaders

Group 1 – Alberta Arthurs

Ms. Arthurs is an independent contractor in arts and culture, providing programming, planning and research services for non-profit institutions. Until 1997, she was Director for Arts and Humanities at the Rockefeller Foundation, initiating and monitoring programs both in the United States and abroad. Ms. Arthurs has overseen cultural projects and studies for both national and international organizations, including the Pew Charitable Trusts, the American Assembly at Columbia University, and the Irvine, Luce and Rockefeller Foundations. She serves on the boards of non-profit organizations in the arts and humanities, including the Center for Arts and Culture in Washington, D.C., the Salzburg Seminar in Salzburg, Austria, PEN American Center, National Video Resources in New York City and many others. She has served on corporate boards as well. Ms. Arthurs, who holds a Ph.D. in English Literature from Bryn Mawr College, has held administrative and teaching positions at Tufts, Rutgers, and Harvard Universities, and at Radcliffe College. She was President of Chatham College from 1977-1982.

Group 2 – Sondra Myers

Ms. Myers is Senior Fellow for International, Civic and Cultural Projects and Director of the Schemel Forum at The University of Scranton, and is an author and frequent lecturer on the arts, humanities and civil society, focusing on two major themes: the integration of culture into public policy in the United States, and the strengthening of the culture of democracy worldwide.

From 2001 to 2005 Ms. Myers served as a senior associate at the University of Maryland's Democracy Collaborative, organizing and coordinating meetings of The Democracy Collaborative's International Roundtables in Washington and Berlin and editing reports on their proceedings.

From 1999 to 2001, Ms. Myers directed the President's Millennium Seminars: The University for a New Democratic Era, a project of The George Washington University. She was the Rapoport Democracy Fellow at the Walt Whitman Center for the Culture and Politics of Democracy at Rutgers University, 2000-2001. From 1996 to 2000, Myers served as senior advisor to the president of Connecticut College. Since 1996, Myers has presented programs on democracy in Prague, Cracow, Budapest, Buenos Aires, Johannesburg, and in cities throughout the United States. In addition she has organized and moderated symposia on culture and public policy for academic institutions and cultural organizations including Lehigh University, the Anderson Ranch Arts Center, The New School for Social Research, and the Education Department of the John F. Kennedy Center for the Performing Arts.

Group 3 – Steven Lavine

Dr. Lavine has been president of the California Institute of the Arts since 1988. During his time as president, CalArts enrollment has increased from 850 to over 1300, with all fifty states and more than 30 countries now represented in the student body. Today, virtually every program at CalArts is recognized as being in the top ten in its discipline, a remarkable accomplishment for any institution.

Dr. Lavine is recognized as a leader in the cultural life of Los Angeles and of the nation. He currently serves on the board of directors of the American Council on Education, Endowments Inc., KCRW-FM National Public Radio, the Cotsen Family Foundation, and Villa Aurora Foundation for European-American Relations, as Co-Chair of the Arts Coalition for Academic Progress for the Los Angeles Unified School District. He has served on the board of directors of the Los Angeles Philharmonic Association, The Operating Company of the Music Center of Los Angeles, KCET-Public Broadcasting, Arts International, Inc., and the American Council for the Arts, and as a member of the Visiting Committee of The J. Paul Getty Museum. Dr. Lavine has also been co-director of The Arts and Government Program for The American Assembly at Columbia University and co-chair of the Mayor's Working Group of the Los Angeles Theatre Center. He participated on the Architectural Selection Juries for the new Los Angeles Cathedral and the Los Angeles Children's Museum.

Group 4 – Sandra Gibson

In June of 2000, Ms. Gibson was appointed President & CEO of the Association of Performing Arts Presenters (Arts Presenters). Since that time, Ms. Gibson has been instrumental in positioning the association to take on a leadership role in the field of performing arts presenting. Guiding the organization through the approval of a new vision, values and mission statement, Ms. Gibson recognized the need for an assessment of the field of performing arts presenting. In 2001, Arts Presenters joined with the Doris Duke Charitable Foundation to sponsor the first nationwide survey of the performing arts field. The results of that assessment culminated in a position paper titled "Toward Cultural Interdependence" and a Call to Action to Arts Presenters members in January 2002. The call to action rallied the management of performing arts organizations and institutions to take up the leadership roles in their communities and to recognize the role of arts in American life. Ms. Gibson's experience in arts presenting and cultural programming began with her tenure with the American Film Institute (AFI) where she held a number of senior level programming and operational positions.

At AFI, Ms. Gibson's accomplishments, such as managing a seven-acre, four building campus with a \$10.9 million budget and successfully running the Independent Filmmaker and Distribution Program, an NEA re-granting program, proved her abilities as an innovative manager and leader. Immediately prior to joining Arts Presenters, Ms. Gibson was recruited by Lynch for the position of Executive Vice President and COO at the newly formed Americans for the Arts.

Statement of Purpose

Our purpose is to celebrate how the Art and Artifacts Indemnity Act has been a precedent of federal support for the arts on an international level for over three decades. To do this, in the spirit of renewed support for restoring the centrality of both the visual and performing arts on a national level, we hope to have a lively discussion to consider how the Act can be reinvigorated and enlarged for individual/private and governmental/public diplomacy initiatives, including how the Act can be expanded to better support the performing arts.

The information and suggestions compiled during the colloquium will be used to create a set of recommendations that will be sent to Congress for their consideration. We hope the colloquium will lead to further discussion in Washington and draw Congressional support for expansion of the Act. All participants will be asked to sign onto our final product that will be presented to Congress, and will be contacted in the near future.

Thank You

The Brademas Center for the Study of Congress would like to thank you, our participants, in helping to make this colloquium possible. It is through your hard work and dedication to the arts that has made John Brademas' vision, illustrated in the Arts and Artifacts Indemnity Act, a reality and a living indication of the need for cultural diplomacy through sharing the culture and heritage found in the rich history of our nation. Only through a global network of cooperation and dissemination of culture can we begin to know our global community.

The Center would also like to thank SNEAC, the Wagner Student Network Exploring Arts & Culture for their assistance with collecting your ideas in our afternoon work groups.

SNEAC is a nonprofit, student organization at the Robert F. Wagner Graduate School of Public Service at New York University. SNEAC's mission is to promote informed discourse and activity in the arts and cultural sector, with an emphasis on policy and administration. As the only organization at NYU Wagner dedicated to the arts and cultural policy, SNEAC supplements the Wagner school's programs and specializations. They accomplish this through dynamic programming to address the intersection of cultural policy with other policy fields, arts administration and advocacy, cultural diplomacy, and urban revitalization through the arts.

About the Brademas Center

The Brademas Center sponsors public lectures, symposia, conferences, roundtables and briefings that address the issue of Congressional capacity for decision making — whether, how and why that capacity has declined; and what measures can be taken by Congress to strengthen and enhance its ability to make good public policy. Events covering a range of policy and procedure issues take place in New York City, Washington, DC, and at various NYU international sites.

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