



Cultural Arts

# Leadership Exchange in Arts and Disability Training & Conference

September 29 – October 1, 2005

Pre-Conference Workshop Intensives – September 28, 2005

Scottsdale Center for the Arts  
Mesa Arts Center  
Arizona

SPONSORED BY THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

# Welcome

## Come LEAD With Us!



Dear Friends,

We are so pleased to invite you to the **2005 Leadership Exchange in Arts and Disability (LEAD) Conference and Training**. This year's annual gathering of **Accessibility Professionals** working in the country's arts and cultural organizations is heading west! Plan to join us in Scottsdale and Mesa, Arizona for an opportunity to expand your knowledge and skills in accessibility — making arts and cultural experiences more accessible to and inclusive of everyone in your community.

Whether you are new to accessibility work or are a veteran — whether it is your primary focus or one of many hats you wear — the LEAD Conference and Training will inform and energize you! Come prepared to ask questions, share your own challenges and successes, acquire valuable resources and information, and be part of a network of people and organizations leading the way to cultural experiences that are inclusive of older adults and people with disabilities.

The John F. Kennedy Center for the Performing Arts, the primary sponsor of the LEAD Conference, is pleased to partner with an extraordinary team of Arizona arts organizations to co-host the first regional LEAD conference. We are very excited to host and show off the resources that the State of Arizona has to offer. It is our hope that by alternating the location of the Conference between different regions around the country and the nation's capital at the Kennedy Center, we'll expand the LEAD network and opportunities to:

- ♦ Serve as the national annual gathering of arts and cultural managers working to increase access for older adults and people with disabilities,
- ♦ Focus on the unique access issues and opportunities of different geographic regions,
- ♦ Make the Conference more affordable for those in the region,
- ♦ And most importantly, expand our outreach and yours to have tremendous impact on the creation of more accessible and inclusive cultural experiences.

Don't miss this unique and valuable gathering! The planning committee has designed an event highlighting two beautiful arts spaces — the Scottsdale Center for the Arts/Scottsdale Museum of Contemporary Art, and the Mesa Arts Center — with sessions and speakers that will help you with today's issues in accessibility. We promise you will leave the Valley of the Sun with new ideas, new resources and new friends.

Eileen Bagnall, *Accessibility Coordinator*, ARTability – Accessing Arizona's Arts  
Gerry Fathauer, *Executive Director*, Mesa Arts Center  
Kathy Hotchner, *Director*, Scottsdale Center for the Arts  
Dennis Kavanaugh, *Chair*, Arizona Commission on the Arts  
Betty Siegel, *Director of Accessibility*, The John F. Kennedy Center for the Performing Arts



Lisa Thorson and Company.  
Photo by Tom Olin.

Special thanks to the following sponsors for supporting the LEAD Conference in Arizona:

Arizona Commission on the Arts  
Arizona Office for Americans with Disabilities  
ARTability – Accessing Arizona's Arts  
Arizona Theatre Company  
Mesa Arts Center  
Scottsdale Center for the Arts

The Kennedy Center's Accessibility Programs are supported in part by:

Mike and Julie Connors  
Rosemary Kennedy Education Fund  
National Endowment for the Arts  
The Kennedy Center Corporate Fund  
U.S. Department of Education

# Accessibility happens everywhere and benefits everyone!

The more people in an organization who have information and energy to increase accessibility, the better you will serve your patrons, artists, staff, volunteers and community. The LEAD Conference provides valuable training and important professional development opportunities for:

- ◆ **Accessibility Managers, Liaisons and Coordinators**
- ◆ **Auditorium, Box Office and House Managers (see pre-conference info)**
- ◆ **Outreach and Education Coordinators**
- ◆ **Guest, Patron and Visitor Services Managers**
- ◆ **ADA/504 Coordinators or Managers – new and experienced (see pre-conference info)**
- ◆ **University and College ADA/Accessibility Coordinators**
- ◆ **Museum, Theater and Arts Center Administrators**
- ◆ **Marketing/Audience Development Directors (see special pre-conference info)**
- ◆ **State Arts Commission/Council Accessibility Coordinators**
- ◆ **Volunteers and Board Members**
- ◆ **Westerners**

While the LEAD Conference is national in scope, arts and cultural workers in the western US have particular reasons to attend this year:

- ◆ **Cost** – traveling within the region is less expensive.
- ◆ **Time** – easier and quicker to travel!
- ◆ **Content** – the “youthfulness” of Western communities means that many public spaces are already relatively accessible. Conference sessions incorporate guest speakers and information on newer facilities and planning effectively for accessibility when designing new facilities and programs.
- ◆ **New Accessibility Coordinators**  
If you're new in your position, this is an area you've volunteered to take on or it has been assigned to you, you will want to attend the “ADA Basics: Title I, II, III” pre-conference workshop intensive on Wednesday, September 28, and the “Nuts and Bolts: Getting Started” session on Thursday, September 29.

This is a “must attend” event for anyone interested in increasing accessibility in their organization, and ensuring that people with disabilities and older adults can participate in arts and cultural activities.

## A Personal Voice

### *The Emergent Arts/Disability Discourse*

#### **John R. Killacky, Keynote Speaker**

Joint Plenary Session of the LEAD Conference and “Building Your Career”



John R. Killacky's unique life bridges the worlds of artists, arts managers and arts philanthropy. As a nationally-recognized leader in the field of arts presenting, John addressed accessibility issues at the Walker Art Center in Minneapolis and the Yerba Buena Center for the Arts in San Francisco. As an artist with a disability, he works in film/video and the written word.

John will share with us his sometimes difficult navigation between the arts world and the disability community, both nationally and internationally. His personal experiences and discoveries will expand the dialogue about the work we all do. As the arts/disability community begins to come into its own, John will engage this joint gathering of artists and arts administrators in a discussion of our individual and collective vision, realities, and aspirations for accessibility and the arts. An open-mike Q&A will follow John's presentation. *See page 3 for more information on Building Your Career: A Career Forum for Arizona Artists with Disabilities.*

## Pre-Conference Workshop Intensives

This year the LEAD Conference offers four pre-conference workshop intensives on Wednesday, September 28 specifically for:

### **Audio Describers**

#### ***Training for Future Audio Description Trainers***

Audio Description is the art of verbal description to convey the settings, costumes, body language, sight gags and essential visual information in a presentation or live performance to those who are blind or visually impaired. For Audio Description to grow and thrive, a cadre of trained trainers using the same standards is needed to sustain audio description in their communities! You'll examine how to present a training weekend, mentor new describers, evaluate them, and create and nurture a local program. *Presenters: Deborah Lewis, The ELA Foundation and Teri Grossman, Audio Description Los Angeles. (Training and experience as an audio describer or knowledge of audio description highly recommended — for questions, call Deborah Lewis, 626/398-8840)*

### **Marketing/Audience Development Directors**

#### ***Demystifying the Disability Market***

You have the power to increase attendance, revenue and participation through targeted communications and by identifying easy, standard ways of incorporating accessibility information into your marketing and publicity materials. To do this you have to understand the disability market. This session will give you methods that work! *Presenter: TBA.*

### **Accessibility Rookies, New Accessibility Managers and ADA/504 Coordinators looking for a brush up**

#### ***ADA Basics: Title I, II, III***

Not sure of the basics of accessibility and the ADA? Need to learn what your organization's obligations and opportunities are? This session will give you a solid introduction to Titles I, II and III of the ADA and how they apply to cultural organizations whether private or public, non-profit or government. *Presenters: Cindy Brown, ADA/Accessibility Specialist, City of Tempe, and Denise Thompson, Arizona Office for Americans with Disabilities.*

### **Auditorium, Box Office, House Managers and Staff**

#### ***Ticketing Policies, Procedures and Practices: Box Office Assets***

This session explores tried and true methods of developing and applying policies, procedures and practices that are in compliance with the Americans with Disabilities Act. Make your audience's experience a positive one and let your staff work in an informed and customer-friendly way. *Presenter: Betty Siegel, Director of Accessibility at the John F. Kennedy Center for the Performing Arts.*

# Conference Schedule

(subject to change)



## Wednesday, September 28 ♦ Scottsdale Center for the Arts Pre-Conference Workshop Intensives (registration required)

- 11:00AM – 5:00PM Registration Desk Open
- 1:00PM – 5:00PM Pre-Conference Workshop Intensives
- 6:30PM Dinearounds – Optional

## Thursday, September 29 ♦ Scottsdale Center for the Arts

- 8:00AM – 5:00PM Registration Desk Open
- 8:00AM – 9:00AM Continental Breakfast
- 9:00AM – 10:30AM **Plenary Session** “Framing the Discussion”
- 10:45AM – Noon **Concurrent Sessions**
- Noon – 1:00PM Lunch
- 1:00PM – 5:00PM **Concurrent Sessions**
- 6:30PM – 8:00PM Opening Reception
- 8:00PM Performance of *Late Nite Catechism*  
Optional, *ticket purchase required*

## Friday, September 30 ♦ Mesa Arts Center

- 8:00AM Buses leave for Mesa Arts Center
- 8:30AM – 9:00AM Continental Breakfast
- 9:00AM – Noon **Plenary Session** “Legal Issues: Implementing the ADA and Section 504”
- Noon – 1:00PM Lunch
- 1:00PM – 5:00PM **Concurrent Sessions**
- 5:00PM Buses depart for Scottsdale Center for the Arts
- 7:00PM – 9:00PM Leadership Awards Dinner  
Optional, *ticket purchase required*

## Saturday, October 1 ♦ Scottsdale Center for the Arts

- 9:00AM – Noon Roundtables
- Noon – 1:30PM **Plenary Session** - Lunch and Keynote  
Speaker John Killacky (joint session with  
“Building Your Career” Forum)

## Conference and Training Highlights

For a complete listing of concurrent sessions and conference topics go to [www.artability.org](http://www.artability.org) or email [access@kennedy-center.org](mailto:access@kennedy-center.org).

### Framing the Discussion

Panelists, including Tony DiRienzi, Executive Director, Arizona Statewide Independent Living Council, will discuss disability culture, what it is, who belongs and what effect it has on a cultural organization’s efforts to create inclusive programs and facilities.

### Legal Issues: Implementing the ADA and Section 504 in Cultural Venues

This session will be a frank and open discussion of legal and compliance issues with Renee Wohlenhaus, Deputy Chief of the Disability Rights Section of the Civil Rights Division at the U.S. Department of Justice, and Kathy Gips, Director of Training from the New England ADA & Accessible IT Center.

### Nuts and Bolts: Getting Started

New accessibility managers and those who have just recently been given responsibility for accessibility at a museum or theater can get started by creating a solid foundation of accessibility through physical and programmatic access, planning and prioritizing. This session will be led by experienced accessibility professionals.

### Roundtable and Small Discussion Groups

Roundtable and small discussion group topics will include: “Finding Funding for Access”, “Advocating for Artists and Performers with Disabilities”, “Accessibility for under \$100”, “Making Outdoor Events and Exhibits Accessible”, “Discussions with the Disability Community”, “Described Tours and Touch Tours”, “Working with Sign Language Interpreters”, and many more!

### Individualized Website Accessibility Consultation

Meet with Knowbility experts John Slatin and Sharron Rush for an individualized consultation. Get useful recommendations for making accessibility improvements to your organization’s website. (Must request on registration form. Limited availability.)

### Multi-Sensory Approaches to Cultural Environments

International expert Julia Ionides from The Dog Rose Trust in the UK will help you discover how to put multi-sensory design into context. Learn to apply universal design and communication concepts, and incorporate sound, sight and touch into museums, exhibits and theaters.

### Building Your Career

In conjunction with the LEAD Conference, the Arizona Commission on the Arts and VSA arts of Arizona present *Building Your Career*, a professional development forum for Arizona artists with disabilities and Arizona arts presenters, publishers and exhibitors. Held on October 1-2 at the Scottsdale Center for the Arts, *Building Your Career* is a forum to explore the barriers experienced by artists with disabilities. Artists and arts managers, along with organizations that provide services to artists, and people with disabilities, will have the chance for candid conversation about how to increase career opportunities for artists with disabilities. *Building Your Career* will join with the LEAD Conference participants for lunch and the keynote presentation on Saturday and then will continue through lunch on Sunday. For more information, contact (in southern Arizona) 520/795-6502 or [vsaa@mindspring.com](mailto:vsaa@mindspring.com); (in other areas) 602/229-8220 or [buildyourcareer@ArizonaArts.org](mailto:buildyourcareer@ArizonaArts.org).

# Conference Registration Form

**Leadership Exchange in Arts and Disability ♦ Sept 28–Oct 1, 2005 ♦ Mesa and Scottsdale, AZ**

Fill out and return this registration form by **Friday, September 2, 2005** (*one form per person attending the conference*).  
Early Bird Registration Fees – Good through September 2, 2005 — registrations postmarked after that date will have an additional \$50 fee.  
**Payment must be received with your registration.**

*Please note: Space is limited. Preference will be given to registrants who are directly responsible for making programs and facilities accessible to people with disabilities at a cultural arts institution or cultural arts service agency.*

Name		Title	
Organization			
Address			
City		State	Zip
Phone/Work		Phone/TTY	
Email		Organization Web Address	

## Accommodations

The conference site and all activities are wheelchair accessible. Accommodation requests must be received by September 2, 2005.

**Please check all that apply:**

- |   |   |
|---|---|
| <input type="checkbox"/> Sign Language Interpreter                                      | <input type="checkbox"/> Assistive Listening Device       |
| <input type="checkbox"/> CART/Computer Assisted Real-time Translation (Live Captioning) | <input type="checkbox"/> Printed materials in Braille     |
| <input type="checkbox"/> Accessible bus to/from Mesa                                    | <input type="checkbox"/> Printed materials in Large Print |
| <input type="checkbox"/> Other (specify):   | <input type="checkbox"/> Audio Description                |

I have special dietary requirements (specify):

**See Side B for Fees and Payment Methods**

## Discounts and Assistance

### Teams Get Discounts!

We encourage teams to attend. You can "spread out" to cover more of the Conference and when you return home, you'll have allies with the same information and goals. So, bring one or two colleagues (staff, board or volunteers) with you and you will all get a savings of up to \$30 on your registration.

### Financial Assistance

Some state arts councils/commissions offer professional development/travel grants to help with your travel and registration expenses. To find out if your state arts agency has funding available, contact their Accessibility Coordinator, or visit [www.artability.org](http://www.artability.org).



# Conference Registration Form

**SIDE B**

## Full Conference Package – September 29– October 1, 2005

- \$125 per person for Board or Staff members of non-profit, University/College, or Government arts organizations, arts service agencies, cultural organizations or cultural service agencies. \$ \_\_\_\_\_
- \$95 TEAM DISCOUNT** — Teams are encouraged. If your organization sends more than one person, the conference fee drops \$30 per person. \$ \_\_\_\_\_
- \$225 per person for Board or Staff members of a non-profit disability organization \$ \_\_\_\_\_
- \$425 per person from a for-profit organization or business \$ \_\_\_\_\_

## Pre Conference Workshop Intensives – Wednesday, September 28, 1:00 - 5:00PM

- \$150 Training for Future Audio Description Trainers  \$75 Demystifying the Disability Market
- \$75 Ticketing Policies, Procedures and Practices: Box Office Assets  \$75 ADA Basics: Title I, II, III Total \$ \_\_\_\_\_

**Special offer** for Board and Staff of non-profit, University/College, or Government arts organizations, arts service agency, cultural organization or cultural service agency

## Full Conference Package PLUS 1 Pre-Conference Workshop Intensive – *Save \$30!*

(Note: Indicate your pre-conference preference by checking above. The Audio Description training pre-conference is not included in this offer.):

- \$175 per person for Board or Staff members of an arts organization or arts service agency, cultural organization or cultural service agency. **TEAM DISCOUNT** – just \$145 per person \$ \_\_\_\_\_

## One-Day Conference Pass (access to all sessions for one day)

One day passes are only available to Board or Staff members of non-profit, University/College, or Government arts organizations, arts service agencies, cultural organizations or cultural service agencies.

- \$60 Thursday, September 29  \$60 Saturday, October 1 (*conference concludes at 1:30PM*)
- \$60 Friday, September 30 Total \$ \_\_\_\_\_

**Registration Total \$ \_\_\_\_\_**

## Optional Events

Please check the boxes of the events you plan to attend and enclose payment. *Fees for optional events are non-refundable.*

- Yes, I plan to attend the FREE Evening Reception on Thursday, Sept. 29.
- Yes, I want a FREE 15-minute website accessibility consultation on Thursday, September 29 between noon and 5PM.
- Yes, I plan to attend the Leadership Exchange in Arts and Disability Award Dinner on Friday, September 30 at 7:00PM at the Scottsdale Center for the Arts.  
Number of tickets \_\_\_\_\_ x \$30 = \$ \_\_\_\_\_
- Yes, I plan to attend the performance of *Late Nite Catechism* on Thursday, September 29 at 8:00PM at the Scottsdale Center for the Arts. (Performance will be sign interpreted, captioned and audio described and accessible seating is available upon request.)  
Number of tickets \_\_\_\_\_ x \$30 = \$ \_\_\_\_\_

**Optional Events Total \$ \_\_\_\_\_**

## Payment Method

Payment accepted by check  
(payable to The Kennedy Center Accessibility Program)  
or credit card (VISA or MasterCard only)

**Optional Events plus Registration Total \$ \_\_\_\_\_**

**Total Payment Enclosed \$ \_\_\_\_\_**

Card Number \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Amount to Charge to Card \$ \_\_\_\_\_**

**Mail registration to:** Accessibility Program, The John F. Kennedy Center for the Performing Arts, P.O. Box 101510, Arlington VA 22210  
**Fax registration to:** 202/416-8802, Attention: Accessibility (*Remember: fax both sides A and B of registration form*)  
**Email registration to:** access@kennedy-center.org

# Mesa Arts Center and Scottsdale Center for the Arts

You will get an inside look at two premier regional arts centers – very different in design, programming and community.

## Scottsdale Center for the Arts



Designed by architect Benny Gonzales and opened in the 1970s, the Scottsdale Center for the Arts features two theaters, exhibit space for professional and youth visual arts exhibits, a gift shop, and is located on the Scottsdale Civic Mall, a greenspace with outdoor performance spaces, water features, restaurants and shops. Next door is the Scottsdale Museum for Contemporary Art, an adapted cineplex renovated by noted Arizona architect Will Bruder. The Center has been a leader in providing program accessibility to audiences and recently renovated Stage Two, an intimate theater, to increase seating availability for audience members using wheelchairs or scooters, and is in the process of renovating restrooms.

## Mesa Arts Center



With its grand opening set for September 17, 2005, you'll be among the first to see the new Mesa Arts Center, a \$98 million arts campus featuring five theaters, the five-gallery Mesa Contemporary Arts complex, 14 visual and performing arts classrooms, and outdoor gathering and performance spaces. The new Mesa Arts Center is intended to be the anchor for activity and growth in downtown Mesa, a longstanding community in the East Valley of Phoenix.

## General Conference Information

### Hotel Information

Conference rates are available at two hotels within 3 to 7 minutes walking distance of the Scottsdale Center for the Arts. The rates range from \$79 to \$139/night (before tax). To receive these rates, reservations must be made by August 28, 2005. Be sure to ask for the Kennedy Center LEAD Conference rate. A limited number of rooms are being held at this rate, so call immediately.

#### The Marriott Suites Scottsdale Downtown

7325 E. 3rd Avenue  
Scottsdale, AZ 85251  
1-800-228-9290 or 480/945-1550  
Rate: \$139/night plus tax  
Wheelchair accessible entrance is in the front; TTY available upon request.

#### AmeriSuites Scottsdale/Old Town

7300 E. 3rd Avenue  
Scottsdale, AZ 85251  
480/423-9944  
Rate: \$79/night plus tax  
Wheelchair accessible entrance is in the front; TTY available upon request. The room rate includes complimentary hot breakfast each morning and free shuttle service within a five-mile radius of the hotel.

To check additional hotels, go to <http://www.scottsdalecvb.com> (Scottsdale Convention and Visitors Bureau), or check out Gimp On The Go for a list of accessible hotels at [www.gimponthego.com](http://www.gimponthego.com).

### Airports and Public Transportation

Sky Harbor International Airport in Phoenix is the closest airport. Taxi to the Scottsdale area is around \$20. Super Shuttle (1-800-BLUEVAN) is also onsite at the airport but you must make a reservation ahead of time for accessible van service. Public (bus) transportation is not the most efficient way to travel from the airport to Scottsdale.

### Local Arts and Cultural Information

The Valley's arts season will be revving up as you arrive for the LEAD Conference! For a complete listing of arts and cultural events and destinations in the greater Phoenix area, visit [www.ShowUp.com](http://www.ShowUp.com). Each event listing includes accessibility services provided.

### Climate

It is highly likely that the Valley of the Sun will be pleasantly warm and sunny during your stay. In late September, daytime highs average around 92°, with evening lows of around 72°.

### Additional Information

For additional information, visit [www.artability.org](http://www.artability.org) or [www.kennedy-center.org/accessibility](http://www.kennedy-center.org/accessibility), or contact the Kennedy Center Accessibility Office at 202/416-8727 (voice); 202/416-8728 (TTY); 202/416-8802 (fax); or via email at [access@kennedy-center.org](mailto:access@kennedy-center.org)

This document is available in alternative formats by contacting the Kennedy Center Accessibility Office at 202/416-8727 (voice).



THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

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The John F. Kennedy Center  
for the Performing Arts  
2700 F Street, NW  
Washington, DC 20566-0001



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**Sept. 29 - Oct. 1, 2005**

**Mesa and Scottsdale, AZ**