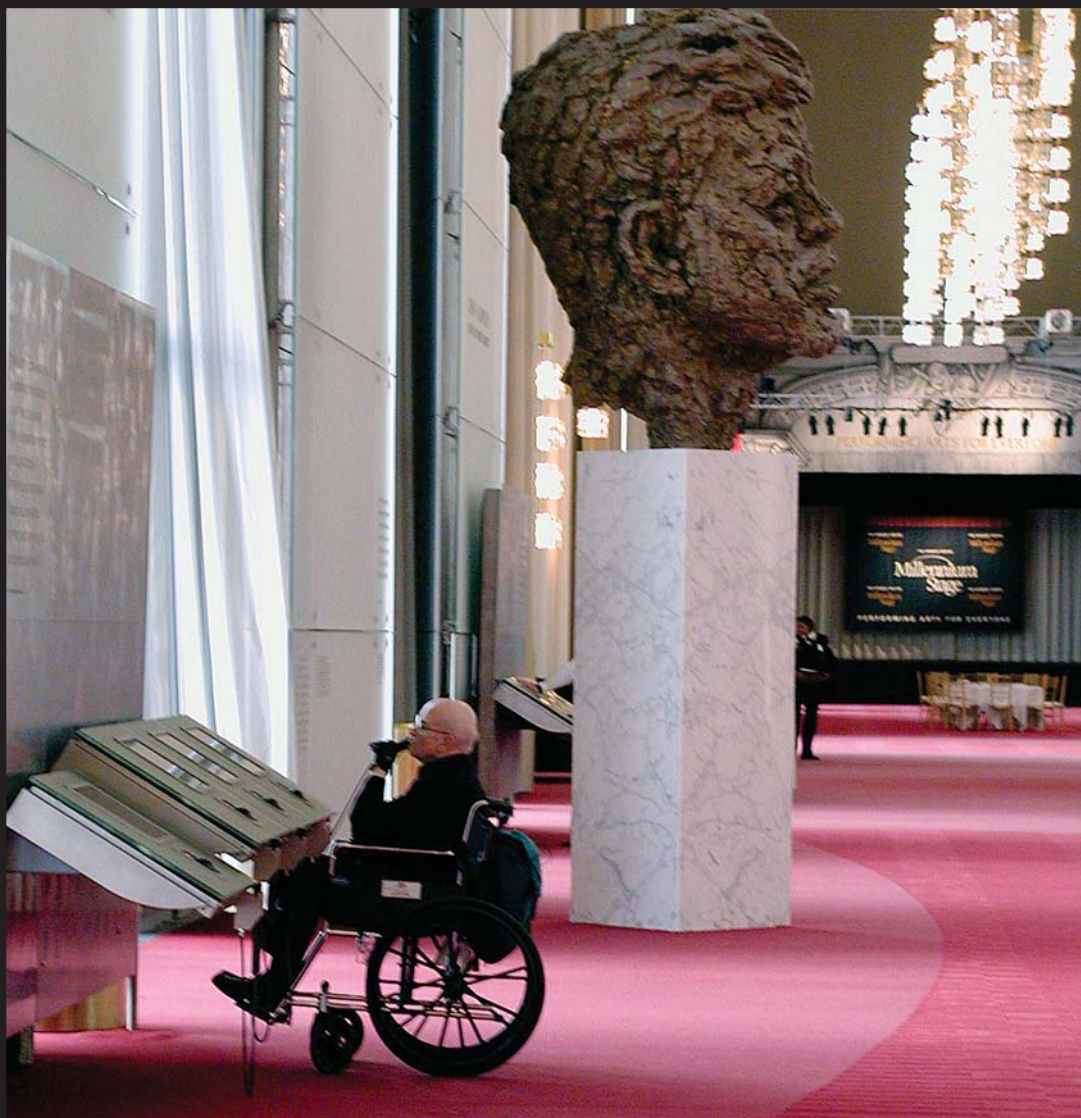


LEAD

LEADERSHIP  
EXCHANGE  
IN ARTS AND  
DISABILITY



WASHINGTON, D.C. AUGUST 13-16

2009

The Kennedy Center



Please accept this invitation to the John F. Kennedy Center for the Performing Arts' 9<sup>th</sup> Annual Leadership Exchange in Arts and Disability (LEAD) conference and training in Washington, D.C., August 13 – 16, 2009.

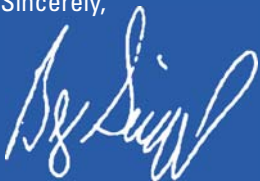
No fancy sales pitch, no special offers – just a sincere hope that you can find the time and resources to join us this year.

As a leader in the field of cultural access, you are a vital part of a national and international movement to build an inclusive society, develop best practices, influence policy, and ... not to be melodramatic ... change the world. Isn't that what leadership is about? Whether your personal style of leadership is quiet and behind the scenes or loud and out front, you are a necessary part of changing the world so that all people - with and without disabilities, young and old - have equal access to the soul and heart of any nation: its culture.

The LEAD conference and training continues to be the one place where leaders in the field of access to the cultural arts for individuals with disabilities and older adults can meet and mingle with peers, find out what is hot and what is not in technology, get the straight talk on legal issues, and contribute to the collective knowledge base of what does and doesn't work for building and keeping audiences, patrons, and visitors.

Please join us this August to continue the dynamic dialogue we've been having for the past 9 years at LEAD. Please take the challenge to be the person at your museum, theater, or cultural institution who ensures that all members of your community have the opportunity to enjoy and participate in the cultural arts.

Sincerely,



**Betty Siegel**

*Director of Accessibility*

*The John F. Kennedy Center for the Performing Arts*

## PRE-CONFERENCE

Come early for one or two in-depth, interactive workshops on access in the cultural arts. Visit [www.kennedy-center.org/accessibility/lead](http://www.kennedy-center.org/accessibility/lead) for more details on each session! Boxed lunches will be provided for participants who register for both a morning and afternoon session. All pre-conference sessions are \$75.

### Morning Pre-Conference Workshops • 8:00 a.m. until Noon

#### **Listen to a Bench, Chew on a Painting: Multi-Sensory Approaches to Museum Visits**

How can temperature and texture affect your experience of a sculpture? How can taste and smell evoke the mood of a photograph, and fix it in your memory forever? Explore how art and history museums can use multi-sensory interpretation strategies to create a richer appreciation and understanding of their collections. Through interactive hands-on exercises, participants will discover the benefits of investigating a work of art through touch, sound, smell, taste and movement, as well as through looking, discussion and description.

*Presenters: Hannah Goodwin, Accessibility Manager, Museum of Fine Arts, Boston (MA); Rebecca McGinnis, Access Coordinator, Metropolitan Museum of Art (NY)*

#### **Basic Policy Development (Part One): Craft, Implement, Enforce, and Troubleshoot Access Policies for Your Venue**

An encore presentation, this workshop provides you with the nuts and bolts you need to develop, implement, and enforce defensible accessibility policies. Each participant receives a policy development guidebook. Recommended for those new to policy writing, approval, and maintenance.

*Presenter: Susan Duncan, RN, Duncan Consulting (WA)*

#### **Audio Description Tune-Up (Part One): Energize Existing Endeavors and/or Launch Brand-New Ventures**

Looking to create efficient, effective, and economical ways to start, maintain and grow an audio description program? This is the audio description workshop for you! Spend the day solving challenges associated with audio description programs in theaters, museums, and other cultural institutions in this two-part interactive session.

## SESSIONS AUGUST 13, 2009

Two audio description professionals with a combined 50 years of experience as describers and trainers will offer exercises, ideas, handouts, practice, and expert suggestions galore. Part one focuses on starting or revitalizing a program.

**Presenters:** *Deborah Lewis, Accessibility Consultant, Arts Access (CA); Bill Patterson, President, Audio Description Solutions (PA)*

### Creating Arts for All

This dynamic, interactive session will train staff and volunteers from theaters, museums, community centers, after school arts programs, and others how to universally design their educational arts programming to make it accessible to children of all abilities. Participants will learn unique strategies and best practices for engaging a wide range of children in several arts disciplines. Everyone will leave the training with specific, universally-designed arts activities they can replicate with the children in their program.

**Presenters:** *Martin English, M.F.A., Executive Director of Accessible Arts, Inc. (KS); Kit Bardwell, M.M., Program Director of Accessible Arts, Inc. (KS)*

### Afternoon Pre-Conference Workshops • 1:00 p.m. to 5:00 p.m.

#### Tips, Tools, and Techniques for Effective Training\*

Your staff and volunteers are the public face of your institution. With proper training they can be enthusiastic and informed allies in your efforts to create a completely disability and senior-friendly patron/visitor experience. This session will address strategies for maximizing your training efforts, offer practical suggestions, supply sample training manuals and materials, and look at key components of thorough and effective training sessions.

**Presenters:** *Cindy Brown, ADA and Accessibility Specialist (OR); Celia Hughes, Executive Director, VSA arts of Texas (TX)*

\*Please note that this session will run from 12:30 p.m. until 5:30 p.m.

#### Advanced Policy Development (Part Two): Craft, Implement, Enforce, and Troubleshoot Access Policies for Your Venue

If you need help making your policies work in real life, this workshop is for you! Participants will gain practical experience by applying the principles learned in *Basic* to produce venue-tailored policies that comply with accessibility standards. Strategies for identifying and overcoming problems with policy implementation and maintenance

will be discussed. Each participant receives a policy development workbook. Recommended for those involved in policy development, implementation, and enforcement who have attended *Basics* or have equivalent experience.

**Presenter:** *Susan Duncan, RN, Duncan Consulting (WA)*

#### ADA Basics: Titles I, II, III

Start your LEAD experience with a comprehensive introduction to the Americans with Disabilities Act (ADA). Discover how the ADA applies to cultural arts organizations in the areas of employment, participation in programs and services, effective communication, and facility access. Learn about ADA compliance and creative ways to leverage compliance to draw in new visitors and patrons. Participants will take home case studies based on actual events, components of an access plan, and solutions for effective implementation.

**Presenters:** *Shelley Kaplan, Project Director, DBTAC-Southeast (GA); Marian Vessels, DBTAC: Mid-Atlantic ADA Center (MD)*

#### Audio Description Tune-Up (Part Two): Energize Existing Endeavors and/or Launch Brand-New Ventures

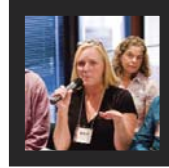
Looking to create efficient, effective, and economical ways to start, maintain and grow an audio description program? Spend the day solving challenges associated with audio description programs in theaters, museums, and other cultural institutions in this two-part interactive session. Two audio description professionals with a combined 50 years of experience as describers and trainers will offer exercises, ideas, handouts, practice, and expert suggestions galore. Part two focuses on keeping your program and describers strong.

**Presenters:** *Deborah Lewis, Accessibility Consultant, Arts Access (CA); Bill Patterson, President, Audio Description Solutions (PA)*

#### “How Did We Do? How Can we Do Better?” Practical Evaluation for Program Developers

This workshop will address skills and methods for evaluating programs and provide insights that benefit future programs. Both quantitative and qualitative methods will be included, and participants will practice the methods in this interactive, hands-on workshop.

**Presenter:** *Andrew Pekarik, Program Analyst, Office of Policy and Analysis, Smithsonian Institution (DC)*



## CONFERENCE HIGHLIGHTS

Visit us online at [www.kennedy-center.org/accessibility/lead](http://www.kennedy-center.org/accessibility/lead) for more details!

### ADA Amendments Act and You

A discussion about the new ADA Amendments Act and how it applies to cultural arts organizations.

### Building Blocks of Access

This series of introductory sessions cover the basics of access in the cultural arts. Learn to survey your facilities' physical accessibility, provide materials in alternate formats, arrange sign language interpreters for tours, events or performances, design accessible exhibits, and more!

### Doing Access Justice: Legal Issues for Arts Administrators

This forum opens with a brief introduction to the major federal disability rights laws and quickly transitions into a dynamic, participant-driven Q&A session with experts from the U.S. Department of Justice and Disability Business and Technical Assistance Centers.

### The Three-Minute P.A.S.

You can make the perfect hard-boiled egg in three minutes, but can you describe your P.A.S. (Perfect Accessibility Solution) or your favorite accessibility triumph in the same amount of time? Deliver a three-minute rapid-fire presentation on an accessibility solution or program that demonstrates how your organization turned a negative situation into a positive one. Share the lessons you learned and stimulate a vivacious discussion about best practices in accessibility. Be as creative as you want to be. (Check "Yes" on your registration form to present during this session!)

### The Future of Accessible Technology

Larry Goldberg, the Director of WGBH's Media Access Group, will discuss the explosion of new accessible technologies and how those technologies will change and shape the way we provide accommodations in museums, theaters, and other cultural venues.

### Super Sunday!

Plan to stay through Sunday and attend sessions on grant writing, get tips from foundation representatives on pitching projects, brainstorm with colleagues in affinity group roundtables, attend a debriefing discussion led by Betty Siegel to get answers to any lingering questions and more!

### Post-Conference Workshop

#### Expand Your Audio Description Skills

\$75.00

Sunday, August 16 from 12:30 to 4:30 p.m.

Registration deadline: July 22, 2009

Sharpen your skills with intensive exercises, ideas, handouts, practice, and expert suggestions. Increase your expertise, learn from fellow describers, and become a more comfortable and confident describer. Sign up early and the session leaders will contact you to help tailor the day to address your specific concerns.

**Presenters:** *Deborah Lewis, Accessibility Consultant, Arts Access (CA); Bill Patterson, President, Audio Description Solutions (PA)*

### Team Registration Discounts

If your organization sends more than one person to the full conference, the registration rate drops to \$130 per person! *Please Note: The team registration rate is only available to board or staff members of arts or cultural organizations; arts or cultural service agencies; university or college staff; and state or local government employees.*

### Roommate Connection

Looking for a roommate? Sign up for Roommate Connection when you register and Kennedy Center staff will connect you with other LEAD attendees interested in economizing by sharing a hotel room.

LEADERSHIP EXCHANGE IN ARTS AND DISABILITY • AUGUST 13–16, 2009 • WASHINGTON, D.C.

Space is limited to approximately 200 participants so respond immediately! Not all registrations will be accepted. Preference will be given to registrants who are directly responsible for making programs and facilities accessible to people with disabilities and are employed by cultural arts institutions or cultural arts service agencies.

Please fill out sections 1-6 and submit one form per person attending the conference. Teams registering for the team discount should send all forms in together.

## 1. ATTENDEE INFORMATION

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (Voice) \_\_\_\_\_ Phone (TTY) \_\_\_\_\_

Email Address \_\_\_\_\_ Web Address \_\_\_\_\_

I am attending as part of a team. Name(s) of team member(s): \_\_\_\_\_

Yes, please sign me up for **Roommate Connection**. Your name and email address will be shared with others who are interested in sharing hotel rooms

## 2. ACCOMMODATIONS

*The conference site and all activities are wheelchair accessible. Accommodation requests must be received by July 27, 2009.*

Please indicate which of the following you will need to participate in the conference (check all that apply):

- Sign Language Interpreters       Printed materials in large print       Computer Assisted Real-time Translation (CART)  
 Assistive Listening Device       Printed materials in Braille       Audio description

Other (please specify): \_\_\_\_\_

I have special dietary requirements (please specify): \_\_\_\_\_

## 3. ORGANIZATION PROFILE

Please check all that apply:

- Non-profit       For-profit       Theater       Government Agency  
 College or University       Service Agency       Arts Center       Museum

Other: \_\_\_\_\_

### Mail registration form to:

LEAD 2009  
 Accessibility Program  
 The Kennedy Center  
 P.O. Box 101510  
 Arlington, VA 22210

### Fax registration form to:

(202) 416-8802  
 Attention: Accessibility  
*Remember to fax both sides  
 of the registration form*

### E-mail registration form to:

access@kennedy-center.org  
 Please write "LEAD 2009" in the subject line

**Please keep  
 a copy of the  
 completed  
 registration  
 form for your  
 records.**

#### 4. REGISTRATION INFORMATION

##### Full Conference • August 14–16

Please select one of the following. Prices listed are per person.  
Please see page 4 for information about Team Registration.

- Arts or Cultural Organization Staff or Board Member  
Individual: ..... \$150/ Team: \$130
- Arts or Cultural Service Agency Staff or Board Member  
Individual: ..... \$150/ Team: \$130
- University or College Staff  
Individual: ..... \$150/ Team: \$130
- State or Local Government Employee  
Individual: ..... \$150/ Team: \$130
- Non-Profit Disability Service Organization Staff ..... \$250
- For-Profit Business or Consultant, Architecture,  
or Law firm Employee ..... \$450

**Full Conference Subtotal \$** \_\_\_\_\_

##### Sunday, August 16

Sessions on Sunday are free with your full conference registration!

- Yes, I will attend sessions on Sunday, August 16.

##### One-Day Conference Pass

One-Day passes are available only to board or staff members of arts or cultural organizations, arts or cultural services agencies, University and College staff, and State and Local Government employees.

- \$75 for Friday, August 14
- \$75 for Saturday, August 15
- \$75 for Sunday, August 16 (Note: Day ends at noon.)

**One-Day Pass Subtotal \$** \_\_\_\_\_

##### Pre-Conference Workshops • August 13

###### Morning Session – 8:00 a.m. until Noon

Check only one:

- Chew on a Painting: Multisensory Tours ..... \$75
- Basic Policy Development ..... \$75
- Audio Description Tune-Up Part 1 ..... \$75
- Creating Arts for All ..... \$75

###### Afternoon Session – 1:00 until 5:00 p.m.

Check only one:

- Volunteer and Staff Training (\*starts at 12:30 p.m.) ..... \$75
- Advanced Policy Development ..... \$75
- Audio Description Tune-Up Part 2 ..... \$75
- ADA Basics ..... \$75
- How Did We Do? ..... \$75

**Pre-Conference Workshops Subtotal \$** \_\_\_\_\_

##### Post-Conference Workshop – August 16

- Expand Your Audio Description Skills ..... \$75

**Post-Conference Workshop Subtotal \$** \_\_\_\_\_

#### 5. SPECIAL EVENTS

##### Evening Reception

- Yes, I plan to attend the FREE evening reception on Thursday, August 13
- I will be bringing a guest. Guest Name: \_\_\_\_\_

##### LEAD Awards Dinner

- Yes, I would like to attend the LEAD Awards Dinner on Saturday, August 15.

**Number of tickets** \_\_\_\_ x \$35.00 = \$ \_\_\_\_\_

##### Website Accessibility Consultation

- Yes, please sign me up for a **free** website accessibility consultation on Friday, August 14

##### Perfect Accessibility Solutions (P.A.S.)

- Yes, I want to deliver a three-minute P.A.S.

**Special Events Subtotal \$** \_\_\_\_\_

#### 6. PAYMENT

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

**TOTAL \$** \_\_\_\_\_

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

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

Billing Address Zip Code \_\_\_\_\_

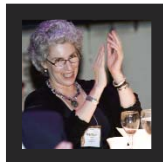
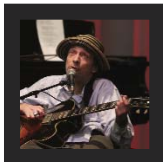
Name of Cardholder \_\_\_\_\_

Signature \_\_\_\_\_

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



# SPECIAL EVENTS



## Opening Reception – Free!

Thursday, August 13 at 7:00 p.m.

Celebrate the start of the 2009 LEAD Conference! Reconnect with colleagues and make new contacts.

## LEAD Awards Dinner - \$35

Saturday, August 15 at 7:00 p.m.

Join us for an elegant evening to recognize the achievements and contributions of colleagues as leaders in the field of cultural arts accessibility. Visit [www.kennedy-center.org/lead](http://www.kennedy-center.org/lead) and click on LEAD Awards to learn more!

## Website Accessibility Consultations

Meet with Knowbility web specialists for an individualized consultation and get useful recommendations on making accessibility improvements to your organization's website. *(Space is limited. Must request consultation on registration form.)*

# CONFERENCE HOTELS

Conference rates have been arranged at three hotels within walking distance of the Kennedy Center. To receive these rates, reservations must be made by **July 17, 2009**. Be sure to ask for the Kennedy Center LEAD Conference rate. A limited number of rooms are being held so call immediately! *Rates do not include tax.*

### The George Washington University Inn

824 New Hampshire Avenue, NW (800) 426-4455 (voice)  
 Washington, D.C. 20037 (202) 298-7499 (fax)  
[www.gwuinn.com](http://www.gwuinn.com)  
 Rate: \$129/night

### One Washington Circle Hotel

1 Washington Circle, NW (800) 424-9671 (voice)  
 Washington, D.C. 20037 [www.thecirclehotel.com](http://www.thecirclehotel.com)  
 Rate: \$129/night

### The River Inn

924 25th St., NW (888) 874-0100 (voice)  
 Washington, D.C. 20037 (202) 337-6520 (fax)  
[www.riverinn.com](http://www.riverinn.com)  
 Rate: \$129/night

# ADDITIONAL INFORMATION



### Call

202-416-8727 (voice)  
 202-416-8728 (TTY)



### Click

[www.kennedy-center.org/accessibility/lead](http://www.kennedy-center.org/accessibility/lead)



### Write

[access@kennedy-center.org](mailto:access@kennedy-center.org)



## The Kennedy Center

Stephen A. Schwarzman, *Chairman*  
 Michael M. Kaiser, *President*  
 Darrell M. Ayers, *Vice President, Education*

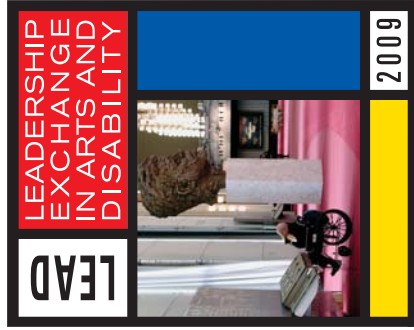
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The U.S. Department of Education supports approximately one-third of the budget for the Kennedy Center Education Department. The contents of this document do not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the Federal Government.



# The Kennedy Center

2700 F Street, NW  
Washington, DC 20566



**August 13-16, 2009**  
**Washington, D.C.**

Visit us online at  
[www.kennedy-center.org/accessibility/lead](http://www.kennedy-center.org/accessibility/lead)  
for more information!