

# Board Member Seminar

October 19-21, 2006

**Register by Sept. 11, 2006**

"The program clearly exceeded my expectations. The candor and specificity of the speakers was truly outstanding."

*Board Member Seminar Participant 2005*

"All presentations were thoughtful, well-presented, and stimulating. Information, ideas, enthusiasm for the arts was extremely helpful and generous – thank you!"

*Board Member Seminar Participant 2005*

# Board Member Seminar

October 19-21, 2006  
The John F. Kennedy Center  
for the Performing Arts  
Washington, D.C.

The Kennedy Center



## Board Member Seminar *at the John F. Kennedy Center for the Performing Arts*

Board members of most not-for-profit arts organizations are faced with many challenges: developing strategic plans, evaluating and approving budgets, hiring senior administrative and artistic staff, and leading fundraising campaigns. Too few board members have experience and/or skills in how to facilitate the effectiveness of organizations to succeed at their missions while navigating these challenges. As a result, many board members must rely too heavily on conventional wisdom as they attempt to fulfill their roles.



We encourage teams of current and potential board members and senior staff from arts organizations throughout the country to participate in this practical and user-friendly seminar. The senior staff of the John F. Kennedy Center for the Performing Arts will lead teams in discussions promoting more effective and efficient board leadership. During this seminar, participants will learn how to delve into not-for-profit financial statements, how to select creative, resourceful, and forward-thinking individuals to lead their organizations, how to evaluate and implement fundraising campaigns, and the importance of and techniques for building institutional identity. Building on the success of last year's seminar, this year the seminar will be held October 19-21, 2006 and in Spring 2007 (dates to be determined).

### Seminar Focus Questions

- How can board members tell if a proposed operational budget is realistic?
- How can board members help their organizations achieve fundraising success?
- How can board members guide their organizations in times of financial instability?
- What is the importance of marketing and how can organizations create image with minimal resources?
- How should a governing board be structured?
- How can organizations build the capacity of governing boards to support the organizational mission?
- How can board members hire and retain effective artistic and executive/managing directors?



# BOARD MEMBER SEMINAR

## Kennedy Center Board Member Seminar Registration Form



### About the Seminar Leader

The seminar will be led by **Michael M. Kaiser**, President of the Kennedy Center, and members of his senior staff. Mr. Kaiser is internationally recognized as a creative and effective arts administrator. He has led the turnarounds of the Royal Opera House (London), American Ballet Theatre, Alvin Ailey American Dance Theater, and the Kansas City Ballet and has been consultant to numerous other arts organizations in the United States and abroad. He is a Cultural Ambassador for the U.S. Department of State, and is currently working with the governments of Mexico and People's Republic of China on arts management training. Through the Kennedy Center's Fellowship program and capacity building program, Mr. Kaiser has refined his practical approach to challenges for arts organizations.

*Travel to/from Washington, D.C. and hotel expenses are the responsibility of participant. Ronald Reagan National Airport (DCA) in Arlington, VA is the closest airport.*

### Accommodations

A limited amount of discounted lodging for seminar participants is available at the following locations. All are within walking distance of the Kennedy Center. Make your lodging reservations by September 15, 2006 in order to secure the guaranteed rates listed below.

#### The George Washington University Inn

A five-minute walk from the Kennedy Center.  
[www.gwuinn.com](http://www.gwuinn.com)

Make your reservation by calling (800) 426-4455 and identifying yourself as a participant in the Kennedy Center's Board Member Seminar.

#### Room rates:

\$166 per night (double rooms); \$186 per night (efficiency suites); \$206 per night (one bedroom suites); \$20.00 each additional guest; Plus applicable tax on all rooms; Parking: \$22.00 per day (unlimited in/out)

#### The River Inn

924 25th Street, NW  
A seven-minute walk from the Kennedy Center.  
[www.theriverinn.com](http://www.theriverinn.com)

Make your reservation by calling (800) 424-2741 and identifying yourself as a participant in the Kennedy Center's Board Member Seminar.

#### Room rates:

\$269.00 per night (corporate studio suites); \$20.00 each additional guest; Plus applicable tax on all rooms; Parking: \$22.40 per day including tax (unlimited in/out)

#### The Georgetown Suites

1000 29th Street, NW  
A ten-minute walk from the Kennedy Center.  
[www.georgetownsuites.com/](http://www.georgetownsuites.com/)

Make your reservation by calling (800) 348-7203 and identifying yourself as a participant in the Kennedy Center's Board Member Seminar.

#### Room rates:

\$180 per night (studio suite); \$210 per night (one bedroom suite); \$15.00 each additional guest; Plus applicable tax on all rooms; Parking: \$18 per day (unlimited in/out)

### Travel

Travel to and from Washington, D.C. and ground transportation while in the Washington, D.C. area are the responsibility of seminar participants. The nearest airport is Reagan National Airport (DCA). The following may assist you in securing your travel arrangements:

**Cab from Union Station (Amtrak) to Kennedy Center** .....\$12\*

**Cab from Reagan National Airport (DCA) to Kennedy Center** .....\$18\*

**Cab from Dulles International Airport (IAD) to Kennedy Center** .....\$60\*

Nearest Metro stop to the Kennedy Center: Foggy Bottom (Blue & Orange lines)  
There is a free Kennedy Center Shuttle from Foggy Bottom. *\* approximate cost*

### Inquiries

If you have any questions about this program, please contact Maria Finison, Coordinator for Capacity Building Programs at [mffinison@kennedy-center.org](mailto:mffinison@kennedy-center.org) or (202)416-8897.

### Seminar Schedule *(Subject to change)*

#### THURSDAY, OCTOBER 19

5:00 p.m. Registration  
6:00 p.m. Dinner  
**Challenges Facing Arts Organizations Today:**  
**Keynote by Michael M. Kaiser, President of the Kennedy Center**

#### FRIDAY, OCTOBER 20

9:00-10:00 a.m. Continental Breakfast  
10:00 -11:00 a.m. **Board Management**  
11:00 a.m. - 12:00 p.m. **Building Institutional Identity: How Visibility Supports Mission**  
12:00 - 1:00 p.m. Lunch  
1:00 - 2:00 p.m. **Strategic Planning**  
2:00 - 4:00 p.m. **Effective Fundraising: How to Support the Arts**  
6:00 p.m. Dinner (on own)  
8:00 p.m. Performance (optional)

#### SATURDAY, OCTOBER 21

9:00 - 10:00 a.m. Continental Breakfast  
10:00 - 12:00 p.m. **Developing and Supporting Effective Marketing Campaigns**  
12:00 - 12:30 p.m. **Summary: Hiring an Executive Director**

### Visit [artsmanager.org](http://artsmanager.org)


Artsmanager.org ([www.artsmanager.org](http://www.artsmanager.org)) is a resource for current and future arts managers and board members who seek real solutions to management challenges faced by many not-for-profit arts organizations. The site provides tools from experts in the field on some of the most pressing issues affecting arts managers today. Please visit us online.

*Please register by September 11, 2006 for the October 19-21 dates. Space is limited.*


Registration fee:\* \$125 before August 15<sup>th</sup> or  
\$150 after August 15<sup>th</sup>

\*Includes all materials, sessions, and some meals.

 **Register online at:**  
[kennedy-center.org/boardseminar](http://kennedy-center.org/boardseminar)

 **Register by phone:**  
by calling (202) 467-4600 or  
toll free (800) 444-1324

*All phone sales and online orders include a service charge.*

 **If ordering by mail** please add a \$5.00 mailing fee to your registration payment  
**\$130 (\$125 plus \$5.00) or \$155 (\$150 plus \$5.00)**

By September 11, 2006, please return this registration form with payment to:

**BOARD MEMBER SEMINAR, Att'n: Maria Finison,**  
Education Department, The Kennedy Center P.O. Box 101510, Arlington, VA 22210

Participant Name: \_\_\_\_\_

Organization: \_\_\_\_\_

(please check one)

Board Member  Senior Staff Member Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

If current board member of arts organization(s), then please list organization(s):

1. \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

2. \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

3. \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Enclosed is my check for \$130 (before August 15) or \$155 (after August 15)  
made payable to THE KENNEDY CENTER

Please charge \$130 (before August 15) or \$155 (after August 15) to my credit card.

Visa  MasterCard  American Express  Diners Club

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Printed Name of Cardholder \_\_\_\_\_  
(as it appears on card)

Signature \_\_\_\_\_  
(as it appears on card)

Once your registration is received, a packet of information will be sent to you within two weeks. Each participant will be asked to submit a Profile of Organization(s) which may be used as a case study during the seminar.

PHOTOS—Cover: The Kennedy Center, photo by Jack Buxbaum; Intro Panel: The Grand Foyer, photo by Carol Pratt; This Page: National Symphony Orchestra, photo by Scott Suchman; The Suzanne Farrell Ballet, photo by Carol Pratt; Michael M. Kaiser, photo by Joan Marcus; Mail Panel: The Grand Staircase, photo by Carol Pratt.