

western arts alliance

2017 Slate of Candidates

2017 Governance Committee: Beth Macmillan - WAA Past President, Chair; Joseph Copley, ODC/Dance; Board Representative: Jeremy Ganter, Mondavi Center for the Performing Arts; JooWan Kim, Ensemble Mik Nawooj; AnneMarie Martins, SRO Artists; Sarah McCarthy, Dandelion Artists; Heather Rigby, Ford Theater Foundation.

The Board of Directors appoints the Governance Committee. The Committee is composed of: the Immediate Past President, who serves as Chair; two additional directors (neither can be the President and only one can be an Officer), and four members who are not directors or officers. At least one member of the Governance Committee (including the Chair) served on the Committee in the previous year to ensure continuity. The Governance Committee cannot nominate its own members for service, but its members may be nominated from the floor. The Governance Committee nominates a candidate for each office that is to become vacant seven days after the next annual meeting of the membership. The election will take place at the annual membership meeting.

WAA Annual Membership Meeting

The Governance Committee Report and Election of Officers takes place during the Annual Membership Meeting scheduled for **9:45 a.m. on Friday, September 8, 2017** in the Seattle Sheraton Redwood Room. Please participate in the governance of the Western Arts Alliance; plan to attend this important meeting! Note: Only primary contacts from member organizations may vote.

Vice President (one-year term through 2018)



Eleanor Oldham, 2Luck Concepts, Canaan, NY

When I was elected to the board of WAA, I looked forward to being part of an innovative and daring organization where I felt I could participate in imagining and preparing for the future of our business. I feel now, after nearly six years, that this board has never ceased to keep that goal in the forefront of all the work we have done and I'm honored and keen to continue the momentum as Vice President. The strategic plan shows, I believe, great leadership, vision, and concern for the health of the organization. Such a plan gives us the basis to move forward and accomplish important and positive goals to keep the WAA membership one step ahead of new challenges in our industry. The advisory council (CODA), extending the service of our most knowledgeable past board members, is just one example of the range of commitment to our industry, as is the growing professional development initiative which will continue a year-long basis.

Eleanor's path began in Europe as a professional opera singer, followed by nearly ten years working as an artist's manager in Paris, providing personal management to a list of conductors and instrumentalists as well as opera singers. During that time she served as Artistic Director for the Maurice Ravel International Music Academy in Saint Jean de Luz and was European coordinator for the winners of the Ninth Van Cliburn International Piano Competition. In 1995, Eleanor joined the ICM Artists European office in London until relocating to New York. In 2001, she and John Luckacovic formed 2Luck Concepts which develops and produces projects from around the world, such as the North American tours of the Akram Khan Company, London's Shakespeare's Globe Theatre and rising young dancer/choreographers Wang Ramirez and Aakash Odedra among others. Eleanor was President of NAPAMA (the Association of North American Performing Agents and Managers), presiding over the 30th anniversary of the association.

Secretary/Treasurer (two-year term through 2019)



Joe Mclalwain, Edmonds Center for the Arts, Edmonds, WA

I am honored to have been nominated Secretary-Treasurer of Western Arts Alliance. The WAA staff, my colleagues on the board, and so many of the organization's members (fellow presenters, agents and artists) have generously mentored me through my first ten years as a presenter, and have helped me to learn and grow in this amazing field. In my brief tenure on the board, I have been impressed by the thoughtful financial oversight given by the WAA staff, board, and finance committee. WAA is fortunate to be governed by leadership that places a premium on a careful budget process and disciplined financial management. Building on this foundation, I will strive to help WAA achieve the goals identified in its new strategic plan, with particular focus on strengthening WAA's sustainability and capacity. I appreciate the nomination to continue my service and I stand ready to help in any way I can.

Joe Mclalwain has proudly led Edmonds Center for the Arts (ECA) in Edmonds, WA, through its first nine seasons. ECA is preparing now to celebrate its 11th Season (2017-2018). In his role as Executive Director, Mclalwain oversees

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program development, audience development, community partnerships and outreach, fundraising and general operations. Prior to his current position, McIalwain served as Assistant Professor of Theatre Management for the University of Alabama; Managing Director of Cincinnati Shakespeare Company; and Director of Development for Kirkland Performance Center. Joe earned his MFA in Theatre Management from The University of Alabama / Alabama Shakespeare Festival. He is currently teaching for the Seattle University Arts Leadership MFA Program, and is the Past Board President of Theatre Puget Sound and Leadership Snohomish County

Directors



Rob Tocalino, Robert & Margrit Mondavi Center for the Performing Arts, UC Davis, CA
1st two-year term through 2019

As a member of the Western Arts Alliance (WAA) board of directors I would seek to: 1, Create meaningful, ongoing connections between presenters and artist managers; 2, Foster the ability to shape, and further the engagement and diversity of the field through landmark programs like Conexiones; 3, Maintain a conference environment that is equally focused on community building and moving the performing arts world forward.

The root of WAA's success is ensuring the value of membership for presenters and artist managers alike. Obviously, the success of the annual conference is essential to the long term viability of the organization. I think that success is a year-round exercise, one that involves regular communication, seeking out ways to provide sustained value, and fostering an ever stronger community.

As a seasoned communicator, I think some of the challenges lie in simply ensuring we are vigilant in keeping in touch via the channels that our members use. Outside of the conference, how often are we in touch with members throughout the year? How do we reinforce the value of WAA? How do we shine a spotlight on the important work being done with WAA Conexiones, WAA Next Gen etc. in a way that provokes connection with and long term loyalty to the organization?

I spend a significant amount of time in my day job thinking about patron loyalty – how we retain subscribers year after year, and build connections with our organization. These skills can ensure that we are using all the tools at our disposal to retain members, and continue building a vibrant, diverse and collegial community.

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Rob Tocalino is the Director of Marketing at the Robert and Margrit Mondavi Center for the Performing Arts, UC Davis. In his current role, he is responsible for all external organizational communications and strategy including advertising, public relations, and ticket office operations. As part of his work overseeing the ticket office, Tocalino has built successful revenue management and patron loyalty initiatives. He previously served as the Associate Director of Marketing for SFJAZZ, during which time he led a Wallace Foundation-funded effort to attract a younger audience for jazz. The resulting program, SFJAZZ Hotplate, is still in place at the new SFJAZZ Center. Prior to SFJAZZ, Tocalino served as the Managing Director of Lake Tahoe Shakespeare Festival.



Cathy Weiss, The Del E. Webb Center for the Performing Arts, Wickenburg, AZ
1st three-year term through 2020

Western Arts Alliance and its membership embraced me as a new member over 14 years ago and became the foundation of my presenting career. It is truly an honor to be considered for a position on the Board of Directors and afforded the opportunity to give back to the field that has supported me over the years as a rural presenter. I hope to build upon the work that has been accomplished by previous Boards and contribute to the organizations' new strategic plan. My interests are in serving to retain membership, finances and the mentor program. I also hope to bring to the forefront of the Alliance opportunities for presenters to engage in artistic residency programs that create new work and producing summer youth camps in their communities. I look forward to bold conversations that move us forward as arts leaders and as colleagues and developing initiatives that keep us thinking and moving creatively as we

navigate the future. Working with the WAA staff over the years on committees has been a fulfilling experience and I am enthusiastic about the idea of deepening my role with the organization.

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In 1997, Cathy Weiss became a founding Board Member of the Del E. Webb Center for the Performing Arts and in 2003 was named Executive Director. The Webb Center is a 600-seat state of the art venue located in Wickenburg Arizona. The Center is a non-profit organization that raises or earns almost \$2 million dollars annually to operate. In a community with a population of 10,000, the Webb Center occupies 92% of its seats for performances annually. With

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a staff of 7 employees and 150 volunteers, The Webb Center's body of work includes; presenting a series of 30 professional touring national and international performances between November and April, managing an artist-live work space designed to permit artistic companies to create new work, The Made in Wickenburg Residency Program. Education components include life-long learning, arts-in-education programs to 2,900 children in rural Arizona through free classroom workshops, school performances and producing a two incredible summer arts camps in the month of June, Camp Imagination. Ms. Weiss is fiscally responsible for the organization while overseeing facility management, audience development, publicity/marketing, membership/volunteer services, fund and board development. Ms. Weiss was raised in Arizona and prior to entering the non-profit world enjoyed a 27-year career in the luxury hotel business in locations all across the world.



Christian Wolf, Torrance Cultural Arts Foundation, Torrance, CA
2nd three-year term through 2020

I am honored by the opportunity to continue my service to the Western Arts Alliance and our community of arts leaders. WAA has long been the cornerstone to many of us and has laid the foundation for learning, networking, discovery, and sharing. WAA stays well informed of the many changes in our business, and keeps our members educated and empowered to adapt and thrive.

It is my goal to make sure that WAA continues to be relevant to all organizations no matter the number of seats in their venue or type of programming. I am dedicated to continuing our mentorship programs and helping new and veteran artists & presenters to accomplish their goals and further the presentation of the arts.

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Christian is the Executive/Artistic Director of the Torrance Cultural Arts Foundation. Programming an eclectic multi-disciplinary season, producing special programs and the annual South Bay Festival of the Arts in addition to providing executive leadership are all part of his workload. In his free time, Christian is also providing consulting services to artists and venues under his recently formed Wolfworx Creative.

Previously, Christian has served as the Vice President of California Presenters, worked with the city of Brea (Curtis Theatre), City of Tracy (Arts Manager) and California Center of the Arts (Director of Performing Arts).