



Leadership Exchange

IN ARTS AND DISABILITY

L.E.A.D. Conference

August 21-24, 2008

Fort Lauderdale

THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

The Kennedy Center



Dear Friends and Colleagues,

It is with great pleasure that we invite you to join us in South Florida for the 8th annual Kennedy Center Leadership Exchange in Arts and Disability (LEAD) Conference and Training for ADA/504 Coordinators and Accessibility Managers in August 2008. We hope that many of you will join us in the heart of Fort Lauderdale at the Broward Center for the Performing Arts, where a wide range of professionals will gather again to exchange ideas and share best practices which ensure that the arts and cultural activities are made accessible to everyone.

The LEAD conference, under the inspired leadership of The John F. Kennedy Center for the Performing Arts, is a unique annual gathering that has created a lasting impact on many cultural institutions nationwide and the communities we serve. In bringing together speakers passionate about creating inclusive experiences for all, the conference is an opportunity to expand your knowledge and expertise in the area of accessibility through interactive workshops and dynamic presentations. You will have the chance to share your own experiences, learn about emerging tools and technologies, and identify new ways to build organizational capacity. Experience tells us that everyone who attends becomes part of a growing network of like-minded professionals, establishing relationships that last well beyond the conference. So whether you are new to the field of accessibility or a seasoned professional, you will find the LEAD conference informative and energizing.

This year's conference promises to be a 'sun'sational one, as we gather in the Riverwalk Arts & Entertainment District on the banks of the New River. When the sessions conclude, participants can enjoy the sun and sand of Fort Lauderdale's beaches, the shops and galleries of Las Olas Boulevard, and the fine cuisine of many cultures that come together at the crossroads of the Americas. Visit our acclaimed museums and heritage sites, take a ride along the New River or on an airboat in the Everglades, enjoy great theater and fabulous shopping. There's something to explore at every turn.

So come and enjoy one of the world's premier sunshine destinations, and take home close connections as you become a part of this national network of leaders who together are shaping the future of arts accessibility.

Mark Nerenhausen
Broward Center
for the Performing Arts

Marian Winters
VSA arts of Florida

Kurt Browning
Secretary of State
State of Florida

Betty Siegel
The John F. Kennedy Center
for the Performing Arts

About our Partners

Broward Center for the Performing Arts

In the heart of the Riverwalk Arts & Entertainment District, the Broward Center is one of the premier performing arts facilities in South Florida, now in its 17th year. With two magnificent theaters, award-winning educational partnerships, and a commitment to programming that embraces the exciting, international influences of our multi-cultural community, the Broward Center offers world-class events in a lush, tropical setting. For more information, visit www.browardcenter.org.



VSA arts of Florida

VSA arts of Florida is a member of the international network of VSA arts, an affiliate of the John F. Kennedy Center for the Performing Arts. Through an extensive network of program sites and partnerships statewide, VSA arts of Florida provides inclusive arts, education, and cultural opportunities for and by people with disabilities. In 2006-2007, VSA arts of Florida directly served 35,000 individuals with disabilities and 150,000 other participants. For more information, please visit www.vsafl.org.



Florida Division of Cultural Affairs

The Florida Division of Cultural Affairs is Florida's state arts agency. The Division fosters the development of arts activities and services in the state of Florida through its grant programs and other opportunities. The Division impacts all of Florida's 67 counties by supporting over 25,000 cultural events and opportunities. In one year alone, 27 million people participated in programs supported by the Division; including nearly 8 million school-aged children. For more information, please visit www.florida-arts.org.



Pre-Conference Sessions

August 21, 2008

Come early for one or two in-depth, interactive workshops on specific topics related to access in the cultural arts. Visit www.kennedy-center.org/lead for more details on each session! Boxed lunches will be provided for participants who register for both a morning and an afternoon session. Pre-conference sessions are \$75.00 each.

Morning Pre-Conference Workshops 8:00 am to 12:00 pm

Basic Policy Development: Part One of a Two-Part Series to Help You Craft, Implement, Enforce, and Troubleshoot Access Policies for Your Venue

An encore presentation of LEAD 2007's Policy Writing is Not for Sissies!, 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)

Don't be Caught by Surprise: Sound Ticketing Policies are your Friends

When do you release wheelchair accessible locations? Do you offer discounted tickets to patrons with disabilities? Where do you seat patrons who are deaf, hard of hearing, blind or have low vision? How do you accommodate unusual requests? This session focuses on Box Office policies ensuring that patrons with disabilities have equal access to tickets and performances.

Presenter: Betty Siegel, Director of Accessibility, The John F. Kennedy Center for the Performing Arts (DC)

Audio Description from A to Z: 10 Steps to Creating and Maintaining a Successful Service

Whether you're starting an in-house audio description program or community-wide service for various venues, the essential steps to creating and maintaining a successful audio description program for performing arts centers and museums remain the same. From funding and organizational buy-in to describer training and audience development, this workshop will give you the tools you need to run a top-notch audio description program.

Presenter: Audio Description Coalition Founders: Janet Zoubek Dickson, McCarter Theatre (NJ); Ruth M. Feldman, Yale Repertory Theatre (CT); Celia Hughes, VSA arts of Texas (TX); Deborah Lewis, ELA Foundation (CA); Michael T. Mooney, Paper Mill Playhouse (NJ); Bill Patterson, 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)

Schedule at a Glance

Thursday, August 21

Pre-Conference Workshops

8:00 am until 12:00 pm

Basic Policy Development

•
Don't be Caught by Surprise

•
Audio Description from A to Z

•
Creating Arts for All

1:00 pm until 5:00 pm

Tips, Tools, and Techniques
for Effective Training (starts at 12:30 pm)

•
Advanced Policy Development

•
Listen to a Bench, Chew on a Painting

•
ADA Basics

•
Conflict is Inevitable

5:30 pm

Reception

8:00 pm

Art Metrano's Show

Friday, August 22

9:00 am until 5:30 pm

Conference Sessions

Saturday, August 23

9:00 am until 5:30 pm

Conference Sessions

7:00 pm

LEAD Awards Dinner

Sunday, August 24

10:00 am until 1:00 pm

Conference Sessions

Afternoon Pre-Conference Sessions

1:00 pm to 5:00 pm

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 pm until 5:30 pm.

Advanced Policy Development: Part Two of a Two-Part Series to Help You 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! Workgroups will gain practical experience by applying the principles learned in *Basics* 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)

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, Manager of Accessibility, Museum of Fine Arts, Boston (MA); Rebecca McGinnis, Access Coordinator, Metropolitan Museum of Art (NY); Hope McMath, Director of Education, Cummer Museum of Art and Gardens (FL)

ADA Basics: Titles I, II, III

The perfect session for beginners! Start your LEAD 2008 experience with a solid introduction to the Americans with Disabilities Act. Speakers from regional Disability and Business Technical and Assistance Centers (DBTACs) will define Titles I, II, and III of the ADA and discuss how they apply to cultural organizations, whether public or private, non-profit of government.

Presenters: Robin Jones, Project Director and Principal Investigator, DBTAC: Great Lakes ADA Center (IL); Shelley Kaplan, Project Director, DBTAC: Southeast ADA Center (GA)

Conflict is Inevitable: Combat is Optional: Mediation Skills for Everyone

Mediation skills have highly practical applications in managing the interpersonal and institutional conflicts which arts organizations, in general, and ADA professionals, in particular, may encounter. Role-play is the most common technique for teaching mediators and this session will involve extensive role-plays (relax, it's fun and will be gently coached) and will teach conflict management and mediation skills that can be put to work immediately to defuse, transform and resolve conflicts, handle complaints, satisfy constituencies that they have been heard, avoid litigation, and enhance the chance for peace.

Presenter: Madge S. Thorsen, Attorney (MN)

Conference Highlights

Subject to change. Visit us online at www.kennedy-center.org/lead for more details!

Accommodating the Growing Senior Population!

Broaden the scope of your organization's accessibility mission to be inclusive of older audiences, visitors, and volunteers. Discover ways to address the needs of your senior visitors and audience and improve participation by senior volunteers.

Legal Issues – Current Trends

This is your chance to participate in a frank and open discussion of legal and compliance issues for cultural organizations with representatives from the Disability Rights Section of the Civil Rights Division at the U.S. Department of Justice and ADA Information and Technology Center. Discuss key issues and the legal effects on your organization.

Technology Update: What's Hot and What's Not

Find out about the latest developments in accessible technologies for cultural environments. Discover what works and what doesn't.

Leadership in Dialogue

Take advantage of this opportunity to share your successes and garner new ideas from other cultural arts access experts in a personal and substantive way. By bringing together the talents and energies of the accomplished professionals who attend the LEAD conference, we can build upon the legacy of ideas that have fostered significant projects and continue to advance the field.

Special Events

Opening Reception – Free!

Celebrate the start of the 2008 LEAD Conference! Reconnect with colleagues and make new contacts.

Thursday, August 21 at 7:00 pm

LEAD Awards Dinner – \$35

Join us for an elegant evening to recognize the achievements and contributions of our colleagues as leaders in the field of cultural arts accessibility.

Saturday, August 23 at 7:00 pm

Art Metrano's Show – \$31.50

Enjoy the funny, poignant, and powerful story of actor/comedian Art Metrano's rise to fame, the accident that left him with a disability and a new perspective on life. This performance will be sign interpreted, captioned, and audio described.

Thursday, August 21 at 8:00 pm



Additional Information

Call: 202-416-8727 (voice)

202-416-8728 (TTY)

Click: www.kennedy-center.org/lead

Write: 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.

Conference Hotels

Rates for the LEAD conference have been arranged at two hotels. To receive the conference rates, make your reservation by **July 21, 2008** and ask for the Kennedy Center Leadership Exchange in Arts and Disability (LEAD) Conference rate. A limited number of rooms are being held so call immediately!

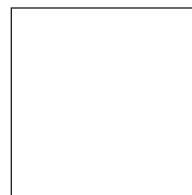
Accessible transportation will be provided between the conference hotels and the Broward Center for the Performing Arts during the conference.

The Atlantic Resort and Spa (866) 837-4274 (voice)

601 North Fort Lauderdale Beach Boulevard, Fort Lauderdale, FL 33304
www.starwoodhotels.com/luxury/property/overview/index.html?propertyID=1475
Room Rate: \$169.00/night (rate does not include tax)
Parking: Valet - \$14/day

The Riverside Hotel (800) 325-3280 (voice) | (954) 467-0671 ext. 7169 (voice)

620 East Las Olas Blvd., Ft. Lauderdale, FL 33301
www.riversidehotel.com
Room Rate: \$109.00/night (rate does not include tax or overnight parking charges, some restrictions may apply)
Parking: Valet - \$18/day; Garage Self-Parking - \$12/day plus tax



The Kennedy Center

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

L.E.A.D. Registration Form 2008

Space is limited to approximately 200 participants so respond immediately! Preference will be given to registrants who are directly responsible for making programs and facilities accessible to people with disabilities at 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. Payment must be received with your registration.

1 Attendee Information

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone (Voice) _____ Phone (TTY) _____

Email _____

Web Address _____

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

I have been working in the field of cultural arts access for:

- Less than 3 years 3 - 5 years 5-10 years
 10-15 years More than 15 years

2 Accommodations

The conference site and all activities are wheelchair accessible. Accommodation requests must be received by August 4, 2008.

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

- Sign Language Interpreters
 Computer Assisted Real-time Translation (CART)
 Printed materials in large print
 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 Service Agency
 For-profit Arts Center
 Theater Museum
 Government Agency Other: _____
 College or University

4 Registration Information

Full Conference

August 22-24

Please select one of the following. Prices listed are per person. Please see the back of this form 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 = \$ _____

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.

- Friday, August 22\$75
 Saturday, August 23\$75

One-Day Pass Subtotal = \$75 X _____ = \$ _____

Pre-Conference Workshops

August 21

Morning Session

8:00 am until Noon

Check only one:

- Basic Policy Development\$75
 Don't be Caught by Surprise\$75
 Audio Description from A to Z\$75
 Creating Arts for All\$75

Afternoon Session

1:00 pm until 5:00 pm

Check only one:

- Tips, Tools and Techniques (*starts at 12:30 pm)\$75
 Advanced Policy Development\$75
 Listen to a Bench, Chew on a Painting\$75
 ADA Basics\$75
 Conflict is Inevitable\$75

Pre-Conference Workshops Subtotal = \$ 75.00 X _____ = \$ _____

5 Special Events

Evening Reception

- Yes, I plan to attend the FREE evening reception on Thursday, August 21
- I will be bringing a guest. (Guest Name: _____)

LEAD Awards Dinner

- Yes, I would like to attend the LEAD Awards Dinner on Saturday, August 23.
Number of tickets _____ x \$35.00 = \$ _____

Art Metrano's Show

- Thursday, August 21 at 8:00 pm
Number of tickets _____ x \$31.50 = \$ _____
- I need a wheelchair-accessible location
- I want to listen to the audio description
- I want to sit in the captioned section
- I want to sit in the sign-interpreted section
- I need an easy-access location (no steps)
- I will use an Assistive Listening Device

Special Events Subtotal = \$ _____

6 Payment

Total = \$ _____

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

Card Number: _____

Exp. Date: _____ Billing Address Zip Code: _____

Name of Cardholder: _____

Signature: _____

Amount to Charge to Card = \$ _____

Mail registration form to: **LEAD 2008 Accessibility Program**
The Kennedy Center
Attention: Accessibility
P.O. Box 101510
Arlington, VA 22210

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

E-mail registration form to: **access@kennedy-center.org**
Please write "LEAD 2008" in the subject line.

Scholarships & Registration Discounts

The Kennedy Center is delighted to announce that scholarships are available to attend this year's LEAD conference! Read below to find out if your organization is eligible for financial assistance. Visit www.kennedy-center.org/lead for updated scholarship information.

Staff and Volunteers at Florida Arts Organizations

VSA arts of Florida is offering 20 scholarships to staff or volunteers at Florida arts organizations. Scholarships will be for registration fees only. For more information and to apply, please contact Marian Winters at (813) 975-6962 (voice and TTY), 888-844-ARTS (voice and TTY), or mwinters@tempest.coedu.usf.edu.

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.