



P H O E N I X  
C O M M U N I T Y  
A L L I A N C E



**Creative City Symposium**  
**Thursday, November 2, 2017**

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RENAISSANCE®  
PHOENIX DOWNTOWN HOTEL

100 N. 1st Street, Phoenix, AZ 85004

**Phoenix Community Alliance and event partner, Artlink,** are pleased to announce the inaugural ArtWORKS PHX Creative City Symposium, an innovative event that brings business leaders and local artists, arts and community leaders together for critical discussions about building Phoenix's competitive advantage.

Don't miss the opportunity to learn **what local businesses are doing to integrate arts into the workplace, and how these initiatives are helping attract talent, inspire innovation, and foster more collaborative work environments.**

Join the conversation and **leave with a better understanding of how business/arts partnerships are good for business, good for employees, and are contributing to a more vibrant and prosperous Greater Phoenix.**

**Featuring Keynote Presentation from Emily Peck,** Vice President of Private Sector Initiatives for Americans for the Arts and "[PartnershipMovement.org](http://PartnershipMovement.org)," a national movement to share and promote business-arts partnerships.

**Space is limited to the first 300 registrants!** Registration is **free** and includes all keynotes, breakout sessions, light refreshments and a cash bar happy hour. Stay tuned for more detailed information and register NOW!

[RSVP - Artworks PHX Creative City Symposium](#)

## PROGRAM PARTNERS



### **1:00PM – Afternoon Business-Artist Program Welcome and Opening Keynote**

Emily Peck, Americans for the Arts Vice President of Private Sector Initiatives and ArtWORKS Partnership Movement, a national campaign fostering business-arts partnerships

### **1:45 - 3:00PM - ArtWORKS PHX Expert Artist Panel: How Artists Can Ramp Up Work with Local Businesses**

*Panel facilitated by Ilana Lowery, Editor-in-Chief, Phoenix Business Journal*

- Peter Deise, Owner, Deise Sculpture and Artlink Artist Council Member
- Adam Goodman, President and CEO, Goodman’s Interior Structures – an ArtWORKS PHX case study
- Kate Marquez, Executive Director, Southern Arizona Arts and Cultural Alliance and Founder, Southern Arizona Business Committee for the Arts
- Joseph Benesh, Phoenix Center for the Arts Executive Director
- Jason Schupbach, Director, The Design School, Arizona State University

### **3:00 - 4:30PM - Arts/Business Breakout Sessions**

*Select TWO for afternoon rotation*

**Artlink Breakout I: Business tips for Artists: Effective marketing, pitching, and developing long-term partnerships with business leaders and their businesses**

**Breakout II – The Role Artists Play in Creative Placemaking presented by Arizona Business Committee for the Arts**

#### **Spotlight Speakers:**

Marilyn Szabo, Photographer, artist and Artlink Artist Council member

Mike Oleskow, Curator of FOUND:RE Phoenix Hotel and business-arts leader

**Breakout III: How Tech Companies are Engaging with Arts as Essential Business – Putting Phoenix in the Spotlight**

#### **Spotlight Speakers:**

John Williams, Senior Project Architect at Gensler and panel of Phoenix high-tech experts integrating arts into their business model

**Breakout IV: How Arts and Culture Sector Inspires Diversity and Inclusion in the Workplace led by Kate Marquez, Arizona Business Committee for the Arts**

#### **Spotlight Speaker:**

Anel Arriola, art entrepreneur and staff at Arizona State University

### **4:30PM - Hosted Business-Arts Happy Hour Mixer**

Includes a live demonstration art/creative city project

### **5:30PM - Evening Business-Artist Welcome & Keynote Speaker**

#### **Opening Keynote**

Emily Peck, Americans for the Arts Vice President of Private Sector Initiatives and ArtWORKS' Partnership Movement, sharing national business-arts principles and best practices

### **Evening Business Panel I: Economic development and the arts**

### **Executive Panelists:**

- Gail Browne, Director, City of Phoenix Office of Arts & Culture
- Mark Feldman, Greater Phoenix Leadership - Arts/Culture Committee chairman, and Chief Executive Officer / Managing Partner for MRA Associates
- Allison Gilbreath, Vice President for Business Development, Greater Phoenix Economic Council
- Kate Marquez, Executive Director, Southern Arizona Arts and Cultural Alliance and Founder, Arizona Business Committee for the Arts

### **Video Spotlight – Arts/Culture and Inclusivity as Economic Drivers for Creative Cities**

### **Second Evening Business Panel: Local Best Practices in Phoenix: Creative and Integrated Business, Arts /Cultural Engagement**

### **Executive Panelists:**

- Larry Ortega, Colliers International, Executive Vice President
- Lona Teague, Greater Phoenix Chamber of Commerce, Vice President of Finance and Operations
- Leah Fregulia, CEO and Head of School, Arizona School for the Arts
- Ed Zito, President, Alliance Bank of Arizona
- Greg Falls, Attorney and Member in Litigation and Trial Practice Group, Sherman & Howard Phoenix Law Firm
- Jon Erickson, Director of Sales & Marketing, Renaissance Downtown Phoenix Hotel

### **Closing Remarks and Call to Action**

Rusty Foley, Executive Director, Arizona Citizens for the Arts

Catrina Kahler, President, Artlink

Carol Poore, Ph.D, Phoenix Community Alliance – ArtWORKS PHX

### **7:30PM - Post Program Networking**

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**VISIT [PHOENIXCOMMUNITYALLIANCE.COM](http://PHOENIXCOMMUNITYALLIANCE.COM) TO VIEW A CALENDAR OF UPCOMING COMMITTEE MEETINGS, NETWORKING EVENTS AND MORE.**

**Activating, Advocating, and Building the Phoenix We Want**