

THANK YOU TO OUR SPONSORS



2015 SMITH LEADERSHIP SYMPOSIUM



M O P A

*Relationships & Experience:
Making 21st Century Cultural Organizations Matter*



Many thanks to the generous support for this event from the Balboa Park Cultural Partnership member institutions, the Institute of Museum and Library Services, The James Irvine Foundation, the City of San Diego Commission for Arts and Culture, Balboa Park Online Collaborative, Museum of Photographic Arts and the Smith Symposium Endowment at the San Diego Foundation.



*April 20, 2015
Museum of Photographic Arts*

MORNING SESSION



- 9:00am **Opening Remarks**
Deborah Klochko, *Executive Director, Museum of Photographic Arts*
Councilmember Todd Gloria, *City of San Diego*
- 9:20am **Keynote - Commons Creating: Collaboration, Connection & the Power of Cultural Institutions**
Marsha Semmel, *Principal, Marsha Semmel Consulting & Senior Advisor, Noyce Leadership Institute*
- 10:30am **Guest Experience Case Studies**
David Rosenberg, *General Manager - Guest Experience, Monterey Bay Aquarium*
Amanda Sincavage, *Acting Director, Balboa Park Learning Institute*
Alex Roller, *Production and Operations Manager, San Diego Youth Symphony and Conservatory*
Marisa Espinosa, *Operations Assistant, Japanese Friendship Garden Society of San Diego*
Cat Hubbard, *Ticket Services Manager, Reuben H. Fleet Science Center*

About the Balboa Park Cultural Partnership

The **Balboa Park Cultural Partnership** is a nonprofit organization through which 28 arts, science, and cultural institutions in Balboa Park collaborate to achieve shared goals that contribute to the vitality and sustainability of Balboa Park. The Balboa Park Learning Institute is one of the Partnership's key programs, offering professional development and networking opportunities to advance professionalism, best practices and new thinking.

AFTERNOON SESSION



- 12:00pm **Lunch - Prado Ballroom, House of Hospitality**
Including an interactive experience curated by LA-based Machine Project
- 1:30pm **Keynote - Dark Matter**
Michael Edson, *Smithsonian Institution, Council on Libraries and Information Services, Open Knowledge Foundation*
- 2:00pm **2015 Horizon Report Launch**
Nik Honeysett, *Chief Executive Officer, Balboa Park Online Collaborative*
Alex Freeman, *Director of Membership and Programs, New Media Consortium*
Amy Heibel, *Vice President of Technology, Web, and Digital Media, Los Angeles County Museum of Art*
Joaquin Ortiz, *Director of Education and Innovation, Museum of Photographic Arts*
- 3:30pm **Closing Panel and Synthesis of the Day**

Robert "Bob" Smith, an inspiring civic and business leader



The **Smith Leadership Symposium** is a signature event of the Balboa Park Cultural Partnership's Learning Institute program. It is named in recognition of San Diegan Robert "Bob" Smith, an inspiring civic and business leader who provided strategic planning consulting for many Park institutions, including the San Diego Natural History Museum, the San Diego Zoo, and the Balboa Park Cultural Partnership.