

Technology for this program
is made possible by



LearningTimes

Additional ways to discuss the Symposium:

Tweet today: [#smithsymp](#)

Tweetchat later:

Thursday, September 20, 12:00 pm (PST)

Participants of the 2012 Smith Leadership Symposium are invited to join **Elizabeth Merritt**, founding Director of the Center for the Future of Museums, to further debrief on the rich content of the day's Symposium.

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, Zoological Society of San Diego, and the Balboa Park Cultural Partnership.

The Balboa Park Cultural Partnership is a nonprofit collaborative of 27 diverse cultural institutions. The members' 500 trustees, 7,000 volunteers, and 3,000 staff serve more than 6.5 million people annually. The Balboa Park Learning Institute is one of the Partnership's key programs and offers workshops, seminars, symposia and networking opportunities to cultivate the skills, knowledge and abilities of museum professionals in Balboa Park and beyond. It is committed to helping advance professionalism, best practices and new thinking.



Balboa Park Cultural Partnership
1549 El Prado, Suite One, South
San Diego, CA 92101
619.232.7502
www.bpcp.org



**Smith Leadership
Symposium**
**Organizational Innovation
and the Engagement Equation**

Friday, September 7, 2012
8:00 a.m. to 5:30 p.m.
San Diego Museum of Art,
House of Hospitality, and
The Museum of Photographic Arts
and online

Support Partners

*Institute of Museum and Library Services
City of San Diego Commission for Arts and Culture
San Diego Councilmember Todd Gloria
Balboa Park Sustainability Program
Robert F. Smith, Jr. Symposium Endowment*

Affiliate Partners

*California Association of Museums
Museum Education Roundtable
Museum Educators of Southern California
San Diego Museum Council*

Program Partners

*The San Diego Museum of Art
Museum of Photographic Arts
The Old Globe
Timken Museum of Art
Bonny Doon Vineyard
The Prado at Balboa Park*

Technology Partners

*San Diego Zoo Global
Balboa Park Online Collaborative
Learning Times*

2012 Smith Leadership Symposium

MORNING PROGRAM / SAN DIEGO MUSEUM OF ART

8:00-8:40 A.M. / **BREAKFAST & NETWORKING**

8:45-9:15 A.M. / **INTRODUCTION**

Paige Simpson

Interim Executive Director, Balboa Park Cultural Partnership

Roxana Velasquez

Maruja Baldwin Director, San Diego Museum of Art

Councilmember Todd Gloria

The City of San Diego Council District Three

9:15-11:15 A.M. / **KEYNOTE & ACTIVITY**

THE POWERFUL INTERSECTION OF PSYCHOLOGY AND LEADERSHIP

Chip Conley

*New York Times Best-Selling Author and
Founder of Joie de Vivre Hotels*

11:15-12:15 P.M. / **CASE STUDIES**

Lori Fogarty

Executive Director, Oakland Museum of California

Judy Koke

*Director of Education and Interpretive Programs, Nelson-Atkins
Museum of Art*

Dalouge Smith

CEO, San Diego Youth Symphony & Conservatory

PANEL: Gail Anderson, Principal, Gail Anderson & Associates; Richard Evans, President, EmcArts; Robert Gaan, Trustee, San Diego Youth Symphony; Chip Conley

****Program concludes for half-day attendees****

AFTERNOON PROGRAM / VARIOUS LOCATIONS

12:15-1:00 P.M. / **SANDWICHES & STEAMPUNK!**

BALLROOM, HOUSE OF HOSPITALITY

1:00-3:45 P.M. / **CONCURRENT BREAKOUT SESSIONS**

SEE DESCRIPTIONS FOR LOCATIONS OF CONCURRENT SESSIONS.

1:00-1:15 P.M. / TRAVEL TO SESSION ONE

1:15-2:15 P.M. / SESSION ONE

2:15-2:30 P.M. / TRAVEL TO SESSION TWO

2:30-3:30 P.M. / SESSION TWO

3:30-3:45 P.M. / TRAVEL TO MUSEUM OF
PHOTOGRAPHIC ARTS

3:45-4:30 P.M. / **PHILANTHROPY & BUSINESS MODEL
IMPLICATIONS**

AUDITORIUM, THE MUSEUM OF PHOTOGRAPHIC ARTS

Kim Cook

Manager, Nonprofit Finance Fund

Richard Evans

President, EmcArts

Judy McDonald

Trustee, The Parker Foundation

Brandy Vause

Director of Development, Bay Area Children's Discovery Museum

4:30-4:50 P.M. / **SYNTHESIS OF DAY**

4:50-5:30 P.M. / **BOOK SIGNING & MINGLING**

Breakout Sessions

A. Case Study Encore I

LOGGIA, HOUSE OF HOSPITALITY

Dive deeper into the morning's case studies about organizational change.

- Lori Fogarty, Executive Director, Oakland Museum of California
- Dalouge Smith, CEO, San Diego Youth Symphony & Conservatory

B. Case Study Encore II

ALHAMBRA, HOUSE OF HOSPITALITY

Dive deeper into the morning's case studies about organizational change and the Innovation Labs for Museums and Performing Arts Organizations produced by EmcArts with other organizations, such as the American Association of Museums.

- Richard Evans, President, EmcArts
- Judy Koke, Director of Education and Interpretive Programs, Nelson-Atkins Museum of Art

C. Strategies for Employee Engagement

HATTOX HALL, THE OLD GLOBE

Learn ways to build an organizational culture that emphasizes employee engagement, inspiring and supporting staff to perform at their peak.

- Meredith DeMartina, Vice President of Talent Development, Event Network
- Adriana Martinez, Associate Director of Human Resources, San Diego Zoo
- Linda Norris, co-author of an upcoming book about creativity in the museum workplace
- Ivy Young, Program Specialist, Balboa Park Learning Institute

D. Leading from Across the Organization

REHEARSAL STUDIO, THE OLD GLOBE

(BELOW MINGEI INTERNATIONAL MUSEUM)

Learn how to promote employee engagement and organizational change from different parts of the structure.

- Vivian Kung Haga, Director, Balboa Park Online Collaborative
- Joaquin Ortiz, Interim Director of Educator, Museum of Photographic Arts
- Cristina Trecha, Fleet Inquiry Institute Project Director, Reuben H. Fleet Science Center
- Dr. Michael Wall, Vice President of Research and Public Programs, San Diego Natural History Museum

E. Maslow and Metrics

THEATER, MUSEUM OF PHOTOGRAPHIC ARTS

Gain practical tools for assessing synergy in organizational goals, values, engagement, etc., based on adaptations of Maslow's famous hierarchy of needs and other conceptual frameworks.

- Dr. Marianna Adams, Principal, Audience Focus Inc.
- Gail Anderson, Principal, Gail Anderson & Associates
- Barry Kibel, SEED
(Stretch...Enliven...Ennoble...Discover)
- Nan Renner, University of California, San Diego, Cognitive Science PhD Candidate