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.
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 CONCURRERT 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