

**Bolz Center for Arts Administration
Collegium 2004**

What's It Worth?

October 8 & 9, 2004, Madison, Wisconsin

*Honestly exploring the value of arts and culture to people, places,
and the public purpose.*

Thursday, October 7, 2004

6:00 – 9:00 pm Informal Pre-Collegium Reception
Bolz Center Offices and Foyer, 2296 Grainger Hall

Friday, October 8, 2004

Morgridge Auditorium, Room 1100, Grainger Hall, 975 University Avenue

8:30 am Registration/Continental Breakfast
Morgridge Auditorium Foyer, 1100 Grainger Hall

9:00 am Welcome from the Dean, Director, and Board

9:30 am Bill Ivey Keynote / Q & A
“Beyond the popular and the precious”

10:30 am Moderated discussion & response
George Tzougros '85, Executive Director
Wisconsin Arts Board

11:30 am Lunch (*Executive Dining Room*)

1:00 pm Adrian Ellis Keynote / Q & A
“Valuing culture without selling its soul”

2:00 pm Moderated discussion & response
Peggy Baggett '73, Executive Director
Virginia Commission for the Arts
(*coffee/beverage service available in lobby from 1:45 pm*)

3:00 pm Next steps / Looking Forward

3:45 pm Adjourn

6:00 – 9:00 pm Evening reception, Fluno Center for Executive Education

Saturday, October 9, 2004

Overture Center for the Arts, 201 State Street, Wisconsin Studio, Third Floor

8:45 am Continental Breakfast, coffee, tea, juice

9:15 am Tours of Overture Center leave from Wisconsin Studio

10:00 am Realizing the Value: Overture Center for the Arts
George Austin, President, Overture Foundation
Michael Goldberg, VP of Programming and Development,
Overture Center for the Arts

11:00 am Exploring Value in Audience Experience (facilitated discussion)
Jennifer Wiggins '99, PhD, Marketing, UW-Madison

12:00 pm The New MBA: What's next for the Bolz Center?
Andrew Taylor, Director, & the Alumni Advisory Board

1:00 pm Adjourn (lunch on your own)

More details and maps/directions on-line: <http://www.bolzcenter.org/collegium/>