

10:00 a.m. Opening Panel—Know Thyself . . . and Thy Neighbor

Ryan Robinson is a native Austinite, graduating from Austin High and The University of Texas. After working with the state's General Land Office under Commissioner Mauro for just over a year, he attended The University of Georgia in Athens where he got a master's degree in geography and met his wife. Ryan began his demographic career as an enrollment forecaster and boundary planner for a large, rapidly growing suburban school system in Atlanta during the mid-80s. Ryan started working for the City of Austin as a demographer in 1990 and has directed their demographics work program since 1995. His current professional interests include data mapping and interpretation, population change, and the rise and fall of American cities. Although always thinking about his next map, Ryan relaxes by riding his bike, swimming at Barton Springs or cooking something spicy for his family.

Stacey Ingram Kaleh is the Outreach Manager at Sherry Matthews Advocacy Marketing. Passionate about community engagement, she focuses on partnership development and experiential marketing strategies for a dynamic roster of cause-oriented clients. Previously, Stacey served as Manager of Public Relations and Marketing at the Blanton Museum of Art, where some of her most noteworthy contributions included the museum's tagline, "Curiosity Welcome," and a grassroots guerilla marketing campaign that unexpectedly placed 500 viewmasters all around Austin and the UT Austin campus to generate buzz around the Blanton's brand story. She has also worked for institutions including the Metropolitan Museum of Art, American Museum of Natural History, and the French Legation Museum. Stacey currently serves on the Austin Museum Day Committee for the Austin Museum Partnership, on the Education Committee for Preservation Austin, and on the Marketing Advisory Committee for Leadership Austin. She holds an M.A. in Museum Studies from New York University, where her thesis explored museum re-branding as a tool for growing audiences and increasing accessibility, and a B.S. in Advertising from The University of Texas at Austin.

Sarah Marshall joined the Texas Main Street Program at the Texas Historical Commission in July of 2015. She has previously worked on marketing and programs for smaller history-based organizations, such as the Texas Archive of the Moving Image and the Texas Historical Foundation. Sarah volunteers extensively for Preservation Austin, which serves her passion for community history, pride and preservation. She has professional marketing experience working with major retailers, such as Jo-Ann Stores, Michaels and Golfsmith. Sarah has a Bachelor of Arts in History from Texas A&M University and a Master of Public History from Texas State University—San Marcos.

12:30 p.m. Session—Promotional Partnerships

Lani Gonzalez is the current co-chair of the Austin Museum Partnership (AMP), a consortium of Austin-area museums and cultural institutions. As a member of AMP's all volunteer board, she has organized initiatives to support collaboration within the local museum community and promotion to the general public, including Austin Museum Day, Educator's Night, and the AMP mobile app. She spent 8 years as a marketing specialist with the City of Austin's Cultural Arts Division and is currently the managing director of the Blue Genie Art Bazaar. Gonzalez also serves on the board of the Austin Emerging Arts Leaders and is a member of the 2016 National Arts Marketing Project Conference host committee. She received a B.A. in Art/Art History from Randolph-Macon Woman's College.

Randi Ragsdale, Marketing Manager at The Bullock Texas State History Museum, works closely with museum departments, outside partners and the media to promote events, programs, exhibits, and historical resources. She helps fulfill the Bullock Museum's outreach efforts by driving attendance and revenue through publicity activities and marketing campaigns, developing a variety of marketing assets, such as web pages, printed collateral, and email and social media campaigns. Prior to joining the Bullock, Mrs. Ragsdale promoted heritage tourism as the Program Manager for Crossroads of the American Revolution National Heritage Area in Trenton, New Jersey. She has a B.A. in Anthropology and Art History from the University of Houston and a M.A. in Cultural Heritage and Preservation Studies from Rutgers University.

12:30 p.m. Session—Fundraising Case Study

Kate Betz, Head of Education at The Bullock Texas State History Museum, leads a team of educators who seek to tell the continually unfolding story of Texas through meaningful educational experiences. She oversees the development and coordination of programs for adults, families, educators and students and manages the museum's ongoing evaluation efforts. Ms. Betz's programs have at their core the desire to share unique experiences with a diversity of people in an environment that encourages life-long learning and development. Prior to coming to the Bullock in 2009, Ms. Betz managed public programming at The Farmers' Museum and the Fenimore Art Museum in Cooperstown, New York. She has a B.A. in American Studies from Wesleyan University and an M.A. in History Museum Studies from the Cooperstown Graduate Program.

1:45 p.m. Session—Program Design

Angela Kennedy is the Family Programs Manager at the Bullock Texas State History Museum. As she develops, manages and facilitates programs for families at the museum, she strives to identify different methods for engaging families through hands-on experiences while connecting to our state's history. Previously Angela served as Manager of Teacher & School Outreach Programs at the Denver Art Museum and has taught elementary school in Austin Independent School District and Manor Independent School District. She has a B.A. in Art History from The University of Texas at Austin and an M.A. in Art Education with a museum focus from UT Austin.

1:45 p.m. Session—Surveys and Strategies

Amy Hammons is coordinator for the County Historical Commission (CHC) Outreach Program at the Texas Historical Commission (THC). This program helps CHCs promote local preservation efforts and protect historic resources. Amy began working for the THC in 2002, providing architectural recommendations for federal and state projects affecting historic property. She contributed technical support to projects ranging from hurricane relief in coastal regions to development impacts on the Mission Trail Historic District in San Antonio. Prior to the THC, Amy worked for architecture firms contributing to institutional, commercial, and residential projects. After working in the field of architecture for 15 years, Amy decided that she was less interested in buildings and more interested in helping the people who wanted to save them. She has worked with the CHC Outreach Program since 2008. Amy earned a bachelor's degree in Environmental Design from Texas A&M University and a master's degree in the Human Dimensions of Organizations from the University of Texas at Austin.

Lori Martin is a Graduate Student at the University of Texas at Austin, pursuing her Masters of Science in Historic Preservation. Since coming to Austin in 1980, her career has included time as a small business owner and as an administrator for an Austin law firm. Since 2004, she has focused her career on fundraising and development for nonprofits, specifically for organizations with a preservation focus. Lori previously served as the Development Director of Preservation Texas and the Antiques Show Director for the Heritage Society of Austin, now Preservation Austin. Most recently, she was the Director of Development for the Paramount and Stateside Theatres in Austin for almost eight years. Lori worked with the development team to raise over \$3 million annually to support the preservation and education programs of the theatres. She is a board member of Preservation Austin and co-chair of PA's Annual Awards Luncheon this year. Her experience includes grant writing, special and annual appeals and coordination and execution of major events. She has a B.A. in Journalism from the University of Texas and over 15 years' experience in fundraising for preservation organizations and other non-profits.

3:00 p.m. Discussion Groups—bios for facilitators who are not already listed above

Tricia Blakistone is a program specialist in the museum services division of the Texas Historical Commission. Tricia assists the program head, Laura Casey, in answering museum-related questions from the over 900 history museums in Texas as well as helping to coordinate professional development workshops and updating the museum services website. Prior to starting at the THC in February of this year, Tricia worked at the North Carolina Museum of History for 8 ½ years both in their education and marketing departments. Tricia received her B.A. in Anthropology from Texas State University and a M.A. in Public History from North Carolina State University.

Laura Casey is Coordinator of the Museum Services Program at the Texas Historical Commission, a position that allows her to work directly with small and mid-sized history museums throughout Texas using the skills she developed over the last twenty-one years working in the museum field. Before spending nine years working as museum director at museums in Illinois and Kansas she earned a bachelor's degree in History from Benedictine College in Atchison, Kansas, and a master's degree in Museum Studies from the University of Nebraska.

Steve Cure is the Chief Operating Officer & Director of Education for the Texas State Historical Association. Prior to joining the TSHA staff in 2004, he was a classroom teacher and part-time museum educator. In addition to direct oversight over TSHA's education programming, he also manages business operations for all of TSHA's other programs including the Handbook of Texas, Texas Almanac, TSHA Press, and Digital Projects.

Angela Reed is currently the Development Manager for the Friends of the Texas Historical Commission, which raises private support to bolster public funding for the Texas Historical Commission through grants, endowments, sponsorships, and the Texas Heroes gift program. Angela previously held positions as the Grants & Development Manager for the Austin Theatre Alliance (the historic Paramount and Statesman Theatres in Austin), Program Manager and Interim Director for Preservation Austin, and the Civilian Conservation Corps Legacy Parks Initiative Coordinator for Texas Parks & Wildlife's Historic Sites Program. Angela holds a Master's in Humanities and Public History from New York University, and a Bachelor's in Sociology from St. Edward's University in Austin.



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