

Keynote Speakers



RALPH OPACIC, Ed.D.
President & Executive Director
Orange County School of the Arts

Ralph Opacic founded the award-winning Orange County School of the Arts (OCSA) in 1987 and currently serves as President and Executive Director.

Dr. Opacic is credited for assembling the finest arts and academic instructors in Southern California and for creating opportunities for young artists to develop their talents to their greatest potential.

Widely awarded for his achievements in arts education, Dr. Opacic has been named a recipient of the prestigious Arts Schools Network Jeffrey Lawrence Award and Orange County Department of Education Outstanding Contribution to Education Award. Additionally, he has been named one of the top three executives in Orange County by the *Orange County Register* and Artistic Visionary by Arts Orange County.

While under the leadership of Dr. Opacic, OCSA has received top honors and recognition for excellence in both arts and academic education. In the 2017 Niche Rankings for "Best Charter High Schools," OCSA was ranked number two in the state of California and number seven in the nation.

Dr. Opacic earned his bachelor of arts degree in music from California State University, Long Beach in 1981, a master of science degree in educational administration from National University in 1990, and a doctoral degree in education from University of Southern California in 1994.



BRETT EGAN
President
DeVos Institute of Arts Management

Brett Egan leads the DeVos Institute's team of consultants and teachers in projects on six continents, supporting organizations and executives in every arts industry on a range of short- and long-term concerns, including strategic planning, artistic planning, marketing, community engagement, human resource development, and fundraising.

Projects under his direction include multiyear capacity building initiatives in partnership with the Ford Foundation and Bloomberg Philanthropies; regional training intensives in San Jose, Portland, and Baltimore; a three-year fellowship for arts leaders from around the world; and long-term consultancies with clients in nearly every major cultural discipline.

Under Mr. Egan's leadership, the DeVos Institute has delivered multiyear, first-of-their-kind training programs in Ireland, Croatia, Trinidad and Tobago, Vietnam, and the United Kingdom in partnership with governments and local arts leadership.

From September 2011 until December 2012, Mr. Egan served concurrently as Interim CEO of the Royal Opera House Muscat (Oman). From 2006 to 2009, Mr. Egan served as Executive Director of the New York-based modern dance company, Shen Wei Dance Arts.

Prior to 2006, Mr. Egan worked with a variety of cultural organizations including Lincoln Center Theater, New York Theater Workshop, the Annie Leibowitz Studio, and Santa Fe Opera. Mr. Egan is the co-author, with DeVos Institute Chairman Michael M. Kaiser, of *The Cycle: A Practical Approach to Managing Arts Organizations* (2013).

Mr. Egan graduated magna cum laude from Harvard University with a degree in Cultural and Performance Theory, received the Antarctic Service Medal and a Princess Grace Fellowship (Monaco), and wrote a travel guide on the Trans-Siberian Railroad.



2017



ORANGE COUNTY, CALIFORNIA
JUNE 30 - JULY 1, 2017

CREATIVITY INNOVATION TEAM WORK

A TWO-DAY TRAINING AND
CONSULTATION PROGRAM FOR
ARTS SCHOOLS NATIONWIDE.

*We welcome senior executives,
administrative staff, board leadership,
principals, deans, department chairs, arts
program directors and coordinators,
administrators, and fundraising, marketing,
human resource, finance personnel to join us
for this unique training opportunity.*



Primary Learning Objectives

- Reinforce and activate organizational mission
- Build a culture in line with that mission, which promotes artistic excellence and supports productive collaboration between all stakeholders
- Engineer a leap from “good” to “great” in key governance areas, including program development, marketing and communications, strategic planning, human resource development, fundraising, parent/volunteer engagement, and community engagement



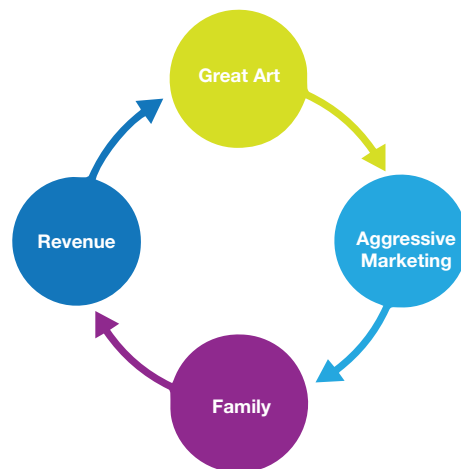
FRIDAY, JUNE 30, 2017

9:00 AM – 12:00 PM	The Cycle: Building and Sustaining Superior Arts Organizations
12:00 PM – 1:00 PM	Lunch
1:00 PM – 4:00 PM	Programmatic and Institutional Marketing
4:00 PM – 5:00 PM	Cocktail Mixer

SATURDAY, JULY 1, 2017

9:00 AM – 12:00 PM	Human Capital Development and Revenue Generation
12:00 PM – 1:00 PM	Lunch
1:00 PM – 3:30 PM	Strategic Planning and Implementing The Cycle
3:30 PM – 4:30 PM	Wrap-up and Optional Tour of OCSA Campus

The Cycle is the Institute's approach to managing arts organizations through an integrated approach to long-term artistic planning, marketing, and fundraising.



LOCATION:

Orange County School of the Arts
1010 N. Main St., Santa Ana, CA 92701

ACCOMMODATIONS:

Rates published as of December 1, 2016; subject to change.

Avenue of the Arts Hotel avenueoftheartshotel.com	5 miles \$200
Westin South Coast Plaza westinsouthcoastplaza.com	5.5 miles \$259
Embassy Suites Santa Ana embassysuitessantaana.com	4.2 miles \$144

Testimonials



ROBYN MACNAIR

Visual and Performing Arts Specialist,
Santa Ana Unified School District,
President-Elect, California Art
Education Association

“ The InterACT Leadership Intensive provided an important framework for our school, which is in the very beginning of development. In some areas, the information provided affirmation in the direction we are headed, and in many areas we received valuable mentoring to help us develop our next steps to keep moving forward. I’ve found myself referring back to the reference materials to refine our work on several occasions. Brett Egan of the DeVos Institute of Arts Management is an extremely knowledgeable and well-connected leader in arts management with proven results. I even reached out after the conference to receive additional coaching. I very much look forward to participating in this type of professional development again to help our organization build a strong infrastructure and foundation. ”



MICHAEL WANG

Principal,
The Chicago High School for the Arts

“ InterACT hit all the bases in examining what it really means to run an arts organization. The program was accessible for both emerging as well as established arts leaders. Brett Egan gave us great ideas that we took back to ChiArts; we even started a book club with our Arts Department Heads with “The Cycle.” The InterACT Intensive gave us direction in how to become established and sustainable. ”



DIANE MAKAS

Artistic Director, Huntington Beach Academy for the Performing Arts
Arts Facilitator, Huntington Beach Union High School District
Performing Arts Department Coordinator, Huntington Beach High School

“ The InterACT Leadership Intensive was an amazing conference filled with inspirational learning. The informational sessions were collaborative, applicable, and easily implemented. I plan to return with all of my department chairs. ”



SCOTT WALKER

Principal,
Las Vegas Academy of the Arts

“ I dare say that my participation with the InterACT Leadership Intensive was the most pertinent, engaging, informational, and well-organized conference that I’ve attended in several years. Keynote presenter Brett Egan was riveting. From the stunning location on the Newport Bay, the intimate presentation setting, affordable price, to the details including the meals, this is a conference not to miss. I only wish that I’d brought more of my faculty to hear and understand the need for programmatic and institutional marketing in achieving our school vision and goals. I will definitely be returning with many of my school leaders next year. Encore!! ”

Tuition: \$295

- **10% discount** is offered for all Arts Schools Network members.
- **15% discount** will be applied to any school sending three or more representatives.
- **25% discount** will be applied to any school sending five or more representatives.

Optional one-on-one consultation: \$150/hour

The InterACT Arts Leadership Intensive will offer a limited number of optional, one-on-one consultations on a first-come, first-serve basis. In preparation for each consultation, Institute and/or OCSA leadership will review appropriate documentation to ensure maximum productivity.

Register Today! csarts.net/InterACT

For more information, contact
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