



Super Session Keynote *Dr. William Baker*

Dr. William F. Baker directs the Bernard L. Schwartz Center for Media, Education, and Public Policy at Fordham University, where he is also Journalist-in-Residence and a professor in the Graduate School of Education. He is a distinguished professor at IESE Business School (ranked #1 globally by *The Economist*) and is President Emeritus of WNET, New York's public media station. Over the four decades of his career, Dr. Baker has been a broadcaster, executive, author, sought-after public speaker, academic, and explorer.

Baker is co-author of the books *Every Leader is an Artist* (McGraw Hill, 2012) and *Leading with Kindness: How Good People Consistently Get Superior Results* (American Management Association, 2008). Baker also hosted the PBS documentary *Leading with Kindness* which premiered on public television in 2008.

Baker's career spans four decades. During his twenty years as chief executive officer of WNET, he distinguished himself as one of America's most prolific fundraisers, leading the effort to raise over \$1 billion for the station, and establishing the largest endowment in the history of public television. Among many other accomplishments at WNET, Baker introduced the landmark program *Charlie Rose*, oversaw the station's transition to digital broadcasting, and launched WNET's first of many cable channels, MetroArts/Thirteen.

Before joining WNET, he was president of Westinghouse Television and chairman of their cable and programming companies. At Westinghouse, Baker introduced Oprah Winfrey as a talk show host and established *PM Magazine* as the #1 syndicated program in America in the 1980s. During Baker's tenure, Westinghouse also launched five cable networks, including the Discovery Channel and the Disney Channel.

Baker is the executive producer of the *The Face: Jesus in Art*, a landmark Emmy-winning feature film that traces the image of Jesus Christ in art around the world and across two

millennia. *The Face* premiered nationwide on public television in 2001 and also enjoyed a limited theatrical release. He is also executive producer of the forthcoming film *SACRED*, a portrait of faith and ritual from around the world.

Baker is the recipient of seven Emmy Awards and is a fellow of the American Academy of Arts and Sciences. He has been inducted into the National Academy of Television Arts & Sciences (NATAS) Management Hall of Fame and received the *Mark Schubart* Award from the Lincoln Center Institute, given to individuals who most exemplify the Institute's ideal of integrating the arts with education. He has also been inducted into *Broadcasting & Cable's* Hall of Fame and the New York State Broadcasters Association Hall of Fame. In addition to numerous other awards, Baker has received the Gabriel Personal Achievement Award, two Alfred I. duPont-Columbia University Journalism Awards and the 1987 Trustees Emmy Award, given in recognition of outstanding contribution to the advancement of television.

Baker is former Chairman of the National Parks System Advisory Board, and serves on the board of Rodale Press. He holds a B.A., M.A. and Ph.D. from Case Western Reserve University, and nine honorary doctorates from universities in America and Europe. In cooperation with Fordham University, he teaches *The Business of the Performing Arts*, The Juilliard School's only business course.

Dr. Baker's long-standing commitment to promoting education led him to establish WNET's Educational Resources Center, the nation's most prolific trainer in multimedia teaching techniques. He also founded the Bernard L. Schwartz Center for Media, Education, & Public Policy at Fordham University, and was an annual speaker at WNET's Celebration of Teaching and Learning.

His interests include astronomy, horology, and polar science, and he is believed to be the 8th person in history to have stood on both the North and South Poles.



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Super Session Keynote

L. Mylott Manning



700 Spools, Installation

Laura Mylott Manning studied at Rhode Island School of Design, BFA, 2001, Sculpture/Fashion Design, and holds an MFA, 2009, Interdisciplinary Arts, from Vermont College of Fine Arts. Manning has also studied at Pont Aven School of Contemporary Art in France. Selected exhibitions include: The National Arts Club, Gramercy Park, New York, NY; *A:Live/A:Love*, curated by Malcolm Harris-Perez, *The Muse Creative*, New York, NY; *Push it*, ArtNow NY, New York, NY; *Fibers and Threads*, Carlton Hotel, located in the Caravan Stylist Studio, New York, NY; *Art Inside*, curated by Gigi Kracht, Baur au Lac, Zurich, CH; *Group Suit: A Day in the Park*, presented by New York City Parks and Recreation, Dag Hammarskjold Plaza, United Nations Headquarters, New York, NY; *700 Spools of Thread (Keep it Together)* chashama, supported by the National Endowment for the Arts, New York, NY; *Collective Spinning*, as part of Fritz Haeg's Sundown Schoolhouse, presented at the Aldrich Contemporary Art Museum, Ridgefield, CT. Recent artist residencies include The Banff Centre, Alberta, Canada.

Manning is a contributing artist to the World Council of the Peoples for the United Nations journal *Centerpoint Now*. The Associated Press, Boston Globe, Wall Street Journal, Chicago Tribune, Hartford Courant, Columbia Spectator, Brooklyn Rail and Time Out New York have reviewed Manning's work. To see her work: <http://mylottmanning.com/>

Frequently Asked Questions

Why one registration fee?

This simplified registration gives attendees the most flexibility for conference attendance. For one fee, participants can attend an event in the evening, such as a Friday After Dark Workshop or dinner, and attend the whole conference the next day. Previously this was not possible. A participant had to pay for each day they attended. It also allows us to hold the line on registration costs.

Can I register for the conference if I am not a member of NYSATA?

Yes. NYSATA offers non-members the opportunity to join us for this exciting weekend of professional development but at a higher fee than for members.

How do I make my hotel reservations?

You must make your own reservations directly with the hotel. You can link to the hotel's reservation system right from the NYSATA website, you may also call for reservations. Make your reservations early so you don't miss the special conference rate! The hotel will NOT accept purchase orders. If your district is paying for your room, at checkout you will have to provide the hotel with a copy of your school district's tax exempt number and a district check, district credit card, or cash.

Will NYSATA assign me a roommate?

No, NYSATA does not randomly assign roommates.

If I have to register online, can I still have my district office send in payment?

When you register online you will have the option of mailing in the payment. You can have your district mail in a purchase order or school check but you **MUST** attach a copy of the online receipt. To avoid any possible problems make 2 copies of the receipt generated at the completion of your registration. Give one copy to your district office to attach to your payment (PO or school check) and keep one to bring with you. Make certain they are aware of the deadline for sending the payment to NYSATA.

You will not be considered registered if we do not have your payment. Please ask them to include your name as a notation on the check or purchase order. NYSATA can accept Purchase Orders for conference registration, meals, and workshops (not hotel rooms). When you register online **PLEASE BE CERTAIN TO PRINT A COPY OF THE TRANSACTION RECEIPT** to attach to your PO or check. You will not receive any other confirmation of your registration other than the online transaction receipt.

What happens if I miss the hotel room reservation deadline?

The discounted hotel room registration deadline is not flexible. If you do not register before the deadline, rooms may not be available, and if they are they will not be at the conference rate.

Do I have to pay to attend workshops?

Most of the conference activities are included in your registration. There is an extensive array of workshops and speakers that require no additional payment or registration (in some cases a moderate materials fee may be collected on-site by the presenter). A few specialized workshops, including the "Friday After Dark" selections and extended hands-on workshops require pre-registration and payment.

Can I register for the paid workshops without registering for the conference?

No. If you wish to attend any of the paid workshops such as the Friday After Dark workshops you may do so when you register for the general conference. You must register for the conference to attend any conference function, including open and paid workshops.

Can I renew my membership with my conference registration?

Yes, you can renew online as part of your registration process. If you are not a member or your membership has expired you will not receive the member rates when you try to register.

What is the NYSATA refund policy?

NYSATA has a new cancellation refund policy this year. See page 4 of this publication. Refunds are not processed until the conference account is reconciled. This may take up to 6-8 weeks.

Go to www.nysata.org to register now!



Special Session Keynote

Gary L. Wolfe

“While primarily a painter, I often combine painting with other media. At the heart of this work is the process of synthesis, a “putting or placing of things together.” The combining of disparate ideas and media that interact together to create new relationships and perspectives intrigue me.”

Gary earned undergraduate degrees in Christian Ministries from Houghton College and in Psychology from the State University of New York at Buffalo. While working for local government in planning, developing and delivering health and human services to persons in need, Gary began producing and publicly showing his artwork with encouraging success. This ultimately led to a return to school and the completion of a Master’s Degree in Painting and Art History from the University of Buffalo. Gary’s varied life experiences and career have influenced his art. The elderly, children with disabilities, the disenfranchised and the poor, and even more abstractly, the problem of pain, suffering and alienation have consistently informed his work. Perhaps most significantly, Gary’s Christian faith has been, as he puts it, “a formative influence and formidable adversary in the spiritual inflection and tonality of my art.”

Gary’s work has been shown in Chicago, Philadelphia, Houston, Ann Arbor, Buffalo, Rochester and other cities in the Northeast. Gary is a past-president of the Buffalo Society of Artists (est. 1891) and he continues to live and work in Western New York. To see a video about his work with the homeless and to learn more about Gary: <http://www.gwolfart.com/wp/>



Patricia, Oil and Encaustic on Tar Paper – 30” x 24”

Highlights & New this year

Workshops: Conference workshop offerings are plentiful and include hands-on workshops, product demonstrations, lecture workshops, and round-table discussions on a variety of current interest topics. Approximately 90 workshops will be available at no additional cost to participants. Extended Studio workshops and the popular Friday After Dark Workshops will also be available. Participants may register for paid workshops along with regular conference registration online, or on site if spaces are still available. Paid workshop fees are non-refundable.

Exhibitors Showcase: This is your chance to talk to representatives face-to-face. Find out about new ideas, new products, and new ways to use tried and true materials. They have everything from the latest technology, curriculum resources, and visual aids, to traditional drawing, painting and sculpting media. Over 30 exhibitors are expected.

Conference Student Exhibit: There is no fee to participate, but you **MUST** pre-register at www.nysata.org to reserve a display board. **No extra boards will be available on site.** You must be a member of NYSATA to participate in this exhibit. Registration is by individual member, not school district. Please do not bring work of non-member colleagues to be exhibited.

Artisans Market: On Saturday afternoon from 3-5 PM you will have an opportunity to purchase work by fellow member artists. If you wish to rent a table, please sign-up through the NYSATA website by November 1st.

Annual Members Exhibit: Conference attendees can show their work at the member exhibit held during the conference. The fee is \$25 to enter with a limit of 2 entries per member. Bring your work to the conference by Friday at 1:00 PM. No pre-registration is required. **PLEASE no glass, only plexiglass will be permitted.**

Gift Basket Benefit the NYSATA Scholarship Fund: Once again we will hold a basket raffle to benefit the NYSATA Scholarship Fund. Individual members and Regions will be donating gift baskets. If you or your school art club wish to make a donation of a gift basket they will be greatly appreciated. Please bring them to the registration area on Friday morning. The region who brings the most baskets will have student work be featured in a future issue of the NYSATA News.

Conference Registration: ALL conference registration will

take place through the NYSATA website. Processing all registrations online enables NYSATA to streamline records and insure that your registration and contact information are accurate and complete. You will be able to renew your membership and register for the conference at the same time online using our secure server. You will be able to select from a number of payment options that include mailing a check or purchase order or paying online with a credit card. If you opt to mail your payment, please be sure to mail a copy of your on-line registration transaction receipt with the corresponding purchase order or check. Pre-registration for the Student Exhibit, Artisans Market, and the Preconference will take place through the NYSATA website only. There will be no mail-in registration forms available.

Lunches: For those attendees who purchase the full meal package or individual lunch tickets, there will be 3 lunch time seating options. Ticket holders will need to exchange their lunch ticket for a timed ticket of 11:00AM, 12:00PM, or 1:00PM. Also please remember that the price of lunch includes a 22% gratuity.

President's Dinner and Reception: NYSATA will host the President's Dinner and Reception on Saturday evening. This evening of celebration is to honor the State Art Educator of the Year, all other awardees, and our presenters. The opening reception will feature a cash bar with hot and cold hors d'oeuvres. A full buffet dinner will follow. Immediately after dinner and the awards presentation there will be a NYSATA interactive painting event and dancing to DJ Dr. Kwazy Tunes. Please plan to join us for this fun-filled evening!

New Cancellation Policy: NYSATA is implementing a new cancellation and refund policy. All requests for a refund **MUST** be received in writing.

- Registration refund requests received by November 1: Full refund less a \$25 administration fee.
- Registration refund requests received from November 1 through 15: 50% refund less a \$25 administration fee.
- Registration refund requests received on or after November 15: No refund.
- Paid workshop fees are non-refundable.
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See page 4 of this publication for the complete policy.



Special Session Keynote

Scott McCarney

Scott McCarney is a local Rochester book artist and teacher, with a far-reaching reputation in his craft. His work has been exhibited inter-nationally, including at the Center for Book Arts and Printed Matter Inc. in New York City; Tower Fine Arts Gallery in Brockport, NY; Minnesota Center for Book Arts in Minneapolis; University of the West of England; and other locations throughout the United States, United Kingdom, Australia and more. He received his B.F.A. from Virginia Commonwealth University, and his M.F.A. from SUNY University at Buffalo and Visual Studies Workshop in Rochester, NY.

He has received numerous awards, including the New York State Foundation for the Arts Fellowship (printmaking/drawing book arts) and multiple Special Opportunity Stipends from NYFA/Rochester Arts & Cultural Council. McCarney's work is featured in many permanent collections, including those of the Getty Center in Los Angeles, Museum of Contemporary Art in Chicago, the Museum of Modern Art Library in New York City and the Photographic Resource Center in Boston, among others.

Scott McCarney is a 2011 Artist Fellowship recipient of the New York Foundation for the Arts (NYFA). This presentation is co-sponsored by Artist & Audiences Exchange, a NYFA public program, funded with leadership support from the New York State Council on the Arts (NYSCA.) To see Scott's work: <http://scottmccarneyvisualbooks.com/>



Hanging Index, Altered Book