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CITY OF
SAN DIEGO
COMMISSION
FOR ARTS
AND CULTURE

CALLALOO e.t.c.

COUNTY OF
SAN DIEGO
PUBLIC ARTS
ADVISORY
COUNCIL

UNIVERSITY OF
CALIFORNIA,
SAN DIEGO
THIRD
COLLEGE

CALLALOO, e.t.c.

"empowerment through collaboration"

MARCH 15 -16, 1991
UNIVERSITY OF CALIFORNIA
SAN DIEGO

What's A CALLAOO?

Callaloo, a West Indian dish is created from various vegetables and spices that when combined lend a diverse range of flavors and qualities in achieving a unique flavor. **Callaloo, E.T.C.,** the second conference on cultural diversity in the arts, was named after this Trinidad treat because it exemplifies the mission of the conference; like that of a Callaloo, the goal is for everyone to come together, but in doing so, maintain the qualities that make each one of us distinct.

"Empowerment through Collaboration", the theme of this year's conference, was chosen in response to input from Callaloo '89, the first gathering of all San Diego's multicultural communities. The goal is to include more participants from larger arts and cultural organizations and to encourage the sharing of ideas and resources between established and emerging institutions. Our hope is that representatives from large and small organizations will develop a kinship that will allow for the development of new art, new work. and new collaborations.

WHO ARE WE?

The City of San Diego Commission for Arts and Culture is the primary advocate for arts and culture for the city. In fulfilling its mission, it develops policies and programs to strengthen the involvement and input of artists and other professionals in cultural planning, reflects the cultural diversity of the people it serves and fosters local, national and international cultural understanding.

San Diego County Public Arts Advisory Council is a Citizen's Committee of the County of San Diego with appointed members representing arts professionals and supporters of the arts in each of the five supervisorial districts. Established by the Board of Supervisors in 1976 to act as an advisory body to the County in matters concerning public art through the development of arts programs and advocacy for the arts on a local, state and federal level.

The University of California, San Diego/ Third College celebrates its twentieth anniversary in academic year 1990-91. It has a rich tradition of sponsoring academic programs in comparative cultures, ethnic studies, urban studies and planning, communication and Third World Studies. Third College's distinctive general education programs are guided by the belief that regardless of a student's major, a liberal arts education must include an examination of the human condition in a multicultural society.

PANELS / WORKSHOPS

"BRIDGING CULTURAL GAPS; BUILDING EFFECTIVE RELATIONSHIPS"

Using a combination of lecture, exercises and group discussion, cultural differences in the workplace and among constituent populations will be explored.

"ADVOCACY AND FUNDING: GETTING A PIECE OF THE PIE"

1991 may be remembered as the year when the arts community learned how complicated the public funding process can be. Re-authorization of the NEA and its sister endowments gained national attention. State and local funding sources dwindled. This panel will focus on effective ways to improve your chances in the pursuit of public monies and legislative support.

"QUINCENTENARY-1992: A CELEBRATION?"

In 1492, the Nina, the Pinta and the Santa Maria anchored in the Caribbean. Once its navigators stepped ashore, nothing was ever the same again in the Old world—or the New. This panel discussion will dispel the myths behind the upcoming "celebration" of the historic landing in the Americas.

"CRITICISM AND EVALUATION: WHOSE STANDARDS ARE BEING USED TO JUDGE?"

To what degree will art critics, who are firmly rooted in eurocentrically based art history and theory, come to accept criteria for good art that differs among classes, cultures and genders? This panel will explore the issues and terminology at the forefront of the debate over cultural equity in the arts.

"STRATEGIES FOR BOARD, STAFF, AND AUDIENCE DIVERSIFICATION"

When the usual employment ads don't cut it, where can arts organizations look for staff? How do institutions move beyond traditional networks to recruit qualified employees and board members from broader community circles? This panel will provide practical tools for developing strategies to make your organization more representative of the constituents you serve.

"DEVELOPING NEW COLLABORATIONS ...NEW ART"

These panelists offer experience in a wide range of partnerships that work- and will share ways in which collaborative relationships can be developed both for specific projects and in terms of on-going programs, for large and small organizations.

" CHALLENGING THE "isms" IN AMERICA"

This three-hour workshop/group encounter will introduce the strategies involved in creating multicultural environments. The participant will learn to identify and challenge the "isms" e.g. ageism, sexism, racism in yourself, in others and within organizations, and will be given the opportunity to continue the personal journey in unlearning personal biases.

SCHEDULE OF EVENTS

CALLALOO E.T.C.
(EMPOWERMENT THROUGH COLLABORATION)
Friday, March 15, 1991
University of California, San Diego

6:00 p.m.-7:00 p.m.	Opening Reception / Registration
	Celebrate "Arts Day" as we acknowledge state elected officials in their support of artists and arts and cultural organizations throughout San Diego County
7:00 p.m.-7:30 p.m.	OPENING CEREMONIES
	Welcoming Remarks / Introductions: Dr. Catherine Yi-Yu Cho Woo, Co-Chair Jihmye Collins, Co-Chair
7:30 p.m.-8:30 p.m.	RITUAL CEREMONY
	Welcome the spirit to the Callaloo with ritual performances by our county's cultural treasures
8:30 p.m.-9:30 p.m.	EXHIBITION RECEPTION
	"In King's Image" Grove Gallery/UCSD

CALLALOO E.T.C.
(EMPOWERMENT THROUGH COLLABORATION)
Saturday, March 16, 1991
University of California, San Diego

8-9:00 a.m.	Registration Continental Breakfast
9-9:30 a.m.	Welcoming Remarks/ Introductions: Dr. Catherine Yi-Yu Cho Woo, Co-Chair Jihmye Collins Co-Chair
	Introduction of Keynote Speaker: Cecil Lytle, Provost/UCSD Third College
9:30-10:00 a.m.	Keynote Speaker: Luis Cancel, Exec. Dir. Bronx Museum of the Arts
10:00 a.m.-11:00 a.m.	SESSION #1
	Break Out Topic: "Bridging Cultural Gaps; Building Effective Relationships"
	Break Out Topic: "Advocacy and Funding: Getting a Piece of the Pie"
	Break Out Topic: "Quincentenary-1992: A Celebration?"
11:00 a.m.-12:00 noon	SESSION #2
	Break Out Topic: "Criticism and Evaluation: Whose Standards are Being Used to Judge?"
	Break Out Topic: "Strategies for Board, Staff and Audience Diversification
	Break Out Topic: "Developing New Collaborations...New Art"
12 noon-1:30	LUNCH
1:30 p.m.-4:30 p.m.	SESSION #3
	Introduction: Jess Flemion, Chair Commission for Arts and Culture
	Topic: "Challenging "isms" in America" Speaker: Hilda Baldoquin
4:30 p.m.-4:45 p.m.	CLOSING CEREMONY
4:45 p.m.-6:00 p.m.	RECEPTION

SPEAKERS

Luis Cancel, Dir.
Bronx Museum of the Arts

Juan Carrillo, Dep. Dir.
California Arts Council

Susan Freudenheim, Arts Editor
Los Angeles Times

Harris Goldman, Mgmt. Consultant
Harris Goldman and Associates

Morris Casuto, Dir.
Anti-Defamation League

James Luna, Artist/Counselor
Palomar College

Maya Hu, Exec. Dir.
San Diego Chinese Center

Jeff Jones, Mgmt. Consultant
Jeff Jones Mgmt / San Francisco

David Avalos, Artist

Hilda Baldoquin, Mgmt. Consultant
VISIONS, Inc. Consultation & Training

Aida Mancillas, Artist
Las Comadres

Tom Hall, Managing Dir.
Old Globe Theatre

Rev. James Hargett
County Quincentenary Comm.

Hilliard Harper, Dir.
Young Audiences

Luther James
Assoc. Prof., UCSD

Eleanor Nelly
Serra Museum

James Pahl, Exec. Dir.
Children's Museum

Robert Pincus, Critic
San Diego Union

Debra Small
Artist

Regina Smith
Friends of Linda Vista Library

Adrian Stewart, Dir.
San Diego Repertory Theatre

Sondra Thiederman, Ph.D., Pres.
Cross Cultural Communications

Sylvia M'Lafi Thompson, Cultural Affairs Dir.
Educational Cultural Complex

Bill Virchis
Public Arts Advisory Council

Charles Wilmoth, Critic

GENERAL INFORMATION

Call for publications:
CALLALOO, E.T.C. is a great place for artists, arts administrators and volunteers to share information about their work. Please contact the Commission office at 533-3041 to arrange for a display of your brochures, flyers, newsletters and other publications on a space available basis. Even if you can't attend the conference, you're still invited to take advantage of this opportunity.

Conference Location:
All conference programs will be held at University of California, San Diego campus. From Interstate 5, travel north or south to La Jolla Village Drive exit and continue west to Gilman Dr. entrance to campus.

Stop at information kiosk for further directions.

For additional information or brochures:
Call: Felicia W. Shaw, 619-533-3041 or Larry Baza, 619-694-3211

PLANNING COMMITTEE

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David Whitehorse
Catherine Woo, Co-Chair

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Larry Baza, Executive Director, County of San Diego Public Arts Advisory Council
Victoria Hamilton, Executive Director, City of San Diego Commission for Arts and Culture
Cecil Lytle, Provost, UCSD/Third College
Felicia W. Shaw, Administrative Fellow, City of San Diego Commission for Arts and Culture
Joan Endres, Administrative Assistant, County of San Diego Public Arts Advisory Council

REGISTRATION FORM

One participant per form, please. Make copies to enroll additional registrants.
Print or type information.

NAME AND TITLE _____

ORGANIZATION _____

MAILING ADDRESS _____
Street or PO Box City State Zip

DAY TELEPHONE _____ EVENING _____

Callaloo, E.T.C. registration fee: $25.00 per person.
Includes opening and closing receptions,
continental breakfast and all conference materials.

Payment may be made by check or money order to: **PAAC / Callaloo**
A postage paid envelope is enclosed for your convenience.

County of San Diego
Public Arts Advisory Council
5555 OVERLAND AVENUE, MS O-303
SAN DIEGO, CA 92123
(619) 694-3211

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