



The **HESSENIUS GROUP** Launches September 13!!

Authored by Barry Hesseinius and hosted by WESTAF, *Barry's Blog* is a weekly newsletter and blog of news, advice and opinion for the arts administrator. The blog was created to encourage dialogue and discussion about the larger issues facing the arts community and to bring more voices to the table.

On September 13, *Barry's Blog* will launch the *HESSENIUS GROUP*, a monthly take-off on the "McLaughlin Group" on PBS. Fourteen leaders in the Arts have consented to participate in this experiment to discuss and debate key policy issues and developments in the arts-and-culture sector. Five to six members of the Group will participate in each month's blog discussion. They will be joined by accomplished practitioners and new voices in the field.

The *HESSENIUS GROUP* will convene online, on *Barry's Blog*, on the second Tuesday of each month, at 9:00 A.M. Pacific Time. Participants will start by posting their initial responses to questions posed by Hesseinius on pre-determined key issues. Then, over the following three days, the panelists will respond to follow-up questions and each other's postings. Starting on the Wednesday of each week, each of the current group's panelists will have the option to invite one other person to co-blog with them in order to expand the dialogue to include new and diverse voices. Readers of the blog will be able to post their own comments at any time.

The *HESSENIUS GROUP* will launch September 13, 2005, at 9:00 A.M. Pacific Time. To tune in, subscribe to *Barry's Blog* by going to www.westaf.org/blog, entering your e-mail address, and clicking on *Subscribe* under the right-hand navigation.

HESSENIUS GROUP participants will include:

Ben Cameron, Executive Director, Theater Communications Group • **Moy Eng**, Program Director, Performing Arts, William & Flora Hewlett Foundation • **Sandra Gibson**, President, Association of Performing Arts Presenters • **Jonathan Katz**, Executive Director, National Association of State Arts Agencies • **Wayne Lawson**, Executive Director, Ohio Arts Council • **Bob Lynch**, President, Americans for the Arts • **Diane Mataraza**, Consultant; former senior staff member at the National Endowment for the Arts • **Sam Miller**, President, LINC (Leveraging Investments in Creativity); former Executive Director, New England Foundation for the Arts • **Paul Minicucci**, Consultant; former Deputy Director, California Arts Council • **Cora Mirikitani**, CEO, Japanese American Cultural and Community Center; Board Chair, Center for Cultural Innovation; former Senior Program Officer, James Irvine Foundation, Pew Charitable Trust • **Anthony Radich**, Executive Director, WESTAF • **Gary Steuer**, Executive Director, Arts & Business Council of Americans for the Arts • **Andrew Taylor**, Director, Bolz Center for Arts Administration, University of Wisconsin School of Business • **Jerry Yoshitomi**, Consultant; former Executive Director, Japanese American Community Cultural Center