

# 2006 CONFERENCE HIGHLIGHTS



## KEY NOTE SPEAKER: DR. DOUG BORWICK

Dr. Doug Borwick has, since 1985, served as coordinator of the arts and not-for-profit management programs at Salem College in Winston-Salem, NC. In 1997 he was appointed Salem Distinguished Professor. In addition, he is an instructor in Duke University's Certificate Program in Nonprofit Management and is President of Not-for-Profit Vision, Inc., a consulting firm providing services to the not-for-profit community. He has presented workshops at the Alliance for Nonprofit Management's national meeting, the National Conference on Community Volunteerism and National Service as well as at statewide meetings of the North Carolina Center for Nonprofit Management, the North Carolina Association of Volunteer Administration, and the North Carolina Arts Council. Dr. Borwick is a sought-after consultant and workshop leader specializing in strategic planning, not-for-profit marketing, board development, and fundraising plans.

### Mission and Management:

Museums, like all members of the not-for-profit world, must maintain a delicate balance between faithfulness to their mission and maximizing revenue.

Management must be an outgrowth of a carefully developed mission, one that supports appropriate fundraising strategies, the efficient use of all resources, and responsibility to the broad community. Dr. Borwick's address will examine the role of museums in their communities; the relationship among museums, their boards, and those they serve; and principles for connecting a coherent vision and sense of mission with the management of day-to-day activities.

## WINSTON-SALEM: "CITY OF THE ARTS"

The city's founding fathers brought a strong appreciation for the arts and instilled this love of creativity and craftsmanship in the generations that followed. Here is a list of how that appreciation for the arts is flourishing:

- Piedmont Craftsmen Gallery with its fine craft art.
- Reynolda House, the estate, the art, the family and the gardens.
- Old Salem with the treasures at the Museum of Early Southern Decorative Arts (MESDA) and the Old Salem Toy Museum.
- Southeastern Center for Contemporary Art (SECCA) with avant-garde exhibits
- Korner's Folly, the "strangest house in the world"
- Diggs Gallery, the jewel of African and African-American art on the campus of WSSU.
- Delta Arts Center – enriching the community in the arts and humanities with an emphasis on the contributions of African-Americans.
- North Carolina School of the Arts's

rich talent with orchestral and chamber music, jazz, ballet and contemporary dance, and plays.

Winston-Salem is also steeped in history:

- Historic Bethabara Park – settled by the first Moravians in North Carolina 250 years ago.
- Old Salem – Founded in 1766, it is one of America's most authentic and well-documented colonial and early 19th century sites.

Informal learning for children and adults is preeminent at –

- SciWorks, the Science Center and Environmental Park with its hands-on exhibits in biology, physics, human health, natural science, a planetarium, and 15 acre habitat-based environmental park.
- The Museum of Anthropology, located on the campus of Wake Forest University, has permanent exhibits consisting of objects from the Americas, Africa, Asia, and Oceania. Two to three times a year the special exhibits gallery houses topical exhibitions reflecting University and community interests.
- The Winston-Salem Children's Museum offers stimulating hands-on experiences focusing on children's literature, storytelling, and the arts.

With 23 workshops and breakout sessions to choose from, plus numerous net-working opportunities with your colleagues, we are certain that this year's NCMC annual conference will be the best ever! Don't miss out on this terrific professional development opportunity