

Joint Informational Hearing
Joint Committee on the Arts
Assembly Committee on Arts, Entertainment, Sports, Tourism, and Internet Media

***Riding the Wave of the Creative Economy:
Growth, Challenges, and Building Education Equity into the Jobs Pipeline***

Wednesday, May 15, 2019 9:00 am
State Capitol-Room 2040, Sacramento, CA 95814

SPEAKER BIOGRAPHIES

PANEL 1: A Creative Economy Update



Jeffrey C. Perkins
Vice President
Otis College of Art and Design

Jeffrey Perkins is Vice President of Communications and Marketing at Otis College of Art and Design in Los Angeles, where he leads its strategic initiatives including its recently completed 100% Centennial campaign. He has worked on the *Otis Report on the Creative Economy* for the last three years and is a strong advocate for the importance of art and design education. He has worked in the field of education for over 15 years serving institutions including the School of Visual Arts, the Harvard Graduate School of Education, and the Episcopal Divinity School. He received his MFA from Bennington College in Writing and Literature and MA in American Studies from the University of Massachusetts, Boston, where he received the Outstanding Graduating Thesis Award. He's the co-author, with Francis Moore Lappe, of *You Have the Power: Choosing Courage in a Culture of Fear*.

<https://www.otis.edu>



Anne Bown-Crawford
Director
California Arts Council

Anne Bown-Crawford is Executive Director of the California Arts Council, a state agency dedicated to advancing California through the arts and creativity. As lead executive, Bown-Crawford promotes the Arts Council's mission to advance California through the arts and creativity by way of the agency's grant programs, services, and initiatives.

With nearly 40 years teaching at the secondary level, Bown-Crawford is a champion for arts education in California. She is a founding member of the CREATE CA Leadership Council, a statewide collective impact organization with a mission to rethink and create an educational environment for all California students, featuring arts education as a central part of the solution to the crisis in our schools.

Outside of the classroom, Bown-Crawford's sphere of influence spans from community-based work and helping to link the creative industry with economic development; to statewide leadership as an arts advocate; to international impact, endorsing creative education in higher education and technology settings. She is a Stanford FabLearn Fellow and an Adobe Education Leader. She is a new media studio artist and a freelance graphic designer. Bown-Crawford holds a Master of Arts in Education from UC Berkeley, a Bachelor of Fine Arts in Design from Northern Illinois University, and was an MFA Design candidate at the California College of Arts.

<https://www.arts.ca.gov>



Robert A. Kleinhenz, PhD
Economist and Executive Director of Research, Beacon Economics, LLC;
Executive Director, UC Riverside School of Business Center for Economic Forecasting
and Development

Robert Kleinhenz is Economist and Executive Director of Research at Beacon Economics, LLC and one of California's leading economists. Dr. Kleinhenz is a much sought-after specialist for his deep knowledge of the California and U.S. economies and their industries. Tapping nearly 30 years of experience in analyzing the national and state economies, as well as the economies of California's many diverse regions, he oversees economic research and public policy analysis at Beacon Economics. He is also Executive Director of Research at the UC Riverside School of Business Center for Economic Forecasting and Development.

In his work, Dr. Kleinhenz produces a wide variety of economic forecasts, impact studies, and public policy analyses. Some of his recent projects have included spearheading an economic impact analysis for the City of Los Angeles's 2024 Olympic bid, and policy research related to California's growing demand for housing.

Prior to joining Beacon Economics, Dr. Kleinhenz served as Chief Economist of the Kyser Center for Economic Research at the Los Angeles County Economic Development Corporation (LAEDC). Earlier in his career, he was Deputy Chief Economist at the California Association of Realtors where he focused on housing market and consumer research. He also taught economics for over 15 years, most recently at California State University, Fullerton.

A leading voice in Los Angeles and beyond, Dr. Kleinhenz is an in-demand speaker who regularly presents to business, government, and nonprofit organizations. A well-known media commentator, he has been interviewed on CNBC and NPR and is regularly quoted in major national dailies including the *Wall Street Journal*. Current and past affiliations include the National Association for Business Economics, the National Association for Business Economics, Los Angeles Chapter, the Western Economic Association International, and the Real Estate Research Council of Southern California.

Dr. Kleinhenz holds a PhD in Economics from the University of Southern California with a specialty in Urban and Regional Economics. He also holds an M.A. degree in Economics from the University of Southern California and a B.A. degree in Economics from the University of Michigan.

<https://beaconecon.com>



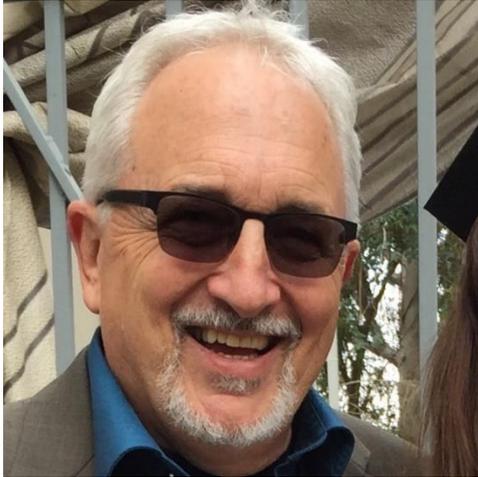
Amos Buhai
Vice President of Government Relations
Endeavor

Amos is the VP of Government Relations at Endeavor. Endeavor, formerly WME | IMG, is a global leader in sports, entertainment and fashion operating in more than 30 countries. Named one of Fortune's 25 Most Important Private Companies, Endeavor is the parent of a number of subsidiaries with leadership positions in their respective industries, including WME, IMG and UFC. Collectively, Endeavor specializes in talent representation and management; brand strategy, activation and licensing; media sales and distribution; and event management. Amos oversees the international, state and local legislative initiatives, government subsidy and incentive projects and corporate social responsibility initiatives around voter access, arts education and inclusivity in the entertainment, sports and fashion industries.

Prior to Endeavor, Amos was the Deputy National Political Director and Southwest Regional Director at J Street. Amos has served as a field organizer for John Kerry's 2004 presidential campaign in Wisconsin, worked as a Field/GOTV Director and Legislative Director for New York City Council Member Jessica Lappin, and he managed Steve Warnstadt's successful 2006 campaign for the Iowa State Senate. Amos honed his fundraising and communication skills during Obama's primary campaign for president, serving as a high-donor fundraiser and the New York State Director for DraftObama, a grassroots organization promoting an Obama presidential candidacy.

Amos was the Director of Business Development for the LA-based startup Saysme.tv, which created an online platform for self-serve TV ad placements. He also worked as a consultant for the Personal Democracy Forum, an organization that studies how technology is changing politics, government, and civic engagement. He holds a BA in History from The George Washington University, and is a fifth-generation Los Angeles native and a staunch supporter of the LA Clippers.
<https://www.endeavorco.com/>

PANEL 2: Evaluating the Arts Education Pipeline



Jack Mitchell

**VAPA and Arts, Media, and Entertainment (AME) Consultant
CA Department of Education**

Jack Mitchell has been involved in Arts, Media, Entertainment and Education for many years. After earning a B.A. in Theatre from the University of Washington in 1972, Jack continued his theater studies at California Institute of the Arts earning an MFA in Theater in 1974. He is a 42 year member of SAG-AFTRA and worked in the television industry as an actor appearing in over 40 shows from *Hill Street Blues* to *Quincy* before focusing his talents on arts education.

Jack has 22 years of teaching experience at the Los Angeles Unified School District. He began his teaching career at Manual Arts High School where he taught Theater, Stagecraft, and was the Drop-Out Prevention Counselor. In 1996, Jack moved to University High in Los Angeles where he was instrumental in creating one of LAUSD's first Performing Arts Departments, founded the cross-curricular Bilingual Theater Program, and directed 35 productions in both English and Spanish.

In July of 2007, Jack moved to the California Department of Education as the Arts, Media, and Entertainment Consultant where he continues to work in support of programs that prepare students for jobs in the rapidly growing Arts, Media, and Entertainment Industry Sector.

He has served as the writing team lead for the NEA 2011 Education Leaders Institute Grant and as the NEA grant evaluator (2013-2015); writing team coordinator for the *2013 Career Technical Education Arts, Media, and Entertainment Standards* revision; and writing team member for the *2014 National Core Arts Standards for Theatre*. He is a State Education Agency Directors of Arts Education member (since 2009) also serving as an executive board member from 2013 to 2016. Jack was the organizational lead for the Superintendent of Public Instruction's Arts Education Task Force (2014-2015); a *Professional Development Task Force Report* writing team member, and a content expert for the Superintendent's *Blueprint for Creative Schools* (2015).

He's a founding member of CREATE CA; VAPA content consultant for the California Arts Education Data project; contract monitor for Arts, Media, and Entertainment Leadership Institute (2014-present), and co-creator and state supervisor for Arts, Media and Entertainment professional development demonstration sites. And, he is also a very nice guy.

<https://www.cde.ca.gov>



Denise Grande
Director of Arts Education
Los Angeles County Arts Education Collective

Ms. Grande oversees the Los Angeles County Arts Education Collective, spearheading regional efforts to advance arts education for LA County's 1.5 million public school students. This involves promoting a common agenda, shepherding a 200+ partner coalition that engages over 100 arts organizations and 70 school districts, guiding communications efforts and spearheading research to inform strategy and track progress.

Previously, Ms. Grande was Director of Programs and Strategic Partnerships for the Metropolitan Opera Guild at Lincoln Center in New York, annually serving 160 schools across 7 states. During her 20 years at The Music Center in Los Angeles, she played a leadership role in arts education program design, implementation, research and evaluation. Ms. Grande received her BA from UCLA in dance and was a Coro Fellow through the California Arts Council's Arts Leadership Fellow Program.

<https://www.lacountyarts.org>



Sofia Fojas
Supervisor, Cultural Equity and Social Justice in the Arts,
San Francisco Unified School District

Sofia Fojas is in her 25th year as an educator. Currently the Supervisor for Cultural Equity and Social Justice in the Arts for San Francisco Unified School District in the Visual and Performing Arts Department, Ms. Fojas directs programs in the arts with the goal of increasing participation for underserved students.

She has a B.A. in Anthropology from the University of Hawaii and a Master of Science in Educational Leadership at the California State University East Bay in Hayward. Ms. Fojas is currently the Board Chair Elect for the California Alliance for Arts Education. Before joining SFUSD, Sofia taught instrumental music for 15 years in San Jose Unified School District.

Sofia continues to play violin and viola professionally in the San Francisco.

<https://sfusdarts.weebly.com/>



Jesús M. Holguín
Chair, CREATE CA
President, Moreno Valley Unified School District Board of Education

Jesús M. Holguín is a strong supporter of public education and has served in numerous leadership roles over many years. He has a 35-year extensive professional background in school finance and has been a Moreno Valley Unified School District Board of Education member since 2002.

In 2015 Holguin served as president of the California School Boards Association (CSBA), being the first Latino president in 20 years. One of his top priorities as president was to promote and enforce legislation for the inclusion of visual and performing arts as part of the core curriculum in California schools in support of a well-rounded, equitable education for every student. Holguin currently serves as the chair of the Leadership Council for CREATE CA, California's Statewide Arts Education Coalition.

Appointed to the National PTA Board of Directors from 2015 to 2017 as a director-at-large, currently serving on the National Field Service and National Diversity Inclusion and Outreach Committee. Serves on the California PTA Board of Managers, and as a member of the Education Commission, and the Special Committee for Arts Education.

<http://www.createca.net/>

<https://vapa.mvusd.net/>

PANEL 3: Mentoring, Connecting, and Inspiring Youth through the Arts



Bonifacio Garcia
President, Board of Directors, Latino Film Institute
Youth Cinema Project
Founding Managing Partner, Garcia Hernández Sawhney, LLP

Bonifacio “Bonny” Garcia is the president of the Board of Directors of the Latino Film Institute Youth Cinema Project and the Los Angeles Latino International Film Festival (LALIFF). He is also founding and managing partner of the law firm of Garcia Hernández Sawhney, LLP which has offices in San Diego and the Los Angeles and San Francisco Bay areas.

A graduate of the Harvard Law School, Mr. Garcia specializes in representing public school districts, community college districts and cities. He currently serves as outside general counsel of the Palmdale School District, general counsel of the Ventura Community College District and special counsel to numerous other local governmental entities. The publication Matindale-Hubbel has awarded Mr. Garcia its highest rating of “AV” for competence and ethics.

With respect to community service Mr. Garcia currently serves as president of Opus Caritatis of Los Angeles and is a member of the Board of Directors of Catholic Charities of Los Angeles, Inc. He is an immediate past member of the Board of Directors of the Advancement Project of Los and Washington. D.C. and past member of the Board of Trustees of California Marymount University.

Mr. Garcia began working with activist actor Edward James Olmos in 2013 to support Mr. Olmos’ youth program which became the Youth Cinema Project in 2014 (incorporated 2015) and led to the return of LALIFF in June 2018.

www.youthcinemaproject.org

www.latinofilm.org



Qiana Conley
Executive Director
Recording Academy Los Angeles Chapter

Qiana Conley began in music in 1999 at Epic Records in Promotions/A&R while contributing to album projects by Michael Jackson, Jennifer Lopez and B2K. As Director of Creative/A&R, Television and Film, she worked for publishers Notting Hill Music Publishing (UK) and ole (Canada) and with Simon Cowell's record labels Syco Records/Sony Music on albums for One Direction, Cher Lloyd and Alexandra Burke. She quickly became known amongst her peers for her innovative curation of the catalogues and talent roster across genres, media platforms, and music markets.

In 2011, Conley founded “cue the creatives” where she began music supervising on projects such as Nickelodeon's *How To Rock*, Lifetime's holiday feature *Seasons of Love* starring Taraji P. Henson, Gladys Knight & Method Man, and Lionsgate upcoming release *Public Disturbance*. Also working as music supervisor on noted indie features premiering at festivals like Urbanworld (*She's Got A Plan*), Pan-African Film Festival (The Muhammad Ali story entitled *The Last Punch*), Blackstar Film Festival (*1 Angry Black Man*), and the Moscow International Film Festival (Puk Grasten's debut film *37* starring Orange Is The New Black's, Samira Wiley). She believes strongly in bringing quality music soundscapes to films of all artistic outreach regardless of budget demands.

In 2014, Conley expanded into executive producing film, TV and live events including the Co-Creating/Co-Producing the Blackout Music and Film Festival with Ryan Coogler's Blackout for Human Rights Organization. In 2015, she began producing/directing "The Untitled TLC Documentary," which follows the journey back to the music for the iconic pop girl group, after a 20-year lapse, as they take on the challenges of making their final album. The film offers a unique look at these groundbreaking women who are set on doing it all on their own.

Additionally, she served four years as governor plus two terms in the Los Angeles Chapter board secretary position of the GRAMMYs' parent entity, the Recording Academy®.

In 2018, Conley became the executive director of the Los Angeles Chapter of the Recording Academy/GRAMMYS, working with the organization's largest chapter and some of today's most influential music creators and professionals in guiding event programming, membership & board engagement and national & local advocacy efforts for ¼ of the entire academy membership body through partnerships with GRAMMYS on the Hill, MusiCares and the GRAMMY Museum Foundation.

<https://www.grammy.com/recording-academy/membership/recording-academy/about/chapters/los-angeles>



Michael Winger
Executive Director
Recording Academy San Francisco Chapter

As executive director of the Recording Academy San Francisco Chapter, Michael Winger engages music professionals to participate in the GRAMMY awards process, programs professional development events for music creators and leads advocacy efforts in California and Colorado to bolster economic development and music education.

Prior to his work at the Recording Academy, Winger worked as a touring music artist in the US and Europe before moving to California. Since then he has engineered and produced hundreds of studio and live recordings for artists such as Kronos Quartet, Regina Spektor, Tom Petty, The Shins, and Feist.

<https://www.grammy.com/recording-academy/membership/recording-academy/about/chapters/san-francisco>



Tiffany Siart
Executive Director
Turnaround Arts: California

Tiffany Siart is the Executive Director of Turnaround Arts: California (TACA). TACA works statewide to engage, empower, and transform under-resourced partner schools through the arts. TACA takes a systemic approach to partnership, in which we focus on building the capacity of the school and of local arts organizations to strategically use the arts to impact school culture, climate, and student achievement. Prior to leading TACA, Tiffany served as President/CEO of Big Brothers Big Sisters of Greater Los Angeles.

Tiffany is a deeply committed advocate for youth, having served as Southern California Director of Human Rights Watch and advocating to end the sentence of life without parole for juveniles in California, and as an attorney supporting children and families in adoption proceedings. Tiffany serves on volunteer committees of Ivanhoe Elementary and Los Feliz Charter for the Arts in Los Angeles, as well as on the advisory board for Prison Arts Collective.

<https://turnaroundartsca.org/>



Joseph Martinez
Principal
Fremont/Lopez Elementary School
Stockton Unified School District

Joseph Martinez has worked in education for over 20 years. For the past six years, he has served as principal of Fremont/Lopez Elementary School, a Turnaround Arts: California partner school in the Stockton Unified School District. Under his leadership, the arts have been used strategically to decrease suspensions, increase student engagement and achievement, and build creative pathways for student success in high school and beyond.

<https://www.stocktonusd.net>



Sarah Burke-Baker
Sophomore, Cesar Chavez High School
Caroline Burke-Baker
Senior, Cesar Chavez High School
Stockton Unified School District/Turnaround Arts: California

Sarah Burke-Baker is a sophomore at Cesar Chavez High School in the Stockton Unified School District. She attended Fremont/Lopez Elementary, a Turnaround Arts: California partner school, where she was a member of the school's *Mariachi Los Toritos*. Now a member of *Mariachi Chavez*, Sarah is also involved in dance.

Caroline Burke-Baker is a senior at Cesar Chavez High School in the Stockton Unified School District. She attended Fremont/Lopez Elementary, a Turnaround Arts: California partner school, where she was a member of the school's *Mariachi Los Toritos* and later *Mariachi Chavez* in high school. She plans to attend University of the Pacific in the fall to study music education.