

# STEVEN A. HOFFMAN

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## Curriculum Vitae

### CAREER HIGHLIGHTS

#### Over 25 years of professional experience in:

- ★ **Concert and performing arts presenting** – planning, curating, community engagement and marketing; fundraising and implementation; festival programming, production and management; Co-Chairman of Association of Performing Arts Presenters annual national conference 2009 and 2010
- ★ **Museum and cultural institution management** – institutional oversight and leadership, artist relations and collaborations, special event planning, exhibit development. In-depth experience with contemporary and traditional visual arts, science, history, literary and agriculture museums; exhibition planning, producing and curating
- ★ **Organizational/facility management** – design, implementation, long and short term strategic planning; vision, leadership and fundraising of start up and existing institutions; mergers of new and existing non-profit organizations; change management, crisis management and institutional restructure systems
- ★ **Community leadership, relations and collaborations** – individuals, college and university systems, corporate and small business leaders, governmental leaders (city, county, state, Federal), non-profit social and service organizations, K-12 public and private institutions; state and local arts council experience
- ★ **Producing theater management** – marketing, stage management, front-of-house, tech production and operations from university to LORT A theaters

#### Over ten years experience in start up, systems design, implementation and leadership of premier multi-disciplinary, regional cultural institution:

- Leadership; vision; board, staff, and constituency development for multi-disciplinary cultural institution overseeing performing arts center (three spaces), visual arts center (seven galleries, approx. 10,000 square feet) and science center (approx. 100 exhibits, 25,000 square feet, large-format theater)
- Consistently within 4% of annual \$5+ million operating budget since opening
- Initiated and led management team to receive national **Accreditation** through American Association of Museums
- Selected by the Sioux Falls Convention and Visitor's Bureau, *Most Visitor Friendly Business* (2007)
- Selected by Midland National Life, *Organization of the Decade* (2007)
- Selected by Sioux Falls ADA Disability Awareness Committee, *Organization of the Year* (2006)
- Selected by Sioux Falls Argus Leader, Best in Business (2002):  
*Best Up-and-Coming Business*
- Selected by Sioux Falls Argus Leader, Best in Business (2003):  
*Best Place to Work*

## Fundraising highlights:

- **Private campaigns** (corporate & individual) of over \$1 million annually (WPML)
- Increased institutional **endowment** from \$11,000 to over \$3 million (WPML)
- Awarded multi-year funding of over \$300,000 from the Archibald Bush Foundation and \$275,000 from the James Irvine Foundation (NSC)
- Awarded two South Arts presenting grants; first time in institution history (NCA)
- Created \$10,000+ fund from local community foundation and corporations to subsidize performing arts tickets for youth in eight rural counties (NCA)
- Numerous National Endowment for the Arts, Institute of Museum and Library Services, state and regional **grants**, and private **foundation** awards
- Served on **grant review panels** at various levels: Federal (Institute of Museum and Library Services), national (Lila Wallace), regional (Mid-Atlantic Arts Foundation, South Arts) & local (NY State Council on Arts, Kentucky Arts Council)

## Educational instruction, assistantships, and partnerships:

- Adjunct Assistant Professor, Arts Administration Program, College of Fine Arts  
University of Kentucky [graduate and undergraduate faculty]
- Adjunct lecturer, arts administration, Centre College, University of Michigan
- Mentor, Young Performers Career Advancement program
- Advisor, student presenting committee (concerts), University of Wisconsin
- Guest lecturer, various topics at many colleges, universities and high schools
- Arts administration internship opportunities for higher education students
- Regular public speaker at community and professional group meetings (Rotary, Kiwanis, AARP, American Association of University Women, etc.)
- Selected as only non-collegiate institution to participate in **National College Choreography Initiative** pilot program; represented State of South Dakota, partnered with two local colleges and with the Paul Taylor Dance Company;
- Selected by Dana Foundation to be profiled in national study publication, **Acts of Achievement: the Role of Performing Arts Centers in Education**
- Only cultural institution in nation selected as a Supplemental Service Provider through the Department of Education to provide programs through the **No Child Left Behind Act**. Program focused on reading.

## Public service and industry highlights:

- Over 20 years serving on non-profit community, regional, and national boards
- Participant in long-range planning for city and state strategies (concentration in economic development, education, culture and tourism)
- Active in local and regional organizations (CVB, Chamber of Commerce, etc.)
- Present and/or past member of:
  - Association of Performing Arts Presenters
    - Co-Chairman, annual conference 2009 and 2010
    - Classical Connections, Membership, Conference committees
  - American Association of Museums
  - California Association of Museums
    - Board of Directors, 2009 - 2011
  - Kennedy Center for the Performing Arts Partnership in Education
  - New York State Dance Task Force

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## Humanities and Literary:

- Developed, organized and/or facilitated dozens of *Gallery Insights*, *Science Insights* and *Performance Insights*: humanities-based discussions to complement particular art exhibitions, performances and science concepts
- Received numerous awards from humanities councils in South Dakota, California and Kentucky for humanities-based programs
- Oversight of NEA-sponsored Big Read poetry initiative, *Robinson Jeffers* (2008 national pilot program) and *Fahrenheit 451* (2008)
- Involved in South Dakota Center for the Book's state-wide book festival and NEA-sponsored Big Read program, *To Kill a Mockingbird* (2006 national pilot program) and *My Antonia* (2007)
- Edited and published premier **2009 Gabilan Journal**, National Steinbeck Center
- Authored business articles for trade publications, monthly newspaper column

## WORK EXPERIENCE

### Executive Director

Jul 10 – Present

**Centre College's Norton Center for the Arts**, Danville, KY

Oversee and program performing and visual arts events on campus of nationally recognized liberal arts college. Strengthened relationship with faculty as an educational resource and aligned programs to complement student engagement and fiscal accountability. Leadership role: national 2012 Vice Presidential Debate; producer, Debate Festival. [www.NortonCenter.com](http://www.NortonCenter.com)

### President and Chief Executive Officer

Oct 07 – Sep 09

**National Steinbeck Center**, Salinas, CA

Responsible for the overall operation, planning, and direction of a local, regional and internationally, focused cultural center. Led the institution as a multi-disciplinary museum and cultural center for the community, regional tourist destination, and national center for creative expression and inspiration. Integrated performing arts, visual arts, literary arts, cultural diversity, history, agriculture and other arts and humanities genres to build audiences, expand vision and increase long-term constituent engagement. [www.Steinbeck.org](http://www.Steinbeck.org)

### Executive Director and Chief Executive Officer

Jun 97 – Sep 07

**Washington Pavilion of Arts and Science**, Sioux Falls, SD

Designed and implemented systems to successfully open new \$33 million, 258,000 square-foot facility in fall, 1999. Oversaw \$5+ million annual operating budget and artistic and administrative operations of institution including three key program areas: Kirby Science Discovery Center (including Omnimax-type Theater), Visual Arts Center (including seven galleries and five classrooms), and Husby Performing Arts Center (including 1,900-, 300-, and 125-seat theatre spaces). Managed, scheduled, programmed, and presented Husby Performing Arts Center activities including its annual performance series. Successfully led entire institution to receive accreditation by the American Association of Museums. [www.WashingtonPavilion.org](http://www.WashingtonPavilion.org)

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## **Program Director**

Apr 94 – May 97

**Huntington Arts Council**, Huntington, NY

Produced Huntington Summer Arts Festival, annually presented free to the public six nights a week for eight weeks each summer. Events include local, national, and international artists in dance, folk, classical, jazz, theatre, and family productions. Programmed and oversaw operations to ensure successful events. Also programmed community outreach workshops and arts administration seminars, and provided professional technical assistance to local arts organizations throughout Long Island. [www.HuntingtonArts.org](http://www.HuntingtonArts.org)

## **Marketing Director**

Sep 92 - Apr 94

**University Productions, University of Michigan**, Ann Arbor, MI

Responsible for design and execution of marketing strategy for annual productions in theatre, opera, dance and musical theatre.

## **Operations Manager**

Sep 89 - Jun 90

**Goodman Theatre**, Chicago, IL

## ACADEMIC AND RESEARCH APPOINTMENTS

**Adjunct Professor** Aug 12 – Present

**Arts Administration Program, University of Kentucky**, Lexington, KY

**New course:** AAD 565: Community Engagement in the Arts, [16 unit online graduate course]. Graduate faculty appointment.

Seminar in Arts Administration: Community Engagement,

[16 unit online graduate course]. Graduate faculty appointment.

Topics in Arts Administration: Community Engagement,

[16-week undergraduate course]. Faculty appointment.

<http://finearts.uky.edu/arts-administration>

**Adjunct Lecturer** Jan 12

**Drama Department, Centre College**, Danville, KY

Introduction to the Music Industry, Independent Study.

**Adjunct Lecturer** Sep 92 - Apr 94

**Dept. of Theatre and Drama, University of Michigan**, Ann Arbor, MI

Management of the Performing Arts, graduate and undergraduate level survey arts administration course. Also led several independent study courses in arts administration. Faculty appointment.

**Program Staff Advisor** Aug 90 - Aug 92

**Wisconsin Union Directorate, University of Wisconsin**, Madison, WI

Memorial Union Music and Entertainment Committee. Facilitated and enhanced effective programming of student-run committee that programs weekly concerts and special events. Responsibilities included contract negotiation; budget planning and execution; advising, training, and education of students. Academic - Staff position.

**Marketing Associate** Jun 91 - Aug 91

**Office of Public Events, California Institute of Technology**, Pasadena, CA

Designed, conducted and completed marketing research project: *Patron-based Assessment of Performing Arts Facilities in Greater Los Angeles Region*.

**Crowd Management Director** - 1991 Commencement, President Bush, speaker.

## PROFESSIONAL PRESENTATIONS AND PUBLICATIONS

### **Workshop Leader/Panelist/Moderator**

Make Classical Music Cool, National webinar coordinator and moderator, Association of Performing Arts Presenters, 2014

Young Performers Career Advancement 2013 Program, Panelist, Association of Performing Arts Presenters, New York, 2013, 2014, 2015

Targeted Marketing: from a private college perspective, Panelist, American Advertising Federation, Lexington Chapter, 2011

Getting Ready for Vienna and the Dude, Panel facilitator, Centre College, Convocation, 2010

Making the Most of Change, Panelist, California Association of Museums, Annual Conference, 2009

Nurturing Creativity and Risk-taking in Our Changing Cultural Climate, Panelist, Association of Performing Arts Presenters, National Conference, 2009

Building and Maintaining Successful Outreach Programs, Panel facilitator, California Association of Museums, Annual Conference, 2008

Keynote address, Prairie Arts Management Institute, 2005

Presenting and Marketing Classical Music, Panelist, National Performing Arts Festival of Taiwan, Kaoshung, Taiwan, 2005

Non-verbal Communication in Artistic Expression, Workshop leader, South Dakota Speech Communication Assoc., Annual Conference, 2003

Marketing in the Electronic Age, Panel leader, Association of Performing Arts Presenters, National Conference, 1994

Marketing Through Patron Services, Panel leader, Association of Performing Arts Presenters, National Conference, 1992

### **Author**

"In Collaboration with Centre Faculty, Norton Center 2011-2012 Season Becomes More Relevant to the Student Learning Experience", CentrePiece Magazine, Summer, 2011

"The Norton Center: Becoming More Relevant to the Student Learning Experience", Centre College Pedagogy Newsletter, Summer, 2011

"New Electronic Marketing Techniques and Services Reach the Arts", Arts Reach Magazine, Vol. 3, No 3, 1995

"Keeping the Customer Satisfied", Inside Arts Magazine, Vol. 5, No 2, 1993

"Managing an Arts Organization as an Entrepreneurship", Small Business Forum, Journal of Assoc. of Small Business Development Centers, Vol. 11, No 1, 1993

## PROFESSIONAL AND COMMUNITY AFFILIATIONS

### National and State Affiliations

Association of Performing Arts Presenters, 1991 – Present

**Co-Chairman, National Conference, 2009 and 2010**

Classical Connections/YPCA Committee, 2012 – Present

Membership Committee, 2010 – Present

Conference Planning Committee, 2007 – 2012

Nominations and Selections Committee, 2011

Kentucky Presenters Network, 2010 - Present

California Association of Museums, 2007 – 2010

**Board Member, 2009 – 2010**

Snoopy License Plate Committee, 2009 – 2011; **Chair, 2009 – 2010**

Kennedy Center for the Performing Arts,

Partnership in Education Program, 2001 – 2007

American Association of Museums, 2000 – 2010

South Dakota Dance-on-Tour Consortium, 1998 – 2007

Plains Presenters, 1997 - 2007

Bolz Center for Arts Administration, Univ. of Wisconsin,

Advisory Board Member, 2001 – 2004; **President, 2003 – 2004**

New York State Task Force on Partnerships in Dance, 1996 – 1997

### Community Boards and Associations

**Clayton Center for the Arts**, Maryville, TN, Advisory Board, 2011 – Present

**Community Arts Center** (Danville), Board Member, 2011–Present

**Heart of Danville**, Economic Restructuring & Retaining Committee, 2011 – Present

**Centre College**, Convocations Committee, 2010–Present

**Danville-Boyle County Chamber of Commerce**, Membership Comm., 2011 – 2012

**Heart of Kentucky United Way**, Community Investment Volunteer, 2012

**Leadership Boyle County**, participant, 2010 – 2011; chair, arts & lifestyles day, 2013, 2015

**Oldtown Salinas Association**, Board Member, 2008 – 2009

**Sioux Falls Conv. & Visitors Bureau**, Member, 1997–2007; Board Member, 2005 – 2007

**Sioux Falls Tomorrow II** (city's 10-year plan), Stakeholder, 2003 – 2007

**Sioux Falls Sculpture Walk**, Steering Committee, 2003 – 2007

**Sioux Falls Disability Awareness Committee**, Member, 2002 – 2007

**Sioux Empire Arts Council**, Board of Directors, 1997 – 2007

**Student Mentor**, M. Twain Elementary & P. Henry Middle Schools, 2003 – 2005

**Orpheum Theater Transition Board**, (Mayoral Appointment), 2003 – 2004

**Sioux Falls Jr. Achievement**, volunteer high school instructor, spring 2002, 2007; fall 2003

**Sioux Empire Explorer Scouts**, Advisory Board, 2001 – 2004

**Sioux Falls Multi-Cultural Center**, Board of Directors, 1997 – 2002

**Main Street Sioux Falls**, Board of Directors, 1998 – 2000

## OTHER PROFESSIONAL ACTIVITIES

### **Cultural Ambassador**

Invited by Taiwanese government to represent the United States at the first National Performing Arts Festival of Taiwan and to speak on international performing arts presenting panel, 2005

### **Grant Panelist/Reviewer**

**South Arts**, Music Program, 2016

**Kentucky Arts Council**, general operating institutional awards, 2013, 2015

**Mid-Atlantic Arts Foundation**, PennPAT (Performing Arts on Tour) Program, 2012

**Heart of Kentucky United Way**, Community Impact Grant (local), 2012-13

**Institute for Museum and Library Services** (federal), 2003, 2004, 2008

**Lila-Wallace Readers Digest**, Arts Partners Program (national), 1997

**New York State Council on the Arts**, Presenting Program (state), 1995-97

### **Stage Manager**

US Olympic Festival, Opening Night Ceremonies, Dodger Stadium,  
Los Angeles, July 1991

### **Appointment**

University of South Dakota, Search Committee for Dean, College of Fine Arts, 2003

## EDUCATION

M.A. University of Wisconsin – Madison (*terminal degree*)  
Graduate School of Business  
Bolz Center for Arts Administration

B.A. University of Illinois – Champaign-Urbana  
College of Liberal Arts  
Department of Speech Communication