



Planning a Future That Includes All of Us

The Lehigh Valley Arts Council, in cooperation with the Lehigh Valley Health Network, is pleased to host Ms. Betty Siegel, Esq., Director of VSA and Accessibility at the John F. Kennedy Center for the Performing Arts, for “START ACCESS NOW,” a community discussion on accessibility. The event will take place on Thursday, November 21, 2013, from 3:30 to 5:30 p.m. at the Lehigh Valley Health Network–Mack Boulevard in Allentown.

Ms. Siegel’s talk will address the civil rights of people with disabilities, good customer service practices, and the implications of the Americans for Disabilities Act for non-profit organizations. An expert on ways for cultural non-profits to provide people with disabilities greater access to the arts, she has spoken internationally on a range of topics, including accessibility as a community asset. “Accessibility has always been about customer service,” she says. “It is about making the audience comfortable and welcome.”

“We can learn from her compassionate expertise on how to become more inclusive,” says Lehigh Valley Arts Council Executive Director Randall Forte. “The Lehigh Valley arts community has grown into a significant economic engine, but it also has the capacity to be a catalyst for societal change. It’s time to lead in this arena.”

Since 2011, the Lehigh Valley Arts Council has been working with the Center for Independent Living; Center for Vision Loss; VSA Pennsylvania; individuals with disabilities; and local arts groups to establish a Pennsylvania Arts Accessibility Program. The program seeks to make the Lehigh Valley more disability-friendly and to increase attendance to cultural events by providing training and shared use of audio-description and open-captioning equipment.

The Arts Council invites attendees to join us in working with the Partnership for a Disability-Friendly Community in planning for the twenty-fifth anniversary celebration of the passage of the Americans for Disabilities Act in 2015 through the lens of the arts.

Preregistration is free and open to the public until November 18, 2013. Registration at the door is \$5. To preregister, e-mail the Arts Council at operations@lvarts.org or call 610-437-5915.



Ms. Betty Siegel, Esq.
Director of VSA and Accessibility
The John F. Kennedy Center for the
Performing Arts

Ms. Siegel has specialized in arts and disability issues for over twenty-five years, starting at the Arena Stage in Washington, D.C., and continuing at the John F. Kennedy Center for the Performing Arts. She oversees national and international disability arts and education programs, including the VSA network of cultural organizations that engage in arts education and disability, and the Leadership Exchange in Arts and Disability (LEAD) network of cultural arts administrators. She is a respected expert and speaker on topics related to accessibility to cultural venues for individuals with disabilities. Ms. Siegel obtained her JD in 2009 from the Columbus School of Law at Catholic University and is licensed to practice law in the Commonwealth of Virginia.

ARTS COUNCIL MATTERS

Meet the Staff



Marilyn Roberts



James Ravelle



Kim Infante

As the Lehigh Valley Arts Council continues to grow and serve the community, there are both familiar and new faces on board that are eager to work with you. Each staff member has a passion for the arts, a deep respect for the creative process, and a complementary skill set that will strengthen arts promotion in the valley.

Marilyn Roberts is the Pennsylvania Partners in the Arts Program Coordinator for the Lehigh Valley Arts Council. She has served more than thirty years as a theatre director, arts writer, and arts marketing professional. Prior to joining the staff, she was the Marketing and Development Director at Muhlenberg College Theatre. In addition to being an avid theatre-goer and reader, Marilyn enjoys working in her garden.

James Ravelle recently was promoted to Operations Manager, having worked part-time at the Arts Council since June as a marketing associate. He is a visual artist with a passion for illustration, animation, painting, video, and graphic design. James received his BA from Moravian College in graphic design and marketing and will graduate next May with an MBA.

Kim Infante is the Manager of the Cultural List Exchange Co-Op (CLEC) for the Arts Council. Kim graduated from York College of Pennsylvania where she earned her bachelor's degree in marketing with a minor in music industry. She has worked in various marketing-related positions for over ten years and is currently pursuing her MBA at Alvernia University. When she isn't working or studying, Kim is always ready for a new adventure, especially if it involves live music, classic and/or fast cars, or a road trip.

You can learn more about the programs and services that the staff oversees by visiting the Arts Council website, redesigned by James Ravelle to be more user-friendly and graphically appealing. For example, on the site, you will find the complete list of PCA grant awards, which were given out at the recent arts rally and awards ceremony, Arts Count 2013, at the Martin Guitar Museum.

Also check out CLEC. Don't let the anagram scare you: CLEC is a new marketing program that uses data mining/segmentation to improve marketing intelligence and encourage and simplify mailing list exchanges among our cultural nonprofits.

And while you're browsing, don't forget to sign up for the Individual Artist Directory. Join the more than 650 artists who enrich our lives and our community.

Inside the Arts is a bimonthly publication of the Lehigh Valley Arts Council, 840 Hamilton St., Suite 201, Allentown, PA 18101.

Editor-in-Chief: Randall Forte

Call for submission guidelines. News items must be received by the fifth of the month preceding publication.

Phone: (610) 437-5915 E-mail: info@LVArtsCouncil.org

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Our Mission:

To promote the arts; to encourage and support artists and their development; to assist arts organizations; and to facilitate communication and cooperation among artists, arts organizations, and the community.



The Lehigh Valley Arts Council is a Pennsylvania Partner in the Arts, a program of the PCA.

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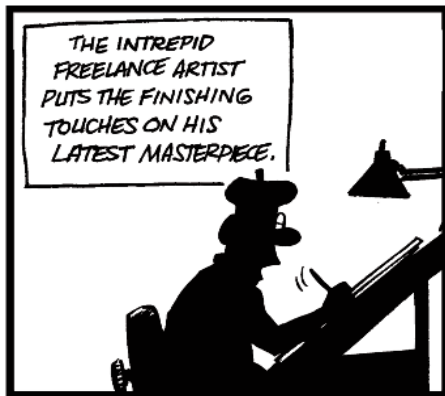
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THE INSIDE TRACK

After an international search, the Allentown Art Museum has named David Mickenberg as

the new Priscilla Payne Hurd President and CEO. Until recently, Mr. Mickenberg was CEO of the Taubman Museum of Art in Roanoke, Virginia, and before that he was director of the prominent university art museums at Wellesley College, Massachusetts, and Northwestern University, Illinois.

The Bach Choir of Bethlehem has announced the release of *A Child's Christmas in Bethlehem*, a Christmas CD that combines music and the spoken word from across the centuries and around the world. Under the direction of Greg Funfgeld, the Bach Choir is joined by the **Bel Canto Children's Chorus** in a recording of carols that span seven centuries and five languages, and poems and stories that take us from Bethlehem in the Holy Land to Bethlehem in present-day Pennsylvania.

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ONE LAST THOUGHT

Time to Lead

The Lehigh Valley Arts Council invites you to join our efforts to make the Lehigh Valley more disability-friendly and to increase attendance at cultural events.

In anticipation of the twenty-fifth anniversary of the passage of the Americans for Disabilities Act in 2015, the Arts Council is teaming up with the Partnership for a Disability-Friendly Community to celebrate that milestone via the arts. Join us at the **START ACCESS NOW** forum on Thursday, November 21, and learn how you can contribute to our vision: Everyone in the Lehigh Valley has accessibility to a rich, diverse arts culture.

It's time for the arts community to make a commitment to be more inclusive and to provide high-quality customer service. It's the law—and it's the right thing to do.

Randall Forte