

FOCUS 20/20: Your Theatre, Your Town 33rd Annual Conference and Theatre Tour Cleveland, Ohio July 15-18, 2009



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Creating and Sustaining Collaboration

Wednesday, July 15, 2009

5:15-6:15 PM

Palace Theatre, PlayhouseSquare

Collaboration, a process that gets people and organizations working together in new and mutually beneficially ways, often spawns new collaborative ventures. Collaboration, the hallmark of downtown Cleveland's theatre district, Playhouse Square, is a continuing phenomenon producing a wide range of results. Join **Art Falco**, President & CEO of PlayhouseSquare, and **Jerry Wareham**, President & CEO, WVIZ/PBS and 90.3 WCPN ideastream®, in investigating a unique collaboration in which the arts and technology have come together in new ways, creating and sustaining a place for learning, rehearsing, performing and broadcasting where arts, education, technology and ideas serve the public.

SPEAKER BIOS

ART J. FALCO

President and CEO

PlayhouseSquare, PlayhouseSquare Development Corporation and PlayhouseSquare Real Estate Services, Cleveland, OH

PlayhouseSquare operates an eight theater, 10,000 seat performing arts center in downtown Cleveland, Ohio. PlayhouseSquare is the largest performing arts center outside New York City, as well as the largest theater restoration project in the world. Annual attendance is more than one million guests at over 1000 curtains with the Foundation acting as the major producer and presenter of theatrical entertainment. PlayhouseSquare's performing spaces include the Palace, State, Ohio, Allen, Hanna, 14th Street and Westfield Insurance Studio (Idea Center) theaters plus Kennedy's Cabaret.

The Development Corporation is engaged in real estate development in the Theater District and was co-developer of the Wyndham Cleveland Hotel at PlayhouseSquare as well as the Idea Center in partnership with WVIZ/PBS and 90.3 WCPN ideastream. The Idea Center is a 240,000sf building housing the arts education programs of PlayhouseSquare as well the home of ideastream. The Development Corporation controls almost one million square feet of office building real estate in the Theater District. In addition to being co-owner of the Idea Center, PlayhouseSquare's properties include the Hanna, Bulkley and Cowell & Hubbard Buildings. PlayhouseSquare also owns one parking garage and three surface lots totaling 1,000 spaces.

Art Falco holds a Bachelor of Science Degree in Accounting, and is a Certified Public Accountant. He is a member of the Broadway League and is a Tony voter. He is a trustee of Downtown Cleveland Alliance and Positively Cleveland-Convention and Visitors Bureau. Mr. Falco is also treasurer of the PlayhouseSquare District Development Corporation, the first special improvement district in the City of Cleveland.

During his tenure as PlayhouseSquare President and CEO, Mr. Falco has accepted numerous awards, both for his personal achievements and on behalf of PlayhouseSquare, including The President's Medal (Cleveland State University & Foundation), the Ruth Ratner Miller Award, Diversity Center Humanitarian Award, Cleveland Restoration Society's Preservation Award, Leadership in Nonprofit Management Award from the Mandel Center, and Cleveland Arts Price (Special Prize: Idea Center)

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JERROLD F. WAREHAM

President and Chief Executive Officer
WVIZ/PBS and 90.3 WCPN ideastream®, Cleveland, OH

Jerry came to Cleveland in 1993 after serving eight years as president and general manager for Greater Dayton Public Television. He has worked in public television and radio for more than 30 years in Iowa, Maine, Virginia, and Ohio.

Active in the industry and in the community, Jerry currently serves on the Board of Trustees of the Diversity Center of Northeast Ohio (formerly NCCJ), The Town Hall Forum and the Chagrin Foundation for Arts & Culture. He is on the Board of United Way Services of Greater Cleveland, OneCommunity and the Cleveland Arts Prize and a Director of WCLV Foundation and Radio Seaway, Inc. Jerry has served as Vice Chairman of the Board of Directors of the Public Broadcasting Service (PBS); on their Executive, Business Policy and National Policy Committees; and chaired their Member Services Committee. He served as co-chair of the PBS/APTS Joint National Policy Committee. Jerry has also served as Chairman of the Board of the Association of America's Public Television Stations and on the Board of the American Program Service. He served as an officer of the Community Partnership for Arts and Culture, as a Director of the Cleveland Council on World Affairs and as a Director of Bank One in Dayton and Cleveland. Jerry is a 1995 graduate of Leadership Cleveland.

Jerry is a joint recipient of the 2006 Arts Prize Cleveland for creation of the Idea Center at Playhouse Square and of the 2006 Cleveland Preservation Award for the Idea Center at Playhouse Square. He was honored as Nonprofit Executive of the Year in 1995 by Medical Mutual and Smart Business Magazine. In 2005 he received the Association of Public Television Stations National Advocacy Award and was honored with the Non Profit Executive Director of the Year 2005 Pillar Award.

He has worked with the Board of Trustees to outline and pursue a strategic direction that focuses on developing partnerships in educational and public service. Strategic planning efforts were recognized with the 21st Century Award from the Association of America's Public Television Stations. Pursuit of the plan has yielded new programs and services, the success of which is measured by increased audience, financial support and recognition through various awards.

Jerry is a native of Clinton, Iowa, and a graduate of Marquette University. He also completed the Resident Management Development Program for Public Broadcasting Executives at the Wharton School of Business at the University of Pennsylvania. He and his wife, Anne, live in Chagrin Falls and have two sons.