

Linda Essig

Arizona State University
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EDUCATION:

PhD - Public Administration and Policy, Arizona State University
MFA - Design for Stage and Screen, New York University Tisch School of the Arts
BFA - with honors in Design, New York University Tisch School of the Arts

ADMINISTRATIVE APPOINTMENTS:

Director, Enterprise and Entrepreneurship Programs, Herberger Institute for Design and the Arts, Arizona State University, 2015-present
Graduate Program Head, Master of Arts in Creative Enterprise and Cultural Leadership, ASU, 2016-present
Graduate Program Head, Master of Fine Arts Theatre concentration in Arts Entrepreneurship and Management, ASU, 2013-present
Director, School of Theatre and Film, Arizona State University, 2006-2010 and Chair, Department of Theatre 2004-2005. (The department reorganized as the school in 2006.)
Director, Pave Program in Arts Entrepreneurship, 2006-2017 (winner of the 2015 Excellence in Entrepreneurship Education Specialty Program Award from US Assn of Small Business and Entrepreneurship)
Artistic Director, Herberger MainStage, 2004-2010
Chair, UW-Madison Department of Theatre and Drama, 2003-2004.
Director of University Theatre, UW-Madison, 2002.
Design Area Head, UW-Madison Department of Theatre and Drama, 1990-2002.

ACADEMIC APPOINTMENTS:

Evelyn Smith Professor, School of Film, Dance, and Theatre, Arizona State University, 2014-2017
Professor, School of Film, Dance, and Theatre, Arizona State University, 2010-present
Faculty, Barrett, The Honors College, Arizona State University, 2004-present
Affiliate Faculty, Arts Media Engineering/Institute for Studies in the Arts, ASU, 2004-2010; 2012
Professor of Lighting Design, University of Wisconsin-Madison, 1999-2004
Associate Professor, University of Wisconsin-Madison, 1994-1999
Assistant Professor, University of Wisconsin-Madison, 1988-1994
Visiting Artist, University of Michigan, 1995
Visiting Artist, DePaul University, 1990

CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT

Harvard Institute for Higher Education MLE (Management and Leadership in Higher Ed), 2008
Association for Theatre in Higher Education Leadership Institute, 2005
Illuminating Engineering Society Workshop for Teachers of Lighting, 1989
Graduate course work, Public Administration and Public Policy, ASU 2008-2014

ASU Online: Bootcamp for Teaching Online, 2015

GRANTS RECEIVED:

External:

Emily Hall Tremain Foundation, \$9,419 *Arts Entrepreneurship Fellowship* in support of Artists Thrive,” 2017.

Mellon Foundation, subcontracted through Alliance for the Arts in Research Universities (a2ru), \$8,146 for a study, *The Landscape of Arts Entrepreneurship in US Higher Education*, 2016.

Emily Hall Tremain Foundation, \$34,600, *Arts Entrepreneurship Fellowship* (arts business education and knowledge dissemination), 2014-2016.

Women & Philanthropy (a giving circle of the ASU Foundation), \$100,000, *Leadership, Artist Sustainability, and Community Engagement through the Pave Program in Arts Entrepreneurship*, 2014-2015.

Arizona Commission on the Arts, \$7,500 *Arizona Arts Entrepreneur Toolkit Planning and Development*, 2014 (via the inaugural Arizona Art Tank program).

National Endowment for the Arts, co-PI with E. Johnson (PI), M. Fitzgerald, R. Mook, S. Woodson: \$32,000 for *At Home in the Desert: Youth Engagement with Place*, 2012-2013.

Stage Directors and Choreographers Foundation: \$4000 for guest artist director for production of *Big Love*, 2010.

Kauffman Foundation for Entrepreneurship, co-PI with K. Loui (PI), E. Capaldi, J. Rosen, C. Callahan, B. Melnyk et al: \$5,000,000 to ASU to support the University as Entrepreneur Initiative; \$246,000 to support **p.a.v.e.**, the Performing Arts Venture Experience 2006-2011, now The Pave Program in Arts Entrepreneurship.

Arizona Commission on the Arts: \$3400 to support commissioning of new play for young audiences by Laurie Brooks, 2007-08.

City of Tempe Cultural Affairs Arts Grant (co-PI with R. Rivera-Servera): \$5200 to support Performance in the Borderlands community programming and residency of playwright Caridad Svich, 2006-2007.

National Endowment for the Arts “Challenge America Grant”: *Suzan-Lori Parks’ Venus and African Diaspora Performance*. \$10,000 to support production and national symposium, 2006.

International Association of Lighting Designers: grant-in-kind of optics demonstration materials, 2005.

Evjue Foundation: \$10,000 to supplement activities of the 2003 Hansberry Visiting Professorship at UW-Madison.

Ford Foundation: stewardship of \$100,000 grant to the UW Foundation to support the Lorraine Hansberry Professorship in Dramatics Arts, 2003. James Moy, original grant recipient.

Gilbert Hemsley Programs In Lighting Master Class Award: \$1000

International Association of Lighting Designers Education Trust Fund: gift in kind of teaching materials for course #560, Lighting Design for Architecture, 2001.

Gilbert Hemsley Internship in Lighting Master Class Award: \$1000

Electronic Theatre Controls: gift-in-kind of \$16,000 in control equipment for lighting lab, 1999.

Honorary Member: Milwaukee Repertory Theatre, in recognition of contributions of "time, loyalty, and talent", 1993, 1994.

IES Lighting Library Program: selected through a competitive application process to receive the complete IES Library and Handbooks. These materials are housed in the Reserves collection of UW-Madison Memorial Library, 1992.

Acceptance and Scholarship Award (funded by the Lighting Research and Education Fund of the Lighting Research Institute): to attend IES 6th Annual Workshop for Teachers of Lighting, 1989.

Internal:

ASU Sabbatical Award to develop *An Ouroboros, Art, Money, and Entrepreneurial Action*, 2017.

Herberger Institute for Design and the Arts: *Value Creation and Evaluation in Arts Incubators*, \$2,000 to support research expenses 2014-2015.

Institute for Humanities Research: *At Home in the Desert: Youth Engagement and Place*, \$12,000 seed grant for project development. Principal investigators: R. Mook, M. Fitzgerald; investigators: L. Essig, E. Johnson, 2011-2012.

ASU Sabbatical Award: Arts entrepreneurship education and implications for public policy in the arts, 2010.

UW Graduate School Research Committee: two month salary support plus travel funds for *Light, Space and Gesture: Theatre/Art/Architecture*, 2003.

New Innovative Course Program: "LIGHT!" an interdisciplinary summer session course integrating the art and science of light. Salary support and \$1100 for supplies, 2002.

Instructional Lab Modernization Program: Grant author and coordinator. \$87,600 for computer aided design lab, 2002.

UW Graduate School Research Committee: one month salary support and \$5200 equipment grant for *Lighting Design Visualization using Lightscape Software* summer 2001.

Instructional Lab Modernization Program: Grant author and coordinator. \$311,800 for significant lighting system upgrade, sound system improvements, and refurbishment of the Hemsley Theatre, 1999.

UW Graduate School Research Committee: one month salary support for *The Speed of Light: Lighting Design Technology and the Pace of Change 1975-1995*, summer 1997.

Sabbatical Award: retraining in the area of computer-aided design and other emerging design technologies, Spring 1996.

Instructional Lab Modernization Program: Grant author and coordinator. \$123,000 for lighting system upgrade, sound system upgrade, and refurbishment of the Mitchell Theatre, 1996.

Chancellor's Faculty Development Award in the Creative Arts; \$30,000/three year award to further "creative scholarly activity," 1995-1998. (extended to 1999)

UW Graduate School Research Committee: one month salary support for completion of Lighting and the Design Idea, summer, 1995.

UW Graduate School Research Committee and College of Letters and Science matching grant for purchase of CADD hardware and software, 1993.

PUBLICATIONS (single authored except where noted; *peer reviewed; +invited):

Books:

Essig, L. and Setlow, J. Lighting and the Design Idea, 3rd Edition, Cengage Learning, 2012.

Lighting and the Design Idea, 2nd Edition Los Angeles: Wadsworth/Thomson. Significantly

revised and expanded from previous edition, 2005.

*The Speed of Light: Dialogues on Lighting Design and Technological Change; Portsmouth: Heinemann, 2002.

*Lighting and the Design Idea. Fort Worth: Harcourt Brace, 1997. 238 pages; 138 black and white illustrations (85 by author) and 12 color (3 by author).

Book Chapters:

+ “n=1” in S. Woodson and T. Underiner (eds) Theatre, Performance, and Theories of Change. Palgrave MacMillan, forthcoming, 2017.

*Hong-Jo, C., Essig, L., and Bridgstock, R. “The Enterprising Artist and the Arts Entrepreneur: Emergent pedagogies for new disciplinary habits of mind” in N. Chick (ed.) Exploring Signature Pedagogies II, Sterling, VA: Stylus Publishing, 2011.

+“Arden Fingerhut: A Unique Approach and Prolific Career” invited submission to B. Owen (ed.) Late and Great: American Designers 1960-2010, Broadway Press, 2010.

+“John Gleason: Master Colorist and Master Teacher,” invited submission to B. Owen (ed.) Late and Great: American Designers 1960-2010, Broadway Press, 2010.

+“A Primer on the History of Stage Lighting,” invited submission to Documenting: Lighting Design Performance Arts Resource #25 Theatre Library Association, 2007. Reprinted with revisions in Theatre Design & Technology, Spring 2016.

Articles:

* “Value Creation and Evaluation in Arts Incubators: A Cross-case Analysis,” *International Journal of Arts Management*, forthcoming, 2017.

* “Means and Ends: A Theory Framework for Understanding Entrepreneurship in the U.S. Arts and Culture Sector,” *Journal of Arts Management, Law and Society*, 45 (4), 2015.

Taylor, E.A., Bonin-Rodriguez, P., and Essig, L. “Perspectives on Arts Entrepreneurship, Part 1.” *Artivate: A Journal of Entrepreneurship in the Arts* 4 (1), 3-7, 2015.

* “Arts Incubators: A Typology,” *Journal of Arts Management, Law, and Society* 44(3), 169-180, 2014.

*“Ownership, Failure, And Experience: Goals And Evaluation Metrics Of University-Based Arts Venture Incubators,” *Entrepreneurship Research Journal* 4(1), pp. 117-135, 2014.

*“Frameworks for Educating the Artist of the Future: Habits of Mind for Arts Entrepreneurship,” *Artivate: A Journal of Entrepreneurship in the Arts* 1 (2), 2013.

+ “Slow and Fast Learning in the Digital Age,” *Symposium Magazine*, August 2013.

Beckman, G. and Essig, L. “Arts Entrepreneurship: A Conversation,” *Artivate: A Journal of Entrepreneurship in the Arts* 1(1), 2012.

+“Teaching Theatre Students to Think Entrepreneurially,” *Stage Directions* 25(10), 2012.

+Essig, L., Rodger, D., Smith, R.L., Tosti-Lane, D. “Thoughts from the Curators,” *Theatre Design and Technology* 47, (4), Fall 2011.

*“Suffusing Entrepreneurship into Theatre Curricula” *Theatre Topics*, September, 2009.

*“Stanley McCandless, Lighting History, and Me,” *Theatre Topics*, March, 2007.

“On Their Shoulders: Women in Lighting Design,” *Theatre Design and Technology*, Fall 2005.

“Three Hours in the Light: Experiencing the Work of James Turrell,” *Theatre Design and*

- Technology*, Summer 2003.
- "...and the Market Decided: The Birth of DMX 512," *Theatre Design and Technology*, Winter 2000.
- "A Chorus Line Revisited - Legacies of Computerized Lighting Control" *Theatre Design and Technology*, Winter 1998.
- + "Lighting Applications for Visual Impact" Illuminating Engineering Society publication #ED100.7, 1999. (Significant expansion and revision of 1993 version).
- + "Lighting for Visual Impact" Illuminating Engineering Society publication #ED100.7, 1993.

Research reports:

- Essig, L. and Guevara, J. "A Landscape of Arts Entrepreneurship in US Higher Education," Alliance for the Arts in Research Universities, 2017. DOI: 10.13140/RG.2.2.35204.73606
- "Networking and Entrepreneurial Success: A Review of Literature," Emily Hall Tremain Foundation, 2016. DOI: 10.13140/RG.2.2.35297.71525
- Flanagan, M. and Essig, L. "Artist Professional Development Needs: Findings and recommendations from a survey of artists and organizations," Emily Hall Tremain Foundation, 2016. DOI 10.13140/RG.2.1.2956.2003
- Essig, L. and Flanagan, M. "How It's Being Done: Arts Business Training Across the US," Emily Hall Tremain Foundation, 2015. DOI 10.13140/RG.2.1.1252.8081

Book reviews:

- + "Should We Build It? Will They Come?" A review of Building for the Arts by Peter Frumkin and Ana Kolendo. *Journal of Public Administration Research and Theory*, 2015.
- + The Disappearing Stage edited by Arnold Aronson, *Theatre Design and Technology*, Winter 2013.
- + Architecture of the Night by Dietrich Neumann, *Theatre Design and Technology*, Spring 2003.
- + The Photometrics Handbook by Robert C. Mumm, *Theatre Design and Technology*, Fall 1998.

Working papers:

- "Same or Different? The Cultural Entrepreneurship and Arts Entrepreneurship Constructs in European and US Higher Education"
- "Arts Venture Incubators as Tools of Public Policy: Outputs, Outcomes, and Policy Targets"
- Catlaw, T. and Essig, L. "The JOBS Act and the Governmentality of Info-Liberalism"

Popular press:

- "Open for Business," American Theatre Magazine, January 2013 (extended interview).
- "Art students also need to develop their business skills to succeed," The Phoenix Business Journal, September 14, 2007, p. 71 (Op-Ed).
- "I Wish I'd Thought of That: Linda Essig" in "Season Preview," American Theatre, October 2007, p.64.

Published projects and drawings:

- Lampert-Greaux, Ellen "Ah! Summer Theatre in Utah – Linda Essig Designs *Ah! Wilderness*" *Entertainment Design Magazine Online*, October 2001. Project profile, photographs and

sketches.

Lampert-Greaux, Ellen "Happy Holidays" *Lighting Dimensions Magazine*, March 2001. Project profile of Wisconsin State Capitol color installation.

Fingerhut, Arden *Theatre: Choice in Action*, New York: HarperCollins, 1995, color plate. Lighting Sketch for *The Hairy Ape*.

Dorn, Dennis and Mark Shanda *Drafting for The Theatre*, Carbondale: Southern Illinois University Press, 1991, pp. 216-223. Light Plot, Section, and Hookup for *Sweeney Todd*. *Theatre Design and Technology*, Fall 1992. Production Photo of *The Hairy Ape* and Designer Profile.

Theatre Crafts, April 1989. Light Plot for *Driving Miss Daisy*; drafting by Linda Essig, design by A. Fingerhut.

Lighting Dimensions, January/February 1987. Project Profile of *4D Discotheque*, Linda Essig, project manager.

EXHIBITIONS (Lighting designs):

* **Prague Quadrennial of Scenography** Lighting design for *Venus*, Prague 2007. (international/juried); subsequent exhibition at National Performing Arts Convention, Denver 2008; USITT Annual Conference, Houston 2008.

* **World Stage Design Digital Exhibit** Lighting design for *Oxygen*, Toronto, 2005. (international/juried)

* **USITT Design Expo '92**, Lighting design sketches, drawings, and production photos for *The Hairy Ape*, 1992 (juried).

+ **Shakespeare Designed and Realized**, Braithwaite Fine Arts Gallery, Cedar City, Utah, 1992. Lighting design sketches for *King Lear*.

NATIONAL/INTERNATIONAL CONFERENCE PRESENTATIONS:

"The Same or Different? The Development of the Cultural Entrepreneurship and Arts Entrepreneurship Constructs in Europe and the US," juried paper, European Network of Cultural Management, Valencia and a2ru, Denver, 2016.

"The Landscape of Arts Entrepreneurship in US Higher Education," pre-conference presentation, a2ru annual conference, Denver, 2016.

"Arts Entrepreneurship: A Conversation about Practice and Education," invited plenary with Ian David Moss, Association of Arts Administration Educators, Philadelphia 2016.

"Publishing Arts Administration Research," pre-conference workshop, Association of Arts Administration Educators, Philadelphia 2016.

"A Landscape of Arts Entrepreneurship: Observations from ten years of arts entrepreneurship education," SNAAP+ Leadership Forum, 2016.

"Nurturing Artist Entrepreneurs to be Drivers of Creative Economies," invited presenter, Americans for the Arts annual convention, Chicago 2015

"Means and Ends: A Theoretical Framework for Understanding Entrepreneurship in the U.S. Arts and Culture Sector," AIMAC Biennial Conference, Aix-en-Provence, 2015

"Effectual Entrepreneurship in the Experiential Classroom: The Case of SAM," juried presentation, Society for Arts Entrepreneurship Education conference, Columbus, 2015

"Not about the Donuts: Designing and managing a theatre internship," UISTT annual

- conference, Cincinnati, 2015.
- “Arts Incubators as Public Policy Tools: Outputs, Outcomes, and Policy Targets,” juried paper, Social Theory, Politics and Arts annual conference, Ottawa 2014
- “Arts Venture Incubation as a Pedagogic Technique,” juried panel, Assn of Arts Administration Educators annual conference, Montreal 2014
- “Arts Entrepreneurship Program Development,” juried panel, Assn of Arts Administration Educators annual conference, Montreal 2014
- “Arts Incubators: A Typology of Forms and Foci,” juried paper, Social Theory, Politics, and Arts conference, Seattle 2013
- “What Do We Mean When We Talk About Arts Entrepreneurship?” juried panel organizer and presenter, Assn of Arts Administration Educators annual conference, 2013
- “Failure is a Necessary Condition: Evaluating the Success of University Arts Venture Incubators,” juried paper at USASBE annual conference, 2013.
- “Teaching Habits of Mind for Creative Entrepreneurship: Three Action-oriented Pedagogies,” juried presentation at Higher Education Creativity Conference, University of Sichuan, Chengdu, China, 2012.
- “Cognitive Combining in Heterogeneous Groups in the Arts Entrepreneurship Classroom,” invited presenter, US Association of Small Business and Entrepreneurship annual conference, New Orleans, 2012.
- “Will We Just Survive or Will We Thrive? The Challenge of Implementing Entrepreneurship in Theatre” invited panelist, ATHE annual conference, Los Angeles 2010
- “The Great Chain of Pedagogy: Lighting Design Education 1960-2010,” invited panelist, USITT annual conference, Kansas City, 2010
- “Entrepreneurship and the Theatre Designer,” invited panelist, USITT annual conference, Houston, 2008
- “Designing for Actors Theatre of Phoenix,” USITT annual conference, Phoenix 2007.
- “Theatrical Training for the Architectural Lighting Designer,” invited presenter, USITT annual conference, Louisville, 2006
- “Women Lighting Designers: Statistics and Trend Analysis” invited presenter, USITT annual conference, Toronto, 2005
- “Mentoring the Young Lighting Designer: T-ball to the Majors,” invited panelist, USITT annual conference, Toronto 2005
- “The IES Theatre Lighting Task Group – A Working Session” – Lead presenter, LDI entertainment lighting trade show, Orlando, 2003
- “The Hemsley Programs in Lighting and their use in a Professional Training Program,” invited panelist, USITT annual conference – Minneapolis, 2003
- “The IES Theatre Lighting Task Group – A Working Session” – Lead presenter, USITT national conference – Minneapolis, 2003
- “The Ongoing Work of the Illuminating Engineering Society Theatre Lighting Task Group,” invited panelist, LDI conference and expo, Las Vegas. 2002
- “Teaching Intro to Lighting,” invited panelist, USITT annual conference - Long Beach, 2001
- “The Aesthetics of Choosing Color,” invited panelist, USITT annual conference - Toronto, 1999
- “Publication in Technical Theatre,” invited panelist USITT annual conference - Pittsburgh, 1997
- “Lighting Design Solutions for Repertory Theatre,” invited panelist USITT annual conference -

Fort Worth, 1996.

"Alternatives to the Light Lab for Visual Training," invited panelist USITT annual conference - Wichita, 1993.

"Principles of Architectural Lighting Design for the Theatrical Lighting Designer," invited lecture, DePaul University, January 1989.

INVITED LECTURES & KEYNOTE PRESENTATIONS

"Research and Publication for and by Arts Administrators," invited presentation, Seattle University, 2015, 2016.

"Lowering Barriers: Lessons Learned from US Arts Incubation Practices," keynote address, first annual Creative Initiatives Conference, Tbilisi, Georgia, 2015.

"Arts Entrepreneurship for Theatre Students and Faculty," invited presentation, University of Indiana Department of Theatre and Dance, 2015

"Arts Incubator Research," invited presentation, University of Indiana School of Public and Environmental Affairs program in Arts Administration, 2015

"Not About the Benjamins: Arts Entrepreneurship Research, Practice, and Education," UW-Madison Arts Business Research Symposium, keynote address, 2014

"Arts Venture Incubators: A National Perspective" and "Arts Entrepreneurship Education: Universities to Communities," invited presentations, Western States Arts Federation annual directors meeting, Scottsdale 2013

"Process Creativity and Product Creativity: Collaboration in Groups," invited presentation, Beijing Normal University, 2013

"Habits of Mind for Creative Entrepreneurship: Three Action Oriented Pedagogies," invited presentation, Beijing Normal University, 2013

"Evaluation Design and the Successful Grant Application," invited presenter, USITT management commission, 2013

"Experience Failure for a Change," Tedx Phoenix, 2011 (live and webcast)

"Elephants in the Room," invited presenter, ATHE Special Plenary Forum, Los Angeles 2010

"Education, Technology, and the Arts" and "Ethics, the Arts, and Public Policy," Brown Symposium XXXIII, Southwestern University, 2011

"Launching an Arts Entrepreneurship Program at ASU," invited presenter, Purdue University best practices teleconference series, 2009

CREATIVE ACTIVITY:

Note: Selected materials related to creative activity as a lighting designer 1983-2004 are archived at the Wisconsin State Historical Society, Madison WI. Permalink:
<http://arc.library.wisc.edu/cgi-bin/Pwebrecon.cgi?BBID=30490>

SOCIALLY ENGAGED and EXTENSION SCHOLARSHIP:

Blog, Creative Infrastructure: Thoughts and ideas about infrastructure for the arts.

<http://creativeinfrastructure.org>.

Master class, AZ Artworker Entrepreneurial Native Artists, Heard Museum and Arizona Commission on the Arts, 2017.

Master class, AZ Artswoker Entrepreneurial Artists, Tucson/Pima Arts Council and Arizona Commission on the Arts, 2016.

Artist resources prepared by M. Flanagan and L. Essig for Tremaine Foundation Fellowship. available for download from <http://pave.asu.edu>:

Free Resources for Artists

Art for Social Impact

Asset-Building for Artists.

Lead author. Arizona Arts Entrepreneur Toolkit. An eBook and collection of digital tools for use by individual artists and small arts organizations in Arizona. Produced by the Pave Program in Arts Entrepreneurship, lead author, 2014.

Director of Evaluation and project co-director. *Home in the Desert: Youth Engagement and Place*, a collaborative partnership between ASU, South Mountain High School, Phoenix Boys and Girls Club, Mesa Boys and Girls Club, and Pine Council Girl Scouts. 2012-2013.

LIGHTING DESIGN AT NATIONALLY PROMINENT THEATRES:

Over 35 productions at Skylight Opera Theatre, Pioneer Theatre, Cleveland Play House, Missouri Repertory Theatre, Utah Shakespearean Festival, Milwaukee Repertory Theatre, Northlight Theatre, Long Island Stage, Opera Delaware, LaMama ETC, Texas Opera Theatre, 1985-2004.

LIGHTING DESIGN AT REGIONALLY PROMINENT THEATRES:

Over 20 productions at Actors Theatre of Phoenix, Milwaukee Chamber Theatre, Madison Repertory Theatre, The New Federal Theatre, ArtsForum, Westport Country Playhouse, Chautauqua Conservatory Theatre Company, 1984-2007.

LIGHTING DESIGN AT LOCALLY PROMINENT THEATRES:

Five productions, 1982-1987.

LIGHTING DESIGN AT UNIVERSITY THEATRES:

Over 24 productions, 1984-2008.

ASSISTANT LIGHTING DESIGNER AT NATIONALLY PROMINENT THEATRES-

Assistant to Arden Fingerhut on numerous projects, 1985-1988, including: *Driving Miss Daisy* New York, Chicago, London, National Tour, Bus and Truck Tour; *Hay Fever*, Music Box Theatre (Broadway)

Assistant to Allen Lee Hughes, Goodspeed Opera House, 1988.

Assistant to Curt Ostermann on numerous projects 1985-1987

Assistant to Rick Belzer: *Marlowe* Rialto Theatre (Broadway) NY, 1981.

CREATIVE ACTIVITY - ARCHITECTURAL LIGHTING:

Principal Consultant (founder/owner) Lighting Design Collaborative, 1996-2000.

Domingo Gonzalez Design, Architectural Lighting Consultants, 1988. Duties included control system specifications, lighting design planning and fixture specification, presentation renderings, drafting, site evaluation

Kruger Associates: Design Associate, *Aureole Restaurant* (Lumen Award Citation), 1988.

Project Manager: *4D Discotheque* Duties included lighting design, budget management, on site supervision, consultation with specialists in holography and neon, development of color palette, drafting, 1986.

CREATIVE ACTIVITY - SET DESIGN

Broadway: *Speed the Plow* assistant set designer, 1988
Five regional or academic productions.

CONSULTING

Arizona Commission on the Arts, “AZ ArtsWorker: Entrepreneurial Artist Workshop,” 2016.
Phoenix Office of Arts and Culture, “Savvy: The Art of Administration,” 2015.
Neighborhood Economic Development Corporation Mesa (NEDCO): The Entrepreneurial Artist (training), 2013.
Centennial Theatre Foundation: Strategic planning and meeting facilitation, 2013.

PROFESSIONAL AFFILIATIONS:

Entrepreneurship Research Society – founding scholar (2013-present)
Association of Arts Administration Educators (2012-present)
American Evaluation Association (2014-2016)
US Association of Small Business and Entrepreneurship (2011-present)
United Scenic Artists, Local 829 (1985-2010; inactive status 2010-present)
Association for Theatre in Higher Education (2004-2011)
International Association of Lighting Designers (1995-2014)
United States Institute of Theatre Technology (1989-present)
Illuminating Engineering Society (1989-2004)

COURSES TAUGHT:

At Arizona State University:

Graduate:

Arts Policy
Arts Management
Arts Entrepreneurship
Leadership in the Creative and Cultural Industries
Strategy: Opportunity Recognition in the Creative and Cultural Industries (in development)

Undergraduate:

Management in the Arts (online undergraduate course)
Foundations of Arts Entrepreneurship (live and online versions)
First Year Experience
Orientation to Theatre and Film
Advanced Lighting Design
Student Production Board – oversight and mentoring of student theatre company

At UW-Madison:

Computer Design Visualization: An Interdisciplinary Approach
“LIGHT!” an interdisciplinary exploration of the art, science, and cultural impact of light and lighting
Design and Technology Collaborative Studio - rotating topics, team-taught

Special Topics in Theatre and Drama: Site Specific Theatre Production
Lighting Design for Architecture
Stage Lighting I
Lighting Design II
Lighting Design III
Lighting Design IV

CAMPUS LECTURES AND PRESENTATIONS:

At ASU:

“Presenting Research,” Preparing Future Faculty Seminary Series, 2014.
“Research and Publication in the Arts,” Preparing Future Faculty Seminar Series, 2013.
“Building and Evaluating a Faculty CV,” AAATS (grad student service organization) 2013, 2014.
“Tenure and Promotion Process,” panelist, Preparing Future Faculty Seminar Series, 2013.
“Product Creativity and Process Creativity: Collaboration in Groups,” Arts. Media, Engineering (AME), 2012.
“Art of Business / Business of Art,” AME, 2012
“What Do We Mean When We Talk About Arts Entrepreneurship,” AME 2012.
“Principles of Arts Entrepreneurship,” Arts Marketing, 2011, 2012.
“Teaching Effectively and Efficiently,” Preparing Future Faculty Seminar Series, 2011, 2012.
“What Faculty Expect from the TAs who Support them,” ASU Graduate College, 2009.
“p.a.v.e program in arts entrepreneurship,” Entrepreneurship at ASU workshop, 2008.
ASU New Freshman Orientation, 2008
"Faculty Networking on Campus and Off," Faculty Development Program panelist , 2006.

At UW-Madison:

“Light as Material,” Visual Culture Faculty Research Forum, 2003.
“Functions and Properties of Light,” Environments Textiles and Design, 2003.
"Lighting and Installation Art," Installations, Art Department, 1998.
"Work/Life Balance," Faculty Development Program panelist
"Angles of Light and the Form of the Body," Dance Improvisation Class (Melrose), Dance Program, 1991.
"An Introduction to Color Theory in Light," Color Theory (Krielick, Mladenoff), Art Department, semi-annual presentation, 1989,1990, 1991, 1993, 1995, 2001.
"Alan Schneider On Page and Stage," panel moderator, Alan Schneider Conference: UW-Madison, 1990.

DEPARTMENTAL LECTURES AND PRESENTATIONS:

At Arizona State University:

“Entrepreneurship and Dance,” Dance Freshman Seminar, 2015
“Research, Writing, and Professionalism,” Research Methods (THE500), 2009
"Light in the Theatre," Stagecraft (THP213), 2005.

"Opportunities for Theatre Department Graduates," Orientation to Theatre (THE125), 2004

"Lighting Design Process," Stagecraft (THP213), 2004.

At UW-Madison:

"Research and Writing in Design and Technology" Theatre Research colloquium, 2000

"The Speed of Light: Technology and the Pace of Change Near the End of the 20th Century," Research colloquium speaker, 1998.

"Shakespeare Production in the US," Shakespeare Seminar 1997.

"Research and Writing in Design and Technology" Theatre Research 1996.

"Flow - Lighting King Lear," Shakespeare Seminar 1994.

"Designing the Plays of Shakespeare," Shakespeare Seminar 1992.

"Introduction to Light and Lighting," Introduction to Theatre-Honors Section 1991.

"Cat on a Hot Tin Roof - Design Options," Set design 1990.

"The Interaction of Lighting, Costume, and Makeup," Costume design 1990.

"The Professional Portfolio and Resume," Introduction to Theatre Research 1988.

PROFESSIONAL SERVICE:

Publisher and co-editor, Artivate: A Journal of Entrepreneurship in the Arts. 2012 - present

General editor, Theatre Design & Technology (TD&T), 2016- present

Associate editor for lighting, Theatre Design & Technology (TD&T), 2011-2015

Board of Directors, Association of Arts Administration Educators, 2016 – present

Board of Directors, United States Institute for Theatre Technology, 2009-2012

Board of Advisors, Lemons Mentorship Program, 2007-2009

Board of Directors, University/Resident Theatre Association, 2004-05

Mentor, ATHE Leadership Institute, 2006 and 2014

Grant Panelist, National Endowment for the Arts: Our Town program, 2014

External Evaluator, promotion and tenure, multiple (20+) national universities

Member, College Board National Task Force on Arts Education, 2008-2009

Program review site visitor, Utah State University, 2010

Program review site visitor, University of Nevada – Reno, 2008

Program review site visitor, UC Santa Cruz Theatre Arts Department, 2008

Production review site visit, Brigham Young University, 2016

Manuscript reviewer, Cities, 2016

Manuscript reviewer, Cultural Trends, 2016

Manuscript reviewer, Journal of Arts Management, Law, and Society, 2015

Manuscript reviewer, Focal Press, 2014

Manuscript reviewer, Routledge, 2013

Manuscript reviewer, Oxford University Press, 2012

Manuscript reviewer, Theatre Topics, Johns Hopkins University Press, 2007

Respondent, USITT Lighting Graphics Standards

Member, Illuminating Engineering Society of North America (IESNA) Educational Materials Committee. (Committee acts as jury and editorial board for all IES Educational publications) 1989-2002.

Member, IESNA Theatre, Television, and Film Lighting Committee (TTFL), 1995-2004.
Head, Theatre Lighting Task Group, TTFL 2002-2004.
Judge USITT Design Expo 1996. Published in *Theatre Design and Technology* Summer 1996.
Reviewer Parker and Wolf, *Scene Design and Stage Lighting*, 7th edition Harcourt Brace. 1993
Judge International Illumination Design Awards - North Central Region, 1992.
Reviewer IES Educational Publications: "Color," "Design Process," "Psychological Aspects of Light," "Electrical Controls," from *IES Intermediate Course in Lighting*, 1993.
Member, IESNA Theatre, Television, and Film Lighting Handbook Revision Committee, 1989-1991.

UNIVERSITY SERVICE:

Arizona State University:

Faculty Women's Association T&P Workshop Presenter, 2016.
University Tenure and Promotion Committee, 2012-2015.
President's Professor Selection Committee, 2015.
Socially Engaged Practice Research Group, 2011-
President's Award for Innovation panelist, 2010.
ASU Filming Permissions Committee, 2008-2010.
Pathways to Entrepreneurship grant review panelist 2009.
New Freshman Orientation presenter 2008.
Regent's Professor Selection Committee (Provost's office), 2006-2008.
Search Committee for University Provost (President's office), 2006.
Downtown Phoenix Campus Academic Advisory Commission (Provost's office), 2005-2006
Arts and Business Gateway Development Committee (College of Fine Arts), 2004-2005
Downtown/Capitol Center Campus Planning Committee (College of Fine Arts), 2004-2005
Lincoln Center for Applied Ethics Affiliates Council, 2005-2010
Search Committee for Vice Provost for Academic Personnel (Provost's office), 2005
Mentor, faculty development program (Provost's office).

UW- Madison:

Chair, Honorary Professorial Titles Committee, 2002-2004.
Arts Institute Executive Committee, 2003-2004.
Committee on Honorary Degrees, 2000-2004.
Lighting Designer "Arts Night Out" architectural gateway lighting, 2002.
Consultant and Specifier, School of Music: Old Music Hall lighting control system renovation.
Humanities Divisional Executive Committee, 1997-2000. (Vice-Chair of committee and Chair of Course sub-committee, 1999-2000)
Computational Sciences Cluster Hire Search Committee, 1999-2001.
College of Letters and Science Facilities Planning Committee, 1995-2000.
Mentor, Women Faculty Mentoring Program. 1999-2000; 2002-2004
Arts Institute Awards Committee, 1998.

Performing Arts Collaboration Committee, 1995.
 Faculty Appeals Committee, 1994-1999.
Lighting Advisor, Sesquicentennial Banners on Bascom Hall, 1998.
 Lathrop Hall Building Remodeling Committee, 1995-1997.
 Faculty Compensation and Economic Benefits Commission, 1994-1997.
Lighting Consultant, Elvjehm Museum 25th Anniversary (exterior lighting), 1995.
Judge, Wisconsin Union Directorate Playwriting Contest, 1993.
Mentor, Madison Plan Mentor Program, 1990-1992.
Lighting Consultant, Clinical Sciences Center, 1992.
Lighting Designer, UW-Madison College of Letters and Science Centennial. Design and installation of lighting on the facades of Bascom, North, and South Halls, 1989.
Lighting Designer, Bascom Hill Society Benefit Performance of *Jerry's Girls*. Carol Rennebohm Auditorium, 1989.
Lighting Consultant, College of Agricultural and Life Sciences Centennial Exhibit (Stock Pavilion), 1988.

COLLEGE/INSTITUTE SERVICE:

Director, Herberger Institute Enterprise and Entrepreneurship Programs 2015-
Chair, Curb Creative Enterprise and Public Leadership Task Group, 2014-2105
Panelist, School of Arts, Media, and Engineering faculty annual reviews, 2017.
Member, 3 Million Stories Conference Planning Group, 2015.

SCHOOL/DEPARTMENT SERVICE:

At ASU (service beyond duties of school director and artistic director):

Director, Pave Program in Arts Entrepreneurship, 2007 -
 Graduate Studies Committee, 2013-
 Search Committee for Faculty Technical Director, 2013-2014
 Curriculum committee, 2011-2013
 Academic Standards committee, 2011-2012
Faculty Advisor, Student Production Board, 2004-2010
 Design and Production subject area committee

At UW-Madison:

Minority Student and Faculty Liaison, 2002-2004
 Area Committee, Theatre Design and Technology, 1988-2004. *Chair* 1990-96; 2000-02
Chair, Curriculum Committee, 2001-2002.
Chair, Costume Designer Search Committee, 2001.
 Play Selection Committee, 1993-2004
Access and Accommodation Resource Coordinator, 1996-2004
Sexual Harassment Contact Person, 1991-2004.
 University Theatre Production Committee, 1988-2004.
 University Theatre Staff Committee, 1988-2004.
Chair, Merit review committee, 1998, 2000.
Chair, NAST review committee, 1998.

Search Committee for Directing specialist, 1998
 Search Committee for Movement specialist, 1997.
 Strategic Plan Response Committee, 1993.
 Scholarship Committee, 1990-1993 and 1995-6.
 Ad Hoc Committee on Faculty Workloads, 1992.
 "Open Stage" Planning Committee, 1990.
 Search Committee for Faculty Set Designer, 1989-1991.
Chair, Ad hoc committee on University Theatre rental policy, 1989.
 U/RTA Graduate Student Recruiting Conference, annually.

GRADUATE ADVISING:

At ASU:

"Lean Launchpad for the Phoenix Theatre Community," Mollie Flanagan MFA applied project, chair
 "New Play Licensing by Brelby Theatre," Shelby Maticic MFA applied project, chair
 "Richard's Rock Camp Program Evaluation," Kara Chesser MFA applied project, chair
 "Social Impact: Rising Youth Theatre Evaluation Plan," Megan Hartman, MFA committee member, 2014.
 "Made Garden," Megan Flod Johnson MFA, committee member, 2014.
 "Theatre Arts Education Policy in the State of Arizona," Ashley Hare MFA, committee member 2013.
 "Placemaking Through Digital Storytelling with Mesa Boys and Girls Club Youth," Leslie Stellwagen MFA, committee member, 2013.
 "Method for analysis of quality of lighting using High Dynamic Range imaging," Shrikar Bave, College of Design, Master of Science, committee member, 2007.
 "Dance Repertory Lighting Design," Michael Dostal, MFA committee member, 2007-08.

At UW- Madison:

MFA Thesis Supervision:

"The Use of Intensity and Color in 20th Century American Design: 1906-1982," Vivien Newbold, 1989.
 "A Study of the Process and Realization of the Design for *She Loves Me*," Kenneth Kloth, 1990.
 "*The Vienna Notes*: an Analysis of a Production Designed," Daniel Crump, 1990.
 "*Ubu Roi*: A Thesis Production Design," Katherine Rathke, 1990.
 "The Use of Slide Projections in the Theatre," Joseph Tarantowski, 1991.
 "A Collaborative Process for Lighting Design: *Fen* and *A Midsummer Night's Dream*," Chi-Hui Wu, 1991.
 "Towards a Post-Modern Lighting Design: *The Misanthrope* and *Etta Jencks*," Shoshanna Segal, 1992.
 "When We Gain in Wisdom We Say We are Enlightened: The Role of Research in Lighting Design", Eric Appleton, 1994.
 "The Cue's the Thing," J. Cori Schlegel, 1995.
 "Automated Fixtures in Theatrical Lighting Design," Joshua Williamson, 1995.
 "The Uses of Nature Images in Lighting Folk Comedies," Barry Gawinski, 1998.

"Lighting Control in the Twenty-first Century: A Journey of Discovery," Sarah Clausen, 1998.
"Lighting Design in Print: an Analysis of Stage Lighting Textbooks," John Marty 2001.
"Focusing the Eye and the Mind," Alex Rodinsky 2001.
"The Functions of Movement in Stage Lighting Design: *Trojan Women* and *Flea in her Ear*,"
Maggie Bailey, 2002.
"The Gilbert Hemsley Archives at the State Historical Society," Andrea Bilkey, 2002.
"Gestic Lighting: *The Physicists* and *The Memorandum*," Daniel W. Gallagher, 2004.
"Signs and Symbols: Texture and Templates," Matthew Ulrich, 2004.
"Moving *Misalliance*," Brandon Thrasher, 2005.
Multiple MFA and PhD committee membership.

Production Advising:

Over 100 productions of the Theatre Department, Opera Program, and Dance Program.

COMMUNITY SERVICE:

Board of Directors (secretary), Rising Youth Theatre, 2014-
Consultant (strategic planning), Centennial Theatre Foundation, 2013
Member, Arizona/Mexico Commission Arts and Culture Committee, 2012
Mentor, Social Venture Partner Fast Pitch Competition, 2012, 2013.
Board of Directors, Phoenix Fringe Festival, 2007-2012
Consultant (strategic planning), Orange Theatre Group, 2011
Consultant (strategic planning), Rising Youth Theatre, 2012
Member, Maricopa Partnership for Arts and Culture, CALA (Latin American Arts Festival)
planning group, 2007-2009.
Community consultant, Actors Theatre of Phoenix, 2005, 2006.
Grant panelist, Arizona Commission on the Arts, 2005.
Adjudicator, Arizona State Playwriting Competition, 2005.
Member, Tempe Convention and Visitors Bureau, *Arte es Amor* planning committee, 2005-2008
Volunteer, Kyrene Public Schools, Phoenix, Art Masterpiece volunteer, 2004-2011
Speaker, *Conversations in Science: "From Page to Stage and the Science in Between,"* 2003.
Member, Wisconsin Academy of Sciences, Arts and Letters Gallery, Overture project advisory
board, 2002.
Volunteer, Madison Metropolitan School District, 2002-2004.
Designer/specifier, Madison Business Improvement District Capitol Dome Color Installation,
2000 (published in *Lighting Dimensions Magazine*, March 2001).
Lighting advisor, Wisconsin Early Autism Project, 1999.
Guest speaker, Oregon High School, "Theatrical Lighting Design," 1998.
Lighting consultant, Temple Beth El (Madison WI), 1997.
Workshop leader, College for Kids, University for the Talented and Gifted, 1990.
Community volunteer for various organizations serving the local homeless population.