



**FOR IMMEDIATE RELEASE**

## **Newfields to host first-ever Earned Income Symposium Nov. 7–8**

*Join cultural colleagues from around the country for a two-day event*

**INDIANAPOLIS**, Oct. 18, 2017— The first-ever [Earned Income Symposium for Cultural Institutions](#) will be held at the Newfields campus Nov. 7 and 8.

This two-day event features multiple discussion topics and speakers aimed at exploring earned income issues relevant to cultural institutions.

The symposium boasts an impressive lineup of speakers, ranging from leaders of cultural institutions such as the Corning Museum of Glass, Americans for the Arts, Children’s Museum of Indianapolis, Omaha Children’s Museum, Longwood Gardens and Atlanta Botanical Garden, along with former IMA thought leaders Silvia Filippini-Fatoni and Scott Stulen.

Speakers from Newfields include Dr. Charles Venable, Melvin & Bren Simon Director and CEO; Jerry Wise, CFO; Jonathan Wright, Ruth Lilly Deputy Director for Horticulture and Natural Resources; and Jeremy Shubrook, Director of Festivals, Performance and Public Programs.

Discussion topics range from improving the guest experience to grow audiences to tying survey results and data to the bottom line.

“We are thrilled to host the first-ever earned income symposium for cultural institutions at Newfields,” said Jerry Wise, CFO. “The goal is to have our colleagues share lessons and tactics and have candid discussions about the business side of cultural institutions. We hope that by bringing people together, we can foster an environment of innovation from which participants can learn best practices to elevate earned income as an important practice within our industry.”

Following the discussions on Nov. 8, the New York-based LaPlaca Cohen, a cultural strategy, design and marketing firm, will present its latest findings from their own [Culture Track 17](#), the nation’s largest study of U.S. cultural consumers. Fielded since 2001, Culture Track investigates the attitudes, motivators, barriers and emotional drivers that influence cultural participation today. In addition to the study, LaPlaca Cohen’s Culture Track also comprises a number of different initiatives, including panel discussions, guided workshops and other educational programs to help institutions understand the results and find impactful solutions based on them. The presentation of Culture Track 17 is free and open to the public.

Symposium tickets are \$299 per registrant. The ticket includes all discussions and meals throughout the two-day Symposium. Visit [DiscoverNewfields.org/EarnedIncome2017](#) to register and learn more about the featured speakers and agenda.

### **About Newfields**

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring art and exhibitions in the IMA Galleries, to concerts in The Toby, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic

Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park: 100 Acres, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation’s most highly regarded examples of mid-century Modernist architecture. For more information visit [www.discovernewfields.org](http://www.discovernewfields.org).

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