



## NJ Council for the Arts Roundtable – 23 Feb 2016 – Program Description

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In partnership with **POBA**, the New Jersey State Arts Council announces the **2016 Annual Artists' Roundtable** for artists working in all artistic genres and media. Leaders and experts in intellectual property, copyrighting, taxes, incorporation, archiving, disaster preparedness, legacy planning and more will discuss best practices and emerging trends in the care and management of art works and collections of working artists - information meant to help working artists to both create and manage their artistic creations effectively.

Working artists will have the opportunity to engage visiting experts in three major sections of the Roundtable:

- **Managing Your Creative Work**  
**Greg Cram**, Associate Director of Copyright and Information Policy at The New York Public Library.  
Moderated by **Jennifer Cohen, POBA**
- **Preserving Your Art**  
**Glenn Wharton**, art conservator and professor, specializing in conservation and study of modern and contemporary art collections.  
Moderated by **Kenneth Schlesinger, IMAP and POBA**
- **Planning Your Art's Future**  
**Renee Vara**, Director of Vara Fine Arts, a private curatorial firm providing a full range of services on advisement, collection management, educational programs and lectures.  
Moderated by **Regan McCarthy, POBA**

The Roundtable will be held:

**Tuesday, February 23, 2:30-5:30 PM** - A networking reception will follow

### **Newark Museum**

Billy Johnson Auditorium

49 Washington Street, Newark, NJ 07102

**Registration is required.** To register for the Roundtable

Email: [Eileen.Peterson@sos.nj.gov](mailto:Eileen.Peterson@sos.nj.gov) or

Call: **609-633-1251** (NJ Relay 711)

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110 West 96<sup>th</sup> Street – Suite 11A | New York, NY 10025

+1.212.866.3215 | [info@poba.org](mailto:info@poba.org) | [poba.org](http://poba.org)

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## NJ Council for the Arts Roundtable – 23 Feb 2016 - Presenter Bios

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### Jennifer Cohen

Jennifer Cohen has been a senior entertainment executive for more than 35 years and is an award-winning producer of music, TV and video. She serves as Co-Managing Director of **POBA | Where the Arts Live**, a non-profit online cultural arts community and resource hub whose mission is to help preserve and protect creative legacies across all media.

Cohen is the Founder and Managing Partner of Songmasters, an integrated marketing and brand communications company that develops programs and promotions for corporations and nonprofits, all of which directly benefit educational or charitable organizations as well. Songmasters also makes marketing, consulting and strategic planning services available directly to nonprofits to offer much-needed tools in an increasingly competitive environment.

Cohen co-created, produced and wrote numerous, large-scale public and private performances for charitable efforts including the Reebok Human Rights Awards, AmFAR, The 50th Anniversary/U.N. Declaration of Human Rights, the Goodwill Games, *Christmas at the Vatican*, Building the Future [One Life At A Time], and the Komen Race for the Cure, to name a few.

Prior to founding Songmasters, Cohen worked for Time Warner in all areas of domestic and international branding and marketing, press and PR, distribution and finance in the recorded music industry. She also managed all areas of creative services, marketing coordination and artist development for the company's operations in over 65 countries, while overseeing the international videos and tours for Warner, Elektra, Atlantic, Geffen, and Maverick Records. Because of her extensive experience in the negotiation of domestic and international licensing agreements, she was also responsible for opening several new markets, including China, for the Warner Music Group.

Cohen has also been an independent music producer and arranger, managed several renowned artists, and assisted in developing several movie soundtracks. She was recently Executive Co-Producer of the award-winning PBS Special, *Buddy Holly: Listen to Me* and a related album.

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### Greg Cram

Greg Cram is the Associate Director of Copyright and Information Policy at The New York Public Library. Greg endeavors to make the Library's collections broadly available to researchers and the public. He is responsible for developing and implementing policies and practices around the use of the Library's collections, both online and in the Library's physical spaces. Greg has helped steer projects through a maze of complex intellectual property issues, including the recent release of more than 180,000 high-resolution images of public domain collection items. Greg has represented the Library in advocating for better

copyright policy, testifying before Congress about the doctrine of first sale and the United States Copyright Office about orphan works.

Before joining the Library in 2011, Greg served as the copyright clearance consultant to Leadership Team Development, a business support company that organizes thousands of meetings, seminars and conferences. He also worked as a licensing associate at Sanctuary Records, a large independent record label. He is a graduate of Boston University and The Benjamin N. Cardozo School of Law. He is a licensed attorney in New York and Massachusetts.

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## Regan McCarthy

Regan McCarthy has had a distinguished and varied career as a diplomat, educator, fundraiser, psychologist, and consultant, both domestically and internationally. McCarthy is Songmasters' Senior Partner and oversees all of its charitable and civil society activities, serving as Co-Managing Director of **POBA | Where The Arts Live**. For **POBA**, she is responsible for POBA's content and functional development and the design, development and implementation of POBA's concierge services for artists, collectors, estates and arts institutions.

Through Songmasters, she has also been an Executive Co-Producer of several award winning media entertainment projects, including a PBS special and is a pioneer in the design and implementation of national multi-media, integrated educational projects. She joined Songmasters in 2002 after serving as a diplomat assigned to the Organization for Security and Cooperation in Europe's Mission to Bosnia-Herzegovina (OSCE BiH), where, as Senior Advisor to the Head of Mission, she was responsible for implementation of media policy and reform as well as anti-corruption efforts of the OSCE BiH as mandated in the Dayton Peace Accords.

As President of No Strings Consulting, Inc., Regan made substantial contributions in education, program and fund development, in consulting to non-profits and educational institutions, and to individuals and teams in executive coaching. A successful (and happily, former) fundraiser, she has led initiatives that have collectively raised over \$500 million for the institutions and causes for which she has worked and/or consulted. Regan has also held several Executive and Board positions in major not-for-profits including the New York Urban Coalition, the Liberty Science Center, New York Region Pathwork, Bank Street College of Education and others.

Regan also had an extensive career in academia, has also served as Principal Investigator for several major grants from the National Science Foundation and has been a leading expert on the development, use, and research about interdisciplinarity and educational technology. She holds a Ph.D. in cognitive psychology from Columbia University and is a licensed psychologist.

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## Kenneth Schlesinger

Kenneth Schlesinger is Chief Librarian at Lehman College, City University of New York, a position he has held since 2007. Previously he was Director of Media Services at LaGuardia Community College, and worked in the archival collections of Thirteen/WNET public television and Time Inc. He is Board President of Independent Media Arts Preservation [IMAP], which seeks innovative solutions to preservation of artists' videotapes and digital works. He also served as President of Theatre Library Association.

He has received two Fulbright Senior Specialist Grants to contribute to international library projects: international copyright and strategic planning in Vietnam in 2005, and designing a library and archival strategic plan for the Steve Biko Centre in South Africa in 2011. He has consulted on a number of IMLS Grants related to archival training, performing arts preservation, and media asset management.

Mr. Schlesinger has an MLS in Information and Library Science from Pratt Institute, an MFA in Dramaturgy and Dramatic Criticism from Yale School of Drama, and BA in Dramatic Art from University of California, Berkeley. His research and publication interests include library management, strategic planning, performing arts collections, intellectual property, digital preservation, and international librarianship.

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### Renée Vara

Renée Vara is the Director of Vara Fine Arts, a full service private curatorial firm specializing in 20th century, contemporary and emerging art and design. Her firm provides a full range of advisory and collection management services as well educational programs and lectures.

She holds undergraduate and graduate degrees in art history from Franklin & Marshall College and Hunter/CUNY respectively. For over a decade she was the National Fine Arts Specialist at Chubb Insurance, where she served as the private curator and collection manager for *Artnews Magazine's* "Top 100 Collectors" (with collections valued up to \$1 billion). As an expert, she has been cited in countless publications including: *Forbes*, *The New York Times*, *Dow Jones*, *The Financial Times*, *The Wall Street Journal*, *Artnews*, *Art & Antiques*, *CNN*, *Town and Country*, *US News and World Report*, *American Public Media* and *Crain's*.

Renée has been an active Adjunct Professor at NYU SPS for 14 years and has taught over 14 core courses in Art Market Studies, Museum Studies and Art History. In 2011 she was awarded the NYU Excellence in Teaching Award. She is also a Curriculum Consultant for NYU and has initiated several new areas of study including a Master's Degree, and most recently, "New Media and Technology" wherein art professionals investigate the role of digital and social media in the art world. As part of that program she is currently teaching a course, "The Art Market Revolution: Online Art Auctions." Renée has also served as an Adjunct Professor at the Sotheby's Institute of Art and was an Appointed Lecturer for over 3 years at the Guggenheim Museum in New York, focusing on emerging art.

She has lectured and published on collecting contemporary art and on the art market in countless publications and venues such as the American Association of Museums, the Norwood Club, Nation Arts Society, Sotheby's, Art Basel/Art Basel Miami, UBS, Clairden Leu, Columbia University, New York County Lawyers' Association and Independent Curators International (ICI). She curates international emerging art

shows at fairs and venues around the world, including Art Basel Miami, Scope, Frieze, and the Istanbul Biennale.

She also serves as an Executive Board Member for the Appraisers Association of America, a nonprofit organization which sets national appraisal and valuation standards, and as the Editorial Director and Publisher of the independent artist journal, *INPUT* ([www.inputjournal.org](http://www.inputjournal.org)).

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## Glenn Wharton

Glenn Wharton is an art conservator and a professor, specializing in conservation and the study of modern and contemporary art collections. In the Museum Studies Program at New York University, he teaches seminars on the conservation of museum collections and the museum life of contemporary art.

From 2007-2013, Glenn served as Time-Based Media Conservator at the Museum of Modern Art (MoMA), where he cared for the video, performance, and electronic collections. His major projects at MoMA were to document media works for future exhibition and conservation, re-format them to keep them operable on new technologies, and organize a repository for the digital collections. This frequently involved interviewing the artists to learn about their technical production and how they want their work conserved and displayed. With colleagues from MoMA, Tate, San Francisco Museum of Art, and New Art Trust, he served on the *Matters in Media Art* project to establish guidelines for best practice in managing time-based media.

In 2008 he established a 501(c)-3 non-profit corporation, *Voices in Contemporary Art* (VoCA). He served as founding executive director, and was later invited onto the board when the corporation hired a paid director.

His recent publications address the concerns of documenting and managing contemporary art in museums. He published a book in 2012 with the University of Hawai'i Press, titled *The Painted King: Art, Authenticity, and Activism in Hawai'i*. In this book he presents a case for doing cultural work through conservation, using the community-based conservation of a sculpture of King Kamehameha 1 as a case study.

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**POBA | Where The Arts Live** is an online hub and resource center to **celebrate, showcase, promote and preserve the creative works of exceptional 20th and 21st century artists** – known and unknown – who died without recognition of the full measure of their talents or creative legacies, regardless of genre or medium. A program of the non-profit **James Kirk Bernard Foundation**, POBA also assists living artists in managing their collections for future preservation, viewing, and value. To learn more about how POBA can help you:

Visit **POBA** at <http://poba.org> | Ask **POBA Concierge** at [info@poba.org](mailto:info@poba.org)

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