

Claudia J. Bach, Principal
AdvisArts Consulting

Claudia Bach has over twenty-five years of professional experience in management, training and consulting focusing on the arts and cultural sectors. Ms. Bach's work in senior management in the museum field has been complemented by her consulting practice, AdvisArts, which she founded in 1982. Her clients include museums, community and governmental entities, arts and cultural organizations, arts commissions, and individual artists. Her expertise includes strategic and program planning, board development, communications, community affairs, partnership development, educational programming, research and evaluation. She brings a special interest in cross sector relationships and endeavors, especially those building bridges between traditional and non-traditional partners.

EDUCATION

- UNIVERSITY OF MASSACHUSETTS, AMHERST. B.A. IN ART HISTORY
Magna cum Laude. Departmental Scholar. Commonwealth Scholar. Emphasis on 20th-century art and arts management. Degree conferred 1977.
- UNIVERSITY OF WASHINGTON, SEATTLE. M.A. IN COMMUNICATIONS
Research focus on museums and audiences. Thesis: *A Gateway to Diversified Audiences: University Students and Campus Art Museums*. Degree conferred in 1995.

EMPLOYMENT SUMMARY

ADVISARTS, INC., SEATTLE, WA

Principal, 1982 - present.

HENRY ART GALLERY, UNIVERSITY OF WASHINGTON, SEATTLE, WA

Deputy Director, 1996 - 2000.

Public Affairs Director, 1994 - 1995.

Public Information Director, 1988 - 1994.

THE SILVER IMAGE GALLERY, SEATTLE, WA

Gallery Manager, 1980 - 1984.

ARTS COUNCIL OF SNOHOMISH COUNTY, EVERETT, WA

Subscription and Box Office Systems Consultant Centerstage, 1979 - 1980.

ARTSPAN, ARTS ALLIANCE OF WASHINGTON STATE, SEATTLE, WA

Press/Public Relations Aide, 1978-1979.

HOOSUCK COMMUNITY ARTS RESOURCES, NORTH ADAMS, MA

Documentation Manager, 1977 - 1978.

ARTS EXTENSION SERVICE, AMHERST, MA

Seminar and Exhibition Coordinator, 1976 - 1977.

HERTER GALLERY, UNIVERSITY OF MASSACHUSETTS, AMHERST, MA

Gallery Coordinator, 1976 - 1977.

INSTITUTE OF CONTEMPORARY ART, BOSTON, MA

Intern, 1975.

TRIBAL ARTS GALLERY, NEW YORK, NY

Gallery Assistant, 1973.

SELECTED CLIENTS AND PROJECTS

- Alaska State Council on the Arts, Anchorage, AK
- Artist Trust, Seattle, WA
- ArtsEd Washington, Seattle, WA
- Bainbridge Island Arts and Humanities Council, Bainbridge, WA
- Bellevue Arts Commission, Bellevue, WA (with WolfBrown)
- Bellevue Art Museum, Bellevue, WA
- Bellevue Community College, Bellevue, WA
- Brunswick Gallery, Missoula, MT
- Central District Forum for Arts and Ideas, Seattle, WA
- Centrum, Port Townsend, WA
- Cheney Cowles Memorial Museum, Spokane, WA
- City of Eugene, OR (with WolfBrown)
- Cornish College of the Arts, Seattle, WA
- Degenerate Art Ensemble, Seattle, WA
- Eastern Washington University, Cheney, WA
- Elementz, Cincinnati, Ohio
- Executive Service Corps, Seattle, WA
- 4Culture/King County Arts Commission, Seattle, WA
- Frye Art Museum, Seattle, WA
- Hedgebrook, Langley, WA
- Henry Art Gallery, Seattle, WA
- Hockaday Center for the Arts, Kalispell, MT
- Idaho Small Business Development Center, Boise, ID
- Juneau Economic Development Center/Tlingit Haida Central Council, Juneau, AK
- Kirkland Arts Center, Kirkland, WA
- Langston Hughes Performing Arts Center, Seattle, WA
- Leveraging Investments in Creativity, New York, NY
- Northwest Center for Photography, Seattle, WA
- Northwest Chamber Orchestra, Seattle, WA
- Northwest Film Forum, Seattle, WA
- Pierce County Cultural Services Division, Tacoma, WA
- Port Angeles Fine Arts Center, Port Angeles, WA
- Pratt Fine Arts Center, Seattle, WA
- San Jose State University, San Jose, CA
- Seattle Mayor's Office of Arts and Cultural Affairs, Seattle, WA
- Seattle Office of Economic Development
- Seattle Office of Film + Music, Seattle, WA
- Seattle Public Schools, Seattle, WA
- Seattle Repertory Jazz Orchestra, Seattle, WA
- Spokane Arts Commission, Spokane, WA
- Totem Heritage Center/Ketchikan Museums, Ketchikan, AK
- Town Hall, Seattle, WA
- Turtle Bay Museums and Exploration Park, Redding, CA (with WolfBrown)
- University of Washington, Seattle, WA
- University of Texas, Austin, TX
- Utah Arts Council, Salt Lake City, UT
- The Vera Project, Seattle, WA
- Washington Film Works, Seattle, WA
- Washington State Arts Commission, Olympia, WA
- Washington State Arts Alliance, Seattle, WA
- Washington State University, Pullman, WA
- Wing Luke Asian Museum, Seattle, WA

SELECTED ACTIVITIES, AWARDS AND PUBLICATIONS

Seattle University, Masters of Fine Arts in Arts Leadership, Adjunct Professor, 2010
 Springboard for the Arts, Executive Service Corps, Seattle. Program design and lead consultant, 2007 – present.
Grantmakers in the Arts Reader, “Graceful Exit: Thoughts on End-of-Life Issues for Arts Organizations.” Vol. 20, No. 3, Fall 2009
Grantmakers in the Arts Reader, “Artists Navigate the Economic Downturn: Fear and Anxiety, or Resilience and Creativity.” Vol. 20, No. 2, Summer 2009
 Washington Artists Health Insurance Project (WAHIP) and Leveraging Investments in Creativity (LINC) National Insurance Initiative. Multiple reports and presentations. 2004 – 2009.
 EDGE Professional Development Program for Artists, Artist Trust, Instructor and Advisory Board. 2003 – present.
 University of Washington, Masters in Museology Program, Speaker, 2009, 2010
 Future of Music Coalition, Policy Forum, Washington DC. Speaker. 2005
 Rasmuson Foundation Fellowship Awards and Distinguished Artist Award. Panelist, 2004.
 Washington State Cultural Congress. Presenter. 2003, 2004, 2006, 2007
 Cultural Incubation in Seattle. Allied Arts forum. Convener and Facilitator. 2002
 Allied Arts Foundation, Seattle. Recipient of grant for project research. 2001.
Alaska Native Artist Marketing: A workbook for expanding audiences and markets for your art.
 Published by Alaska State Council on the Arts. 2000. (Translated to Russian. 2004)
 Centrum Foundation, Port Townsend, WA. Recipient of Research Residency, 1998.
 Arts Management Program, Seattle Central Community College. Lecturer. 1998 - 2003.
 American Association of Museums Annual Conference, Los Angeles. Session Chair, “Close Encounters with Museum Visitors: Improving the Visitor Experience”. 1998.
Museum News, “The Higher Education Gateway” American Association of Museums, September, 1997. Article Author.
 Visitor Studies Association, Annual Conference, Estes Park, Co. Paper presentation “A Gateway to Diversified Audiences,” 1996.
 King County Arts Commission, Seattle. Sustained Support Program Review Panel, 1996.
 University of Washington School of Communications, Seattle. Guest Lecturer, 1993 - 1998.
 American Association of Museums Annual Conference, Seattle. Guest Speaker, 1994.
 Cheney Cowles Museum, Spokane, WA. Guest Lecturer, 1989.
Access: A Guide to the Visual Arts in Washington State, 1989. Allied Arts of Seattle. Editor and Project Consultant.

SELECTED PROFESSIONAL AND COMMUNITY AFFILIATIONS

Leadership Tomorrow, Seattle Chamber of Commerce, Seattle. Curriculum Committee, 2006 – present.
 CityClub, Seattle. Arts and Culture Task Force, 2008 – present.
 Health Care Authority of Washington State, Health Insurance Partnership Technical Assistance Committee. 2008 - present.
 ArtTable, 1999 – present. National Board, 2003-2004. Chair, Northwest Chapter, 1999-2004.
 Artist Trust, Seattle. Board of Trustees, 2001-2004.
 Seattle Public Schools Volunteer, 1987- 2004.
 Allied Arts, Seattle. Cultural Districts Working Committee, 2001- 2002.
 Consolidated Works, Seattle. Board of Advisors, 1999 - 2003.
 Centrum, Port Townsend, WA. Artist Residencies Advisory Group and panelist. 1999- 2001.
 American Association of Museums, 1994 - present.
 Arts Management Program Advisory Committee, Seattle Central Community College, 1998 – 2003.
 Visitor Studies Association, 1994 - 2000.
 Washington Lawyers for the Arts, Seattle, WA. Mediator, Arts Mediation Program, 1989.
 Center on Contemporary Art, Seattle, WA. Board of Directors. 1984 - 1988.