

## ***A Creative and Cultural Industries Symposium***

*The Future of the Latin American, Caribbean & South Florida Economies*



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**CENTER FOR  
LATIN AMERICAN  
& LATINO STUDIES**  
AMERICAN UNIVERSITY • WASHINGTON, DC



**Friday, May 20, 2016 -9:00am - 5:00pm** Broward College's A. Hugh Adams Central Campus,  
3501 S.W. Davie Road, Davie, FL 33314.

**Fine Arts Theatre Bldg. 6 - 9:00AM-12:30PM- Plenary**



**Trinidad Zaldivar,**  
*Chief Cultural Solidarity and Creative Affairs Division  
Office of External Relations - Inter-American  
Development Bank*



My job today is to harness the worlds of culture, creativity and volunteerism to infuse innovative thinking into the full spectrum of the IDB's work. Seeking out path-breaking creators and entrepreneurs who are disrupting sectors that are vital to development, and generating spaces and situations for where they can exchange knowledge, find inspiration and explore partnerships with IDB specialists. In my life before moving to the US, my professional career was a balance between Academia and the private sector. At age of 25 I founded and managed my own company with the vision and goals for bringing culture closer to the people and to the activities of private companies. There I produced and published books on history and art, corporate, educational and cultural institution histories, also art exhibits, and script writing. Searching for excellence in this area, and along with this activity, I graduated with a PhD in History at the Pontifical Catholic University of Chile and Université Paris 1, Pantheon Sorbonne. After this, I started a career as university professor and researcher. This helped me to enrich both worlds with their respective ethics, languages and professional requirements, as well as to expand my professional networks. During those years, I built a network of friends and peers in the cultural field in Latin American and European countries. I also have the opportunity to travel extensively in those areas. Moving to the US and starting working at international organizations opened a tremendous possibility to my career. I joined the Organization of the American States (OAS) where I led OAS Museum fundraising and development efforts, reaching out the local community, new partners and donors with a successful donations and grant awarding record. Also, I worked in the redefinition of the museum's mission and vision. Then I moved briefly to the World Bank to work in the Change Management Process.

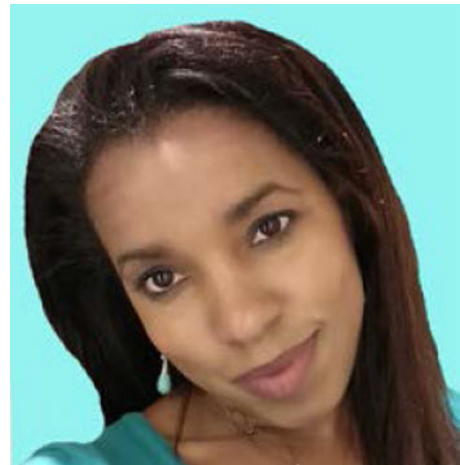
**Ana Carla Fonseca Reis, Garimpo de Soluções (Brazil)**

A founding partner of Garimpo de Soluções, a pioneering company devoted to the convergence of culture, economics and development. Public Manager (Fundação Getulio Vargas); Economist, holding a 4-year Master cum laude in Management and undertaking a PhD in Urban Studies (University of São Paulo – to be concluded by April 2011), Carla is a founding partner of Garimpo de Soluções, a pioneering company devoted to the convergence of culture, economics and development, having private companies and public departments as major clients. She is a renowned international consultant and speaker in five languages (having spoken in 21 countries) and a curator of national and international congresses (e.g. the World Culture Forum India, in 2011). As a special advisor on the creative economy for the UN (UNDP/UNCTAD), Carla joined a number of projects, including the role of Latin America consultant for the Creative Economy Report 2008. Before setting up her own company, she led global marketing and knowledge management projects for multinational companies for 15 years (10 of which for Unilever), based in Latin America, London and Milan.



**Marielle Barrow, Editor-in-Chief of *Caribbean InTransit*; Consultant, Strategic Planning, Arts & Cultural Policy, Data Collection & Analysis**

Barrow is a strategic planning and cultural policy consultant and internal auditor skilled in data collection and analysis. The Trinidad & Tobago national residing in the US, is a Fulbright Scholar, Visiting Scholar at Columbia University and recipient of a 2014 top ten innovators award by the Inter-American Development Bank for her work as president and founder of the non-profit, Caribbean InTransit. As founder and Editor-in-Chief of Caribbean InTransit, a peer-reviewed journal of Caribbean arts, she has produced Volume 1 with a second volume upcoming in conjunction with her Editorial Team and Board. She is a Consultant at HGM Management & Technologies Inc. working on compliance and quality assurance toward improved governance within organizations. Having worked within for profit and non-profit enterprises on systems enhancement, managerial efficacy and organizational change, Barrow has gained invaluable insight into the tactical maneuvers necessary to correct shortfalls, toward alignment with internal standards and strategic goals.



As a consultant Ms. Barrow has conducted stakeholder meetings in nine Caribbean countries in developing an Action Plan for the Film sector for the Organization of Eastern Caribbean States. She has led workshops on Strategic Planning with lead in Vision & Mission Development for a Law School under

Premier Quality Services Ltd. and most recently was selected by the President of George Mason University to participate with a select group of 30 in charting the strategic direction for the university for the next 20 years. Barrow has also worked for the worldwide chain, Hilton Hotels on a strategic planning team to revamp organizational culture and as President of her non-profit, Caribbean InTransit.

Ms. Barrow is trained in ethnographic data collection and has designed documentation systems for the Will to Adorn Smithsonian Folklife Festival program which is centered on the African-American population. She has developed workshops on Entrepreneurship and most recently on the Lean Canvas method of business development for the Growing Leaders Foundation Festival in Trinidad & Tobago. Based on her outstanding reputation, Ms. Barrow was selected to serve as keynote speaker and workshop leader, at Broward Arts Journalism Alliance Program hosted by Cultural Division Broward County, Florida in collaboration with Goldring School at Syracuse University.

Marielle is a social entrepreneur, visual artist and Fulbright Scholar who is currently a Cultural Studies PhD candidate at George Mason University, Virginia and a Visiting Scholar at Columbia University, New York. Marielle graduated with a BSc in Hospitality Management (joint degree program) from The University of the West Indies, and the University of Technology in Jamaica (Hons.) and earned a Postgraduate Diploma in Arts & Cultural Enterprise Management and an MPhil in Cultural Studies at The University of the West Indies, St. Augustine, Trinidad with High Commendation. Marielle is currently completing her first co-edited anthology entitled "Global Archipelago: Art, Location and the Caribbean".

As a social entrepreneur she established Caribbean Arts Village Ltd to create a nexus for Caribbean artists in the region. The company hosted, trained and promoted musicians and visual artists at its base, The Centre for the Arts, in Port of Spain, from 2006 to 2007. Marielle launched Caribbean InTransit, a mechanism for social development through the arts in 2011. As a non-profit entity in the US and the Caribbean, Caribbean Intransit provides a creative meeting place for persons to share and develop their thought-provoking ideas and works within a community of cultural producers, students, scholars, activists, and entrepreneurs via scholarly publication, a newsletter, arts for social change workshops, symposia, online events and festivals.

**Hon. Olivia Grange, CD, MP.**  
*Minister, Ministry of Culture, Gender,  
Entertainment & Sports  
Jamaica*

The Hon. Olivia 'Babsy' Grange MP, CD, has been the Member Parliament for St. Catherine Central since 1997.



She was appointed Minister of Information, Youth, Sports & Culture, with responsibility for Women and Gender Affairs, Entertainment, Community Development and Special Projects in 2007.

She also served as Minister of State in the Office of the Prime Minister 1985-1989; Government Senator and Parliamentary Secretary for Information and Culture 1983-1985.

In 2015, Ms. Grange was awarded the Order of Distinction, in the rank of Commander (CD), for her contribution to the Jamaican Music Industry, Cultural Development and Public Service.

In June 2009, she had the distinction of being appointed the Caribbean Community's (CARICOM) first Champion for Culture, with responsibility for advocating, among other things, capacity building for cultural industries, cultural institutions and individual artists.

Minister Grange has had a long career as a cultural activist, working at the grassroots level in developing and managing talent. She is an artist, director, event planner and an ardent supporter and promoter of Jamaica's creative and cultural industries. She is also a pioneer contributor to the development of the Reggae and Dancehall Music Industry in Jamaica, Canada and the United States.

As a founding member and Director of the Jamaica Association of Composers, Authors and Publishers (JACAP), Ms. Grange has been instrumental in introducing policy initiatives in Jamaica to support the development of the cultural industries and advance "brand Jamaica" in the international market. She also assisted in developing the Jamaican Copyright Legislation. She co-founded Contrast, Canada's first black community newspaper and was the Chief Executive Officer of Specs Limited and Spec-Shang Music. She also served as Executive Director, Jamaica Cultural Development Commission (JCDC); Arts Officer, Institute of Jamaica; Cultural Director, West Kingston Community Cultural Development Programme; and Public Relations Officer, West Kingston Trust; Minister Grange has a long career as a community activist and politician committed to the promotion of youth and women's affairs with a particular focus on job creation and improved health care. She is the proud mother to one daughter and has three grand-daughters.

### **Anahí Moyano Larrea**



As an advisor to Costa Rica's Ministry of Culture and Youth who has been particularly involved in that country's efforts to stand up a new cultural satellite account, **Anahí Moyano** reports on the successes and challenges of that project. Cultural Satellite Accounts are derived directly from available national economic data, and offer an annual economic snapshot of the national cultural economy. In Costa Rica's case, the effort to create the account was cooperative, involving the country's central bank and its national statistical and census institute, with international assistance from the governments of Colombia and Spain, and the Organization of Ibero-American States. The overall purpose of the account as a tool and policy resource is to broaden the concept of culture as it functions as part of the economy, and to identify culture as a "driving force for development," making clear in the process that government resources assigned to the cultural sector are investments and not expenses. For Costa Rica, initially three primary economic sectors have been incorporated into the account: the publishing, audiovisual, and

publicity sectors. For each sector, the vast majority (90.9% in 2012) of cultural products are nationally produced; the number of people employed in cultural industries is steadily rising; and the total contribution of the sector to the Costa Rican economy in 2012 was 1.4% of GDP and growing, which makes these cultural sectors comparable to the combined production of banana and coffee. By 2016 it is expected that the satellite account will include up to thirteen sectors, with all using the same methodology for measurement. It is anticipated that Costa Rica's CSA will provide greater efficiency in decision-making for this sector and among policy makers, and should help in the future construction of cultural rights legislation. <http://cuentasatelitecultura.go.cr/en/contact/>

**Lunch -12:30PM to 1:30PM -Curren Room Bailey Hall.**

**Afternoon Round Tables Working Groups for audience and presenters –**

**1:30PM – 2:30PM in Bailey Hall across breezeway - (Room 3-117 and Room 3-100)**

Meeting facilitation: Smaller meeting setting with artists and industry representatives by disciplines with industry/ trade networks/



### **Lloyd Stanbury**

Lloyd Stanbury is a Jamaican entertainment attorney and music business consultant. He started as a concert promoter in Jamaica in the 1980s, and was instrumental in the establishment of the world's first all Reggae FM radio station IRIE FM in 1990. He was chairman of the Caribbean Music Expo Convention and Trade Fair from 1999 to 2004.

As a consultant he has worked in collaboration with the Government of Jamaica, the Caribbean Common Market (CARICOM), UNCTAD, UNESCO, various Departments of Culture and musicians associations in the Caribbean and Africa. He was instrumental in the formation of the Jamaica Association of Composers Authors and Publishers and the Jamaica Music Society. He has been a resident of South Florida for the past 15 years and is the author of the recently published book "REGGAE ROADBLOCKS, A Music Business Development Perspective".





**Marco Canale**  
Canale Diaz Art Center

Providing South Florida with a fresh proposal of Latin-American contemporary fine art. Representing and promoting 13+ established artists; providing insightful advisory to art collectors, investors and corporations; supporting public art programs throughout the region.

Directed by Marco Canale and Manuel Diaz, economist and entrepreneur, respectively; both are art collectors and have worked as art dealers in Venezuela for several years. The center masters the main vanguard trends in Latin-American contemporary art and also

serves as a new gate in the city of Coral Gables, already renowned for its cultural tradition, to showcase the artistic trends that Latin America and its people have to offer. The vision of the Canale Diaz Art Center is to be a reference in South Florida. To promote and to contribute to the community's rapprochement to the arts. Similarly, ensuring that the presence of our artist community is increasingly known in the United States and to serve as an entry point to the innovative Latin-American art in Miami. Also, to organize public projects with the community to complement the cultural spaces in the city.

<http://canalediaz.com/index.php/>

**Albert Ramirez III, Associate Director, SESAC Miami**



SESAC, the nation's fastest growing performing rights organization, has announced the appointment of Albert Ramirez III to the position of Associate Director, SESAC Latina. Ramirez will head up SESAC's Miami office and will be responsible for recruiting writers and publishers in the Miami/Puerto Rican areas and will serve as the day-to-day contact for affiliates.

"Miami is a vital and important city with an eclectic music community," said Ramirez. "I am thrilled to be joining the SESAC team and look forward to working with the array of gifted artists and songwriters and working towards even bigger successes for SESAC Latina."

Ramirez started his music career with Warner Music Latina as a Promotions Representative specializing in the Latin genre for the entire state of Texas and Chicago before being upped to West Coast Promotions Director and Marketing Director for United States and Puerto Rico. Just prior to joining SESAC, Ramirez served as an artist/talent manager and entertainment media consultant for his own firm, A Red 3 co-managing model and recording artist Yvette Lopez among many others.

The contact information for Albert Ramirez III and the SESAC Miami office is 1221 Brickell Ave #1115, Miami, FL 33131 / 305-534-7500 / [aramirez@sesac.com](mailto:aramirez@sesac.com).



**Maria A. Napoles**  
**Latin American Art Pavilion**

Maria A. Napoles is a Miami entrepreneur who has devoted her life to the arts. Born in Cuba and leaving her family behind during the historical “Peter Pan Flight” era, Maria lived in Puerto Rico for 10 years and was part of the Executive Management Team at Volkswagen of Americas before moving to Miami in 1972. Maria & her former husband started a well-known and reputable commercial pest control company (AI-Flex Exterminators) and ran it for over 18 years before successfully selling her commercial division to a national company.

As a life-time avid art lover, Maria perused the art museums & local galleries satisfying her love of the arts.

After 7 years of managing ARTE AL DIA, an international art magazine and later as the Executive Director of the longest annual Latin American art fair in Miami, Maria decided to put her many years of business and her love for the arts to grow a business and her passion. In 2008, Maria launched Maria’s Enterprises of South Florida and subsequently *dba* Latin American Art Pavilion and *dba* Maria’s Art Momentum Gallery and was appointed by the Mayor of Miami as Honorary Member of Miami’s Arts & Entertainment Council for the City of Miami.

**Fine Arts Theatre Bldg. 6 - 2:45-PM - 5:15PM- Plenary**



**Dr. Arlene Dávila**, Professor of Anthropology, Social and Cultural Analysis, New York University

A Professor of Anthropology and American Studies at New York University whose research spans urban ethnography, the political economy of culture and media, creative economies and consumption, immigration and geographies of inequality and race. In particular, my work has focused on the ethnographic study of the local, national and global dynamics of Puerto Rican and contemporary Latino/Latin American cultural politics. Foremost, I am committed to producing ethnographically rich and politically engaged interdisciplinary work. Current News / Projects Updated March 2014 This past year I’ve been busy editing two collaborative projects: an interdisciplinary volume on the current state of Latino/a media industries, *Latin@ Media Now: On Production, Circulation and Politics*, co-edited with Yeidly Rivero and due out from NYU Press in fall 2014, and a “Vital Subjects” dossier on “Latinos and the

Immigration debate” with American Anthropologist that will come out March 2014. Additionally, thanks to a research grant from the Provostial Research Fund, I continued my current ethnographic research on the intersections between urban planning, “new middle class identities” and shopping mall cultures in Latin America focusing in particular on the case of Colombia. I also continued to present talks on my last book *Culture Works: Space, Value and Mobility Across the neoliberal Americas*, the highlight of which was a week-long stay at Arizona State University as Scholar in Residence in their School of Transborder Studies. I was also busy organizing a series of events for Latina/o Studies, including a panel on the state of Latina/o Contemporary Art and a conference on “Critical Latin@ Urbanisms.” I will be on leave this Spring and the Fall 2014 working on a book on shopping mall cultures in Latin America and starting a collaborative project with my colleague Helena Hansen on ethnic marketing and pharmaceutical companies.



**Robert Albro**

Associate Research Professor  
Center for Latin American and Latino Studies

Trained as a sociocultural anthropologist (PhD, University of Chicago), Robert Albro is a Research Associate Professor in residence at American University's Center for Latin American and Latino Studies. In addition to long-term ethnographic research in Bolivia on urban indigenous politics, Dr. Albro researches and writes about applications of sociocultural knowledge in contexts of cultural policy, with a focus on

technological problem-solving among security agencies, humanitarian response, public diplomacy, and human rights professionals. He has held multiple leadership positions in the American Anthropological Association, served on National Research Council committees, and currently chairs a science ethics and human rights working group for the American Association for the Advancement of Science, and is currently vice-president of the Public Diplomacy Council. Dr. Albro has been a Fulbright scholar, and has held fellowships at the Carnegie Council for Ethics in International Affairs, the Kluge Center of the Library of Congress, and the Smithsonian Institution. Over the years, his research and writing have been supported by the National Science Foundation, Rockefeller, Mellon, and Tinker Foundations, and the American Council of Learned Societies. For more details about Dr. Albro's research agenda, books, peer-reviewed publications, and ongoing cultural diplomacy blog, please visit [robertalbro.com](http://robertalbro.com). Additional information about Dr. Albro's work can be found at [robertalbro.com](http://robertalbro.com).



## **Andrew Taylor**

Associate Professor of Arts Management

A faculty member of American University's Arts Management Program in Washington, DC. An author, lecturer, researcher, and consultant on a broad range of arts management issues, Andrew specializes in business model development for cultural initiatives and reflective practice for cultural managers. Prior to joining American University in 2012, he directed the MBA in Arts Administration in the Wisconsin School of Business for over a decade.



## **Ximena Varela**

Director, Arts Management Program Department of Performing Arts-  
Associate Professor of Arts Management

Ximena Varela is a researcher, educator, and consultant with 25 years of experience in arts management curriculum development, international cultural policy, management practice, marketing strategy, arts management research, and culturally sustainable development. She has worked with and advised international organizations, national and regional governments, city agencies, as well as private and nonprofit organizations in arts funding and arts policy. She has published, lectured, and taught extensively in the United States, Latin America, Europe, and China. Currently, she serves on the board of the Arts and Humanities Council of Montgomery County, is Co-Chair of the Research Committee of the Association of Arts Administration Educators (AAAE), and has been a board member of the Latin American Institute of Museums since 2000. Formerly, Prof. Varela served on the boards of the Bach Sinfonia and the Association of Arts Administration Educators (AAAE) and the Editorial Board of the American Journal of Arts Management.

## Hugo Cancio Morúa

President *OnCuba* (*Art OnCuba*).

A native-born Cuban, Hugo Cancio is an internationally renowned expert on the Cuban business environment and culture, and is an active proponent of Cuba's reconciliation and economic growth. As the President and CEO of Fuego Enterprises since 1997, Mr. Cancio has built a substantial diversified holdings company with operations in media and entertainment as well as travel and



telecommunications. Among his many accomplishments is the monthly publication of *OnCuba* ([www.uncubamagazine.com](http://www.uncubamagazine.com)), the first Cuba-focused bi-lingual magazine with national distribution in the U.S. Mr. Cancio's Cuba Business Development Group has offered strategic and business solutions for opportunities in Cuba and the Caribbean basin markets since 2009. Born in Havana, Cuba, Mr. Cancio immigrated to the US in 1980 during the Mariel Boatlift. Mr. Cancio is the proud father of three daughters and while he resides in Miami, he maintains strong personal and business connections throughout Cuba and shuttles frequently to Havana. Mr. Cancio currently serves as the CEO and Chairman of the Board of Directors of Fuego Enterprises, Chairman of the Hugo Cancio Foundation, and as Editor-in-Chief of *OnCuba* Magazine, **ARTOnCuba** and *OnCuba* Real Estate. He has been featured in prestigious publications around the world, including *The New Yorker* Magazine, *Internationale*, *France 24*, *CNN*, *MSNBC*, *NBC Today Show*, and many others.



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# COLLEGE OF THE ARTS

UNIVERSITY OF FLORIDA

