

## NEWS RELEASE

### Contacts

[Jerry Poling](#), Marketing Communications, 715-232-2384

[Marketing Communications](#) 715-232-2381

[News Center](#)



## Leaders to discuss future of the arts, post-pandemic, in Chippewa Valley

*Event, free and open to the public, scheduled Oct. 23 at student center*

[Story Link](#)

### Photos attached

FOR IMMEDIATE RELEASE

Oct. 20, 2021

Menomonie, Wis. — What does the future hold, post-pandemic, for the arts in the Chippewa Valley?

A special event, Creating the New Normal: Chippewa Valley Arts in the Post-Pandemic World, will feature area arts leaders from 10 a.m. to noon on Saturday, Oct. 23, at University of Wisconsin-Stout.

The event, free and open to the public, will be held in the ballrooms of the Memorial Student Center, on the second floor. It will begin with refreshments and a social hour at 9 a.m., followed by a panel discussion, small group discussions and a wrap-up with ideas to pursue.

“We want everyone to share how we have continued our creativity through challenges the past year, what we see are barriers the creative community faces and how we may work together to facilitate recovery for both the arts and the local economy,” said Jerry Hui, director of UW-Stout’s new major in [arts administration and entrepreneurship](#).

The event is co-hosted by UW-Stout and Arts Wisconsin, with additional partners the Pablo Center at the Confluence in Eau Claire, Mabel Tainter Center for the Arts in Menomonie and UW-Stout’s Career Services.

Panelists include Jo Ellen Burke, Eau Claire Arts Council president; Melissa Kneeland, Dunn County Historical Society executive director; and Jenna Ruder, Eau Claire Memorial High School art teacher.

Hui, an assistant professor, also is director of choral activities at UW-Stout, a composer and conductor, and is active in Chippewa Valley choral groups.

Scheduled to attend are UW-Stout Chancellor Katherine Frank and UW-Eau Claire College of Arts and Sciences Dean Aleks Sternfeld-Dunn.

Invitees include area artists, arts administrators, educators, policymakers and others “who care about the future of the arts,” Hui said.

Masks are required indoors at UW-Stout.

The [arts administration and entrepreneurship](#) program, which was approved in April by the UW System Board of Regents and began this fall, blends courses in the arts and management, preparing graduates to lead cultural organizations, such as museums and arts centers, and independent arts-based businesses.

For more information, contact Hui, [huic@uwstout.edu](mailto:huic@uwstout.edu).

*UW-Stout is [Wisconsin's Polytechnic University](#), with a focus on applied learning, collaboration with business and industry, and career outcomes.*

###

## **Photos**

Jerry Hui

A UW-Stout student works on a project in the ceramics lab.