



## AMS Planning & Research announces key appointments

August 20, 2010. Steven Wolff and Robert Bailey, Principals of AMS Planning & Research Corp. announced a series of organizational changes as AMS looks to the future. After more than 21 years as a Principal of AMS Planning & Research Corp. (AMS) and Audience Insight LLC, the research affiliate of AMS, **“Bob” Bailey** has begun his transition to a new role as Consulting Principal at AMS. In his new role, while Bob will have some time to relax and explore, he will continue to work with long-standing clients, conduct research on best practices and develop industry insights and intelligence with the AMS team.

An arts management consultant since 1972 when he established his first practice in Canada, Bob joined AMS, in 1989, a year after its founding. Reflecting on his tenure Bob said, “looking back over the past twenty years, I feel we have provided high quality consulting services to the arts and cultural field and have helped to develop many ventures throughout the US, Canada and abroad that are effective and successful. Now it’s time for me to enjoy the garden, biking, hiking, traveling, and working on those countless projects around the house that got put off so many years.” Bob has been instrumental in assisting producers, presenters, government agencies, foundations and communities to achieve their arts and cultural goals. Author of two books, Bob’s clients ranged from community arts centers like those in Fremont and Rohnert Park, California to major universities including the University of California system, University of Virginia and others. Credited with hundreds of assignments and billions of dollars worth of arts investments across his career, Bob has worked with cities across North America to help them develop cultural policy; with diverse communities from Shanghai, China to Salt Lake City, Utah to develop and implement cultural facilities plans, and with arts institutions large and small to help them embrace the future. Steven Wolff noted that “working each and every day with Bob over all these years has been an unbelievable experience. His leadership, insight, wisdom and commitment to arts and culture has made a major impact on the sector and made AMS a significant contributor to successful projects everywhere we have worked.”

Looking forward and recognizing the many opportunities and challenges the industry faces AMS is delighted to announce two significant enhancements to its team:

**Michele Walter**, a Director with AMS since 2006, will become Managing Director, effective immediately. She joined AMS after serving as the Chief Operating Officer of the Virginia Performing Arts Foundation which developed and implemented a \$70 million multi-venue arts complex in downtown Richmond. For the prior 15 years Michele was involved in orchestra management including 7 years as the Executive Director of the Richmond Symphony Orchestra. Since joining AMS, Michele has guided planning projects for major foundations, strategic planning assignments for arts councils, arts centers and arts producers and facility development projects from coast to coast. Michele will work directly with AMS Principal Steven Wolff to manage the firm as it continues to grow and provide critical counsel to the arts and culture sector around the world.

**John X. Fernandez**, a long-time collaborator, has joined AMS as an Associate Principal. John’s nearly forty-year career began in technical theater and has included assignments at Carnegie Hall where he served as Director of Hall Operations from 1987 until 1995 at which time he founded Hawley Morton Productions. Hawley Morton produces high-end artistic events and provides planning and management services for arts centers, concert halls and theaters. His first affiliation with AMS was in the late 1990s when he assisted AMS in implementation planning for the Kimmel Center for the Performing Arts in Philadelphia where he subsequently became Chief Operating Officer and guided the venue through its opening and early years of operation. He also served a similar role with The Times Center, the innovative venue at the new New York Times headquarters in Manhattan. John will be involved in all aspects of AMS’s facility development consulting, and is already working in communities from Orlando, Florida to Salt Lake City, Utah.

**About AMS Planning & Research Corp.** With offices in Connecticut and California, AMS was founded with a deep commitment to the role of the arts in making our communities vibrant and vital places. AMS is recognized, uniquely, for its “success-focused” approach to working with arts and community leaders to develop ventures that are both effective and sustainable. Our team of professional consultants is comprised of thoughtful, experienced and visionary professionals that bring exemplary business skills and a passion for arts endeavors to our work around the world. For more information, see [www.ams-online.com](http://www.ams-online.com).