

Sherron Long

Sherron is president and founder of Creating Options Inc., an association-management, planning-facilitation business. She manages the Florida Professional Theatres Association, which she created in 1981 and the Florida Cultural Alliance, which she co-founded in 1983. Prior to developing Creating Options in 1985, she developed the grants program for the Cultural Council of Palm Beach County's Tourist Development Cultural Activities Program and co-hosted and co-produced a weekly television show about the arts called "Centerstage" for WXEL-TV in West Palm Beach.

She worked at the Florida Department of State Division of Cultural Affairs and Florida Arts Council from 1978 to 1983 as an arts administrator, where she created and managed the State Touring Program; initiated the first-statewide Florida Dance Association summer-dance festival and the first-statewide conferences for local arts agencies and sponsors and presenters. She supervised the program section of the Division, responsible for music, theatre, dance, visual arts, local arts agencies, and all other artistic disciplines represented by the Division's programs. While at the Division, she also coordinated two major projects for the Division: the first statewide arts conference in 1978 and the first-statewide-planning process for the arts (a pilot project sponsored by the National Assembly of State Arts Agencies), which resulted in the Division's first-statewide plan for the arts -- "The Arts Blueprint."

Sherron was an on-site evaluator for the National Endowment for the Arts' Dance Program for seven years and served for two years as president of the State Arts Advocacy League of America, the former national organization for state-arts-advocacy organizations. She also just completed her term as chair of Americans for the Arts State Arts Action Network Council, a national council of statewide multidiscipline-arts-service and advocacy organizations. Sherron is a past president of Florida Alliance for Arts Education and continues to serve as vice president of advocacy for this organization. For three years, she taught an online New Ventures in the Arts course for Goucher College Master of Arts in Arts Administration Program.

Sherron's work throughout the years has garnered several recognitions: the Americans for the Arts' Alene Valkanas State Arts Advocacy Award; Florida Dance Association Nancy Smith Award; the *South Florida Magazine* Unsung Hero Award; the Florida ArtsPAC Cultural Advocacy Award; the Florida Department of State Arts Recognition Award; the ACE (Arts for a Complete Education) of Heart Award; the Florida Theatre Conference Theatre Arts Advocacy Award; the Arts & Business Council of Miami Arts Advocate of the Year Award; the Carbonell George Abbott Award for Outstanding Achievement in the Arts; the Florida Association for Theatre Education's Outstanding Arts Advocate; the ArtServe Individual Leadership Encore Award; and Palm Beach Dramaworks' Shelly Award.

Sherron taught theatre, speech, dance, and humanities at the high school and university levels and has directed and choreographed a number of productions in educational and professional settings. She has a B.A. in Speech and Drama from Valdosta State University and a M.F.A. in Directing from Florida State University's School of Theatre.