

# WISCONSIN ARTS BOARD

## Member Biographies

Revised: 04/10/2025



**Marcela "Xela" Garcia**

**Milwaukee**

Marcela "Xela" Garcia is a Xicana artist, innovator, and cultural warrior who currently serves as the Executive Director at Walker's Point Center for the Arts in Milwaukee, WI. Elected to the Milwaukee Public Schools Board of Directors in 2021, she brings diverse experience in arts administration, education, and philanthropy. A double graduate from UW-Madison, she holds an MA in Business: Arts and Creative Enterprise Leadership, and a BA in English Literature with an emphasis in Creative Writing & Chicana/Latinx Studies. She was awarded Board Sources' National Emerging Non-Profit Leader Award in 2012, recognized as one of Wisconsin's Most Powerful Latinos in 2018, and selected to the 2020 class of the Milwaukee Business Journal's 40 Under 40 Award and the 2020 Arts + Culture Leaders of Color Fellowship with Americans for the Arts. Xela currently serves as a mayoral appointee to the City of Milwaukee Arts Board, a Gubernatorial Appointee to the Wisconsin Arts Board, represents Wisconsin on the National Assembly of State Arts Agencies board of directors and is a founding member of the art collective Raíces Revolucionarias.



**Jayne Herring, Secretary**

**Kenosha**

Jayne Herring is a fused and blown glass artist who teaches fused glass workshops in southeast Wisconsin and northern Illinois. Her work can be found in Kenosha's "Lemon Street Gallery." She is the coordinator of the Racine Art Guild's Starving Artist Fair and a part time host of WGTD public radio's Community Matters public affairs program. As the (now retired) Director of Marketing for Gateway Technical College, she was proud of her department of creatives including writers, photographers, videographers, graphic designers, print shop operators and social media experts. Jayne is on the executive board of the Racine-Kenosha Master Gardeners Association and cheers on her fellow members' creativity in the garden.



**Karen Ann Hoffman**

**Stevens Point**

Karen Ann, citizen of the Oneida Nation, is a beadwork student of Samuel Thomas and Lorna Hill of Niagara Falls, Ontario, Canada. She holds a Masters Degree in Human Development from the University of Wisconsin -Stevens Point. Her Thesis was “Iroquois Raised Beadwork as a Symbol of Cultural Identity. Karen Ann’s award-winning Beadwork has been displayed at the Mitchell Museum of the American Indian in Evanston, IL; the Bergstrom-Mahler Museum in Appleton, WI; the Eiteljorg Museum of Indianapolis, IN; and the Wisconsin History Museum in Madison, WI. Her works are in the permanent collections of the Smithsonian Institution -NMAI, the Indianapolis Children’s Museum, and the State of Wisconsin. Karen Ann was a member of the Skanikwat Project, Nakuru, Kenya, Africa. The project, led by Samuel Thomas, used tribal beadwork as a medium to foster peace across languages, races, religions, and continents. Karen received a 2020 National Heritage Fellowship from the National Endowment for the Arts, she is a 2022 United States Artist Fellow, and she is a recipient of a 2024 Fellows Award from the Wisconsin Academy of Sciences, Arts and Letters.



**Brian Kelsey, Chairperson**

**Fish Creek**

Celebrating his 17th season as Managing Director of Peninsula Players Theatre, Brian reflects on his extensive professional journey, which has taken him through various sectors across the United States and Europe. With expertise spanning operations, finance, marketing, and public relations, Brian serves as a versatile leader within the organization. Brian's dedication goes beyond his role at Peninsula Players Theatre. He previously held the position of president at the Peninsula Arts and Humanities Alliance and currently contributes as a member of the Marketing Committee of the Women’s Fund of Door County. Moreover, he currently chairs the Wisconsin Arts Board and has actively participated in state-level tourism initiatives, serving on the Governor’s Council on Tourism as well as the Diversity, Equity, Accessibility, and Inclusion committee and the Marketing Committee. His contributions play a vital role in advancing cultural and tourism endeavors statewide.

As a journalism graduate from Marquette University, Brian takes pride in sharing his business acumen with his community, particularly acknowledging Peninsula Players Theatre for igniting his passion for the arts during his childhood.

Brian's tenure epitomizes a harmonious blend of professional expertise, community engagement, and personal fulfillment. His unwavering dedication is evident in his efforts to enhance both the arts and tourism within his community and across the state.



**John W. Johnson**

**Madison**

John serves as Policy Advisor for the State Superintendent at the Department of Public Instruction for the State of Wisconsin. John has held leadership positions at the DPI for 21 years; previously serving as Deputy State Superintendent, director for Literacy, Mathematics and Academic Standards, and the Communications Director in the Office of the State Superintendent. As Deputy State Superintendent, he provided state-wide leadership for education and libraries and was the chief operating officer at the department. Through his leadership of state academic standards, John directed revision of standards in Arts and Creativity resulting in adoption of new sets of standards (K-12) in Art and Design, Music, Dance and

Theatre. John served for over fifteen years in schools as a history, social studies, and special education teacher, learning coordinator, and assistant principal. He supervised the arts and music departments at West High School in Madison for five years. John taught graduate courses in Educational Leadership as an assistant professor and lecturer for ten years. In celebration of the Wisconsin Arts Board's 50<sup>th</sup> Anniversary, John began and co-led the Wisconsin Arts Celebration project for schools. He has served on numerous boards of directors, including for the WASCD (Wisconsin Association for Supervision and Curriculum Development), Wisconsin Literacy, Inc., and the Grace Presents concert series in Madison. He earned his undergraduate degree in history from Georgetown University, and his three graduate degrees, including a doctorate, from the University of Wisconsin-Madison. He lives in Madison with wife, and they have three daughters, all participating in the arts.



**Susan Lipp**

**Madison**

Susan is the Chairman of the Board of Full Compass Systems, Ltd., a national leader in professional audio, professional video, A/V, lighting and musical instrument sales. Full Compass is one of the largest woman-owned businesses in the state of Wisconsin, with over 200 employees. In the early 1970s, Susan created the Wisconsin Community Theatre Association and served as Chairman of the Board for four years while also sitting on the Board of American Theatre Association as Governor of Region 3, representing five states. In the 1990s, she created the Board of Directors of the South Central Wisconsin Chapter of the American Diabetes Association and chaired that board for five years while also chairing the National Board of the Society of Non Profit

Organizations. Susan presently sits on 9 boards (7 Arts related) and runs many fundraisers for non-profit organizations every year. She has been recognized by the UW School of Music for her work in the support and development of the UW-Madison Jazz Program, by the Foundation for Madison Schools as a Distinguished Community Partner, and along with her husband, Jonathan, is an Overture Center for the Arts Local Legend. The Lipps have won a host of awards including the 2017 Musical Merchandise Review magazine's Music Industries Lifetime achievement Award, the Madison Area Music Association Lifetime Achievement Award, the U.S. Small Business Administration SBA 100 Award, the Governor's Trailblazer Award, the NAMM (National Association of Music Merchants) Support Music.com Award, the Association of Fundraising Professionals Lifetime Achievement Award, and the NAWBO Entrepreneur of the Year Award.



**Tyler Marchant**

**Stevens Point**

Tyler is a freelance Director/Playwright and Professor of Acting/Directing at the University of Wisconsin – Stevens Point. In addition to his freelance work, Tyler previously served as the Associate Artistic Director at the multiple award-winning Off-Broadway theatre Primary Stages in NYC. Tyler directed the World Premiere of Freud's Last Session at Barrington Stage Company before it made its commercial Off-Broadway transfer where it ran for nearly 800 performances and won "Best Play" by the Off-Broadway Theatre Alliance. The production toured to successful sit-downs in Chicago, Los Angeles, Houston and Detroit. Other favorite productions include the World Premiere of the musical Anne of Green Gables at the Lucille Lortel

Theatre in NYC; Drowned World at the Old Vic/New Voices; Constellations at Theatre Lila; ART at Milwaukee Chamber Theatre; and Outside Mullingar and Every Brilliant Thing at Forward Theatre. Tyler directed Reykjavik by Pulitzer Winner Richard Rhodes for the Ministers of the United Nations. The production starred Richard Easton and Jay O. Sanders and included a video address by Mikhail Gorbachev. Tyler is a member of the Society of Stage Directors and Choreographers (SDC).



## **Dinorah Márquez Abadiano**

### **Milwaukee**

Dinorah Márquez Abadiano was born in Mexico City and moved to El Paso, TX at the age of 10, where she began her classical music training. Upon graduating from Northwestern University with a major in American Studies and a minor in International Studies from the University of Florence, Italy, she became Assistant Press Secretary for Chicago Mayor Harold Washington. She continued her musical activities and went on to receive a master's degree in music from the University of Wisconsin Milwaukee and founded the Latino Arts Strings Program (LASP). Launched in 2002 at the United Community Center in Milwaukee, the LASP has become a model for music and heritage education. Over the years, the LASP has received: the Presidential "Coming Up Taller Award," the "National After School Innovator's Award," and has been designated one of the "Best Communities for Music Education" in the country by the

NAMM for the past eight years. Márquez has been recognized as: "Milwaukee Artist of the Year" by the Milwaukee Arts Board, "Music Teacher of the Year" by the Civic Music Association and the Milwaukee Symphony Orchestra, "Educator of the Year" by the Milwaukee Journal Sentinel, and one of "Milwaukee's 20 Most Creative People" by Milwaukee Magazine. She received Wisconsin's "Martin Luther King Heritage Award," and the "Eddy Award" given by the Wilson Center for the Performing arts to individuals who enhance the level of arts education in the Milwaukee area. In 2023 Milwaukee Magazine granted her the "Arts Advocate Betty Award" for helping to build and expand Milwaukee's arts scene, and the UWM Alumni Association granted her the Distinguished Alumni Achievement Award. Dinorah is an alumna of the National Association of Latino Arts and Culture's Leadership and Advocacy Institutes where she received training in arts advocacy. She feels honored to have been appointed to the Wisconsin Arts Board by Governor Evers and is happy to advocate for the arts ecosystem in our state. Dinorah sees music and heritage education as tools for advancement and social justice. She is humbled that so many have seen fit to recognize the value of this work. Mostly she feels blessed to work with the wonderful students, families, and team of the Latino Arts Strings Program.



## **William Mitchell**

### **Lancaster**

Bill Mitchell is a multi-disciplinary artist whose sculptures, land installations and mixed media artworks have been exhibited in public spaces, galleries, and museums regionally and nationally. He is Gallery Director for Rountree Gallery in Platteville, WI a community run non-profit art center exhibiting artists from across the country. He lived and worked as an artist and landscape designer in Chicago until relocating to Grant County, WI in 2012, where he helped run an organic garlic farm with his wife Angie. With a passion for environmental design his woodworking company Readapted LLC produced sustainable garden furnishing for architects, designers, and builders for over a decade. Bill has taught design at Northern Illinois University and landscape design at Northwestern University and has been a presenter at numerous garden symposia. He received a BFA in 1989 and MFA in 1993 from Northern Illinois University.



## **John H. Potter**

### **Hudson**

Potter is a freelance stage director. He retired in 2020 after serving as the chief executive officer of The Phipps Center for the Arts in Hudson, Wisconsin, for over 35 years. He was responsible for the artistic and fiscal management of a performing and visual arts organization with over a \$1.3 million annual budget. Potter produced over 280 plays and presented over 680 concerts for the center. He planned and managed 34 Annual Fund campaigns; a campaign for the repair and enhancement of the Wurlitzer theater pipe organ; an ongoing endowment fund campaign, now over \$3.5 million; and capital campaigns for \$1.4 million and \$4.26 million.

He was a peer review panelist numerous times for the Minnesota and Wisconsin Arts Boards. He serves on the executive committee of the Wisconsin Arts Board, to which he was appointed by the governor in 2016. He is the chair of ArtReach St. Croix, of which he has been a board member since 2020. He also served on the University of Wisconsin-River Falls Chancellor's Advisory Council for 16 years. In addition, he has held the position of chair of the Hudson Area Chamber of Commerce & Tourism Bureau, as well as president of the Rotary Club of Hudson.

Potter previously was a member of both the administrative and artistic staffs of The Playwrights' Center and the Guthrie Theater. He received his M.F.A. in Acting from the University of Minnesota-Twin Cities and his B.A. in Theater and Drama from UW-Madison.



**Lynn Richie, Vice Chairperson**

**Land O' Lakes**

Founding member of Land O Lakes Arts/LOLA and the first Treasurer, Lynn has a diverse background. Lynn was one of the founding members of the Mercer WI Community Development Group and a member of the Iron County WI Development. She was the branch manager with Northern Highland State Bank until moving to Illinois where she was a small business owner. After moving back north she had a small business as a Personal Chef. Lynn often teaches culinary art classes at LOLA. Lynn was honored as Woman of the Year by the Kate Newcomb Business and Professional Women's Organization of Minocqua, WI. She is a retired board member and Past Board President of LOLA. Lynn was the chair of the Wisconsin Arts Board's 50<sup>th</sup> Anniversary Celebration Task Force. She enjoys engaging in community development, the arts, reading, traveling, and, of course, cooking.



**Mari Lindsay Schneider**

**Lancaster**

Mari is the Art Teacher at Lancaster Community Schools Middle and High School. A graduate of UW-River Falls, she is passionate about engaging her students through the visual arts. Outside of the classroom, she enjoys watching her children in their sports, riding horses (she is a former rodeo participant), and caring for the many animals on their farm. She engages her own creativity in her personal life through her own art practice, working on house DIY projects, and running a décor business.



**Jennifer Schwarzkopf**

**Fitchburg**

Jennifer has been passionate about the visual, musical, and culinary arts since she was a child. She is a trained Chef focused on the culinary arts - creating experiences, introducing new flavors to diners, and sharing love via every creation. Her childhood in the American South coupled with her Chilean heritage together influence her palette and culinary style. Jennifer has served the greater Madison community in many capacities, including serving as Domestic Abuse Intervention Services' (DAIS) Community Champion, an artist of one of 2018's Bucky on Parade statues (Bucky de los

Muertos), and serving on numerous boards including YWCA of Madison, Rape Crisis Center of Dane County, International Breast Cancer Research Foundation, and Junior League of Madison. Jennifer lives with her family in Fitchburg. She is honored to proudly serve at the pleasure of the Governor on the Wisconsin Arts Board.



**LaShawndra Vernon**

**Milwaukee**

LaShawndra Vernon is a dynamic force in arts advocacy and nonprofit leadership. As the Research and Project Managing Consultant for Creative States Coalition, she drives state and local action for creative sector growth. She also serves as the Arts & Culture Consultant for the Greater Milwaukee Foundation and brings expertise in fiscal management, philanthropic advising, and lobbying. LaShawndra is a lecturer at the Helen Bader School of Social Welfare, University of Wisconsin-Milwaukee. LaShawndra, founder of Pryme Solutions LLC, drives policy and social change through innovative programs. A multidisciplinary artist and lecturer, she builds and shares power within communities towards a brighter future.



**Matthew Wallock**

**Madison**

Matthew is a passionate ambassador of the arts and committed proponent of Wisconsin’s creative economy. He comes to the Wisconsin Arts Board with an insider perspective, having interned for the organization in 2003 while majoring in Arts Management at the University of Wisconsin-Stevens Point. Following his work with the Arts Board he earned a law degree at the University of Wisconsin Law School and currently works for the State of Wisconsin as the Deputy Director of Communicable Diseases. He is a collector of contemporary

street art and enjoys spending time with his wife, Holly, two children, Liam and Aoife, and dogs, Forest and Fern.