

# From Executive Director Terence McFarland

**I** LEFT THE RALPH FREUD PLAYHOUSE at UCLA with a post-performance high. Inspired by the extraordinary show, I reflected on my own work as a member of this community, as an artist, administrator and board member.

Turning down the path, the new Eli and Edythe Broad Art Center lit up the night, except for a looming dark mass in the courtyard. While running in to make curtain time, I hadn't noticed "T.E.U.C.L.A.," a 42.5-ton torqued ellipse by Richard Serra that graces the courtyard.

Upon leaving, I couldn't help but be drawn in by the dark mass. Walking closer, its scale dominates one's vision, casting a shadow that eclipses human space and weight. Circling around to the far side, an internal darkness presents itself, a daunting welcome for those who might step inside.

the United States has increased by 32 percent over the past 30 years, though almost one-third of all Americans have yet to donate their time."

I am encouraged by the advent of increased public consciousness centered around giving back: Warren Buffet teaming up with the Bill and Melinda Gates Foundation, The (RED) campaign, GOOD magazine (about "the sensibility of giving a damn," its editor claims) That said, I hope that the greater LA community understands the need for volunteerism within the arts sector and the philanthropic community addresses the need by providing general operating support for the performing arts, not solely outreach programs.

With a community as vast as ours, we can't ever expect easy fixes to our variety of needs. The Los Angeles performing arts community is an evolving organic ecosystem dependent on all parts from

## Administer: to manage and be responsible for, to give help or service



Richard Serra's "T.E.U.C.L.A." at the Eli and Edythe Broad Art Center at UCLA

Prior to my job at LA Stage Alliance, I had no experience with non-profit boards. I went through my twenties and early thirties blissfully unaware that board service was even an option. At that time, I neither considered that someone had to administer the organizations whose shows I loved seeing, nor acknowledged that another body guided these organizations toward mission accomplishment and artistic success.

micro to macro. Our community is often the subject of research to better understand which of its working parts might need further support. Recent studies and papers from UCLA Center for Civil Society, The Irvine Foundation and the Humphrey Institute of Public Affairs at the University of Minnesota all point to the need for increased direct support for the arts and leadership from within the Los Angeles arts community. Board service sharpens focus, provides perspective, opens doors to previously unknown networks and connects one to new experiences.

Currently, I report to my board here at LASA and serve on 4 other boards.

Many would argue that it's too many. My mister, of course, leading that charge.

I get back as much, if not more, than I give. My board service defines, in part, who I am. In our time of ever-shifting virtual identities, I long for the security, support and satisfaction of a few fixed places to land. The satisfaction that comes from being a part of a collective accomplishment varies greatly from personal success. I wonder if board chairs have the same feeling that a coach does upon winning a championship? I'm beginning my first term as board chair for an organization, I'll let you know.

Proximity to art shifts understanding; board service allows you to learn from the inside.

Tonight's sky looks like this, and now this and now this, thanks not only to Richard Serra and his team, but also to Eli and Edythe Broad and perhaps, most importantly, to the administrators and board members at U.C.L.A. who laid the groundwork for me to extend the euphoria of that evening's performance as I stood inside T.E.U.C.L.A. looking up at the star filled LA night. ■

## Serve: to be of use in achieving or satisfying

Once inside, everything shifts. Sound and touch join vision. My eyes refocus, the tonnage enveloping me as a frame to see the sky anew with naturally amplified acoustics. Each step inside changes the frame and the walls seem to float and hover in their mass and density. What loomed before now supports and comforts, as much as steel might comfort, on a crisp LA night, the vertical landscape shifting with each step.

This issue goes to press in the middle of the traditional "to give and to receive" season.

Today, I read a Daily News cover story written by Susan Abram, about a federal study conducted by the Corporation for National & Community Service that states "volunteerism among adults in