

# Arthur C. Menius III

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## SUMMARY

Starting as a public sector historian, became one of the most successful marketing, public relations, and business development professional in non-profit acoustic music history. Non-profit leader with extensive experience planning, marketing and managing successful concerts, festivals and events to support the arts. Adept at creating strong brands through traditional and emerging media. Ability to attract financial support through governmental grants, corporate sponsors and private foundations. Currently in partial retirement, seeking strategic planning and fundraising contracts with non-profits, contract projects, and interim positions.

## KEY ACCOMPLISHMENTS

- Currently working on two books: a history of economic localism (Blooming Twig Books) and a collection of bluegrass music publications (University of Illinois Press)
- Exceptional achievements in marketing, advertising, and branding using traditional and emerging media. Took MerleFest from 5,000,000 media impressions annually up to 256,000,000
- Extensive business development and corporate relations experience, including more than \$500,000 in sponsorships for MerleFest 2007
- Vast event planning and marketing experience: festivals with as many as 25,000 people per single day, conferences for up to 2200 delegates, and concerts in venues from 150 to 1150 seats
- Grants panelist for National Endowment for the Arts and Kentucky Arts Council
- Supervised as many as 28 employees and managed budgets as large as \$2,100,000
- Worked in community economic and cultural tourism development efforts in North Carolina and Kentucky
- Fifteen years in senior non-profit arts administration & twenty-seven years with non-profit organizations in the creative field
- A track record of success in membership development, communications, and maintenance, annual campaigns, and individual donor development
- Ten years experience with state, federal, and private foundation grantseeking, and reporting
- Built both IBMA and Folk Alliance International from zero to 2000 members.

## PROFESSIONAL EXPERIENCE:

<b>Arts Consultant, journalist, publicist, editor, emcee/stage manager, radio host</b>	1983-present
<b>The ArtsCenter, Inc</b> Executive Director	2012 – 2014
<b>Common Ground on the Hill, Ltd.</b> Director of Development	2010— 2011
<b>Appalshop, Inc.</b> Director	2007 - 2010
<b>Wilkes Community College/John A. Walker Civic Center</b> Events Marketing and Sponsorship Specialist and Marketing Director for MerleFest	2004 – 2007
<b>MerleFest</b> Associate Festival Coordinator/Sponsorship and National Marketing Coordinator	1997 - 2004
<b>North American Folk Music &amp; Dance Alliance, the Folk Alliance</b> Manager	1991-1996
<b>International Bluegrass Music Association (IBMA)</b> Executive Director	1985-1990
<b>NC Department of Cultural Resources Historic Sites Section</b> Interpretations Specialist—Historical Research	1977-1981, 1985

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# Arthur C. Menius III

## EDUCATION

MA, History, University of North Carolina-Chapel Hill  
BA, History, honors University of North Carolina-Chapel Hill

## SKILLS

Strategic Planning and Visioning  
Fundraising  
Research  
Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Powerpoint  
Desktop publishing and design  
Traditional, email, and Social media marketing

## ACADEMIC PUBLICATIONS:

“James Bennitt, Portrait of an Antebellum Yeoman,” *NC Historical Review* (November 1981)  
Various articles in the *Dictionary of North Carolina Biography*, edited by William S. Powell (UNC Press)  
Various articles in the *Encyclopedia of North Carolina History*, edited by William S. Powell (UNC Press, 2006)  
[Editor] *From This Valley: Wilkes Community College Remembered—The First Forty Years* (WCC 2007)  
Five articles in *New Grove Dictionary of American Music* (Oxford Univ. Press, 2014)

## HONORS:

Home Town Hero Village Pride Award, WCHL Radio, September 30, 2014  
Distinguished Achievement Award, International Bluegrass Music Association, 2008  
Blue Ridge Music Hall of Fame inductee, 2008  
Kentucky Colonel, 2004  
Print Media Personality of the Year, IBMA, 1990  
Phi Beta Kappa, North Carolina chapter, 1976

## COMMUNITY & FIELD SERVICE:

Member, Orange County Unified Transportation Board, 2014-2017  
Member, Orange County Historical Commission, 2016-2019  
National Endowment for the Arts Folk & Traditional panelist, 2010  
Kentucky Arts Council Panelist, 2009 & 2010  
President, Whitesburg (KY) Rotary Club, 2009-2010  
Member, Carrboro Economic Sustainability Commission 2013-2014  
Member, Carrboro Arts Committee 2012-2017, Vice-Chair 2013  
Member, Chapel Hill Carrboro Chamber Economic Development and Public Policy Committee, 2012-2014  
Volunteer radio programmer, WMMT-FM 2007—2013; WCOM-FM 2012-ongoing  
Host of “The ArtSpot “on WCHL-AM/FM 2012-2014  
Board of Directors, Public Gallery of Carrboro dbx WCOM radio, 2012-2014, 2016-2019., Chair 2016  
Board of Directors, the Folk Alliance International, 1989-1990, 2007 – 2014; President 1990  
Board of Directors, Americana Music Association, 2006 – 2008  
Board of Directors, IBMA, 1998-2004; Secretary 1985, 2002  
Board of Directors, The Old-Time Music Group, 1990-1999, President, 1991-1997