

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 consulting, I am seeking strategic planning, facilitation, fundraising projects, and interim positions, primarily for non-profits. I also promote music to folk and Americana radio.

KEY ACCOMPLISHMENTS

- Currently working on a memoir of the formation of IBMA, Folk Alliance, and MerleFest with photographs by Becky Johnson for the 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 annual 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 & thirty-two 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
- Twenty 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:

Owner, Art Menius Radio—artist management and folk radio promotion	2015-present
Arts Consultant, journalist, publicist, editor, emcee/stage manager, radio host	1983-present
SouthEast Regional Folk Alliance (SERFA) Executive Director	2017-2020
The ArtsCenter, Inc Executive Director	2012 – 2014
Common Ground on the Hill at McDaniel College Director of Development	2010— 2011
Appalshop, Inc. Director	2007 - 2010
Wilkes Community College Development Department Events Marketing and Sponsorship Specialist	2004 – 2007
MerleFest Associate Festival Coordinator/Sponsorship and National Marketing Coordinator	1997 - 2004
North American Folk Music & Dance Alliance, the Folk Alliance Manager/Executive Director	1991-1996
International Bluegrass Music Association (IBMA) Executive Director	1985-1990
NC Department of Cultural Resources Historic Sites Section Interpretations Specialist II	1977-1981, 1985

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EDUCATION

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

SKILLS

Folk and bluegrass music radio promotion
Event production
Traditional, email, and Social media marketing
Strategic Planning and Visioning, including facilitation
Fundraising and board development
Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Powerpoint, Microsoft Publisher

ACADEMIC PUBLICATIONS:

“James Bennett, 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, 2014-2020
Member, Orange County Historical Commission, 2016-2022
Member, SERFA board of Directors, 2016-2017
National Endowment for the Arts Folk & Traditional Arts panelist, 2010
Mid-Atlantic Arts—USIA panelist, 2018
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; WHUP 2017-ongoing
Host of “The ArtSpot” on WCHL-AM/FM 2012-2014
Board of Directors, Public Gallery of Carrboro dba WCOM radio, 2012-2014, 2016-2019., Chair 2016-17
Board of Directors, the Folk Alliance International, 1989-1990, 2007 – 2014; President 1990
Board of Directors, Americana Music Association, 2006 – 2007
Board of Directors, IBMA, 1998-2004; Secretary 1985, 2002
Board of Directors, The Old-Time Music Group, 1990-1999, President, 1991-1997