

CATHY WALLING



Cathy Walling, who recently retired as Associate Director of the University of California, Riverside's California Museum of Photography. During 25 years of service, Cathy helped to transition the California Museum of Photography from a small outpost museum not frequented by the public to a major Downtown museum with an international reputation. Much of the success of an arts organization is based upon excellence in programming. However, the role of outstanding administration cannot be underscored. The general public often has a minimal notion of the inner workings of an arts organization. The reality is much more complicated because of the range of activities. One of Riverside's outstanding arts administrators over the past 25 years has been Cathy Walling. Her commitment to the UCR California Museum of Photography is evidenced by more than her extraordinary years of service. Jonathan Green, the CMP's Executive Director, said that Cathy has been the backbone of the museum and credits her as being instrumental in its move from UCR to Downtown. In working the project architect and Museum staff, Cathy helped to choose the location and guide the transformation of the old Kress Building to its current identity as a state-of-the-art museum. Cathy brought a business perspective to her work with the Museum. As the Assistant Director for the Redlands Mall, she learned the value of community relations. While her principal duty as Associate Director of the Museum was the supervision of management activities, she was very much a part of CMP's public presence. Her efforts within the community have resulted in the Museum's becoming a major part of Riverside's social consciousness. Being a part of a University is an added complexity for an arts organization. Success is dependent upon someone who has belief in the value of programming and an understanding of bureaucratic structure. Jonathan Green explained that the CMP is in the place that it is now because of Cathy's savvy management work, as well as her inventive and liberating ways of developing creative programming within the University's management system. Jonathan also said that Cathy is a genius in fiscal management and in building a network of supporters and friends from UCR. She played a significant role in working with the UCR Development Office when it was newly established and helped to bring in many of the University's first major outside donors through the capital campaign for the museum's new building. One of Cathy's fondest memories of her time at CMP was her work on the Sony Motion Picture Classics premier of the IMAX film, "Across the Sea of Time," which was held at the Irvine Spectrum in Orange County. The producers had utilized CMP's impressive stereoscopic image collection in creating this popular 3-D presentation. December marked Cathy's last month at the UCR California Museum of Photography. After breaking new territory for the University and helping to establish the Museum, Cathy will be seeking to further explore the creative side of herself.