League of American Orchestras
2016 National Conference

**Group 3-4 Executive Directors Constituency Meetings**
Constituency Liaison:
kcole@americanorchestras.org

All Meetings take place in the Baltimore Marriott Waterfront.

**Thursday, June 9**

4:15pm – 4:30pm
Laurel CD
4th Fl.

**Welcome, Introductions, Elections**
Christina Littlejohn, executive director, Arkansas Symphony Orchestra

4:30pm – 5:30pm
Laurel CD
4th Fl.

**The Cycle**
We’ll explore The Cycle, a theory of organizational activity that prioritizes investment in great art and posits that, regardless of art form, geography, or size, thriving arts organizations hold several core characteristics in common: their programming is bold, mission-driven, and balanced; they aggressively market that programming, as well as the institution behind it; the resulting visibility produces a swell of interest and enthusiasm among a “family” of ticket-buyers, students, board members, donors, funders, and volunteers; they make it easy and enjoyable for that family to get more involved – to contribute money, time, or connections; and they reinvest revenue by that family in even bolder programming that, when marketed well, entices an even-larger, more diverse, generous, and connected family.

*Brett Egan, president, DeVos Institute of Arts Management*
**Friday, June 10**

2:15pm – 2:45pm  
**Orchestra Facts**  
Grand Ballroom 5-6  
3rd Fl.  
Join us for a special preview of Orchestra Facts. This presentation will highlight some of the key findings and trends found in the League’s soon-to-be published report of orchestra finances and operations covering the nine year period 2006-14.  
*Stephen Lisner, COO, League of American Orchestras; Karen Yair, vice president, Knowledge Center, League of American Orchestras*  
*Joint session with Development, Marketing, PR, Group 2 & 5-8 EDs*

2:45pm – 2:55pm  
**Break (change rooms)**

2:55pm – 4:10pm  
**Leading an Artistically Relevant and Responsive Orchestra**  
Laurel CD  
4th Fl.  
How do we best structure artistic leadership and decision-making to build orchestras that are artistically vibrant and highly relevant to our communities?  
*Jesse Rosen, president and CEO, League of American Orchestras*

4:10pm – 4:15pm  
**Break**

4:15pm – 5:30pm  
**Bolstering Board Engagement**  
Laurel CD  
4th Fl.  
We’ll explore how to design and then facilitate inclusive, high-quality, purposeful engagement into every Board meeting.  
*John McCann, president, Partners in Performance*

5:45pm – 7:15pm  
**Dinner (out-of-pocket)**  
Pazo  
1425 Aliceanna Street

**Saturday, June 11**

8:00am – 8:50pm  
**Nurturing Healthy, Productive Organizational Culture**  
Essex ABC  
4th Fl.  
Grab coffee and a muffin (out of pocket), and join us to discuss how to nurture a healthy, productive organizational culture.  
*Anne Parsons, president and CEO, Detroit Symphony Orchestra*  
*Joint session with Group 2 EDs*
11:00am – 1:00pm
Laurel CD
4th Fl.

Change Management
We’ll explore Kotter’s 8-step process for leading change, reviewing different stages and actions that need to take to manage change successfully.

Horst Abraham, faculty, Ross School of Business, Executive Education, University of Michigan

Group 3-4 Executive Director Meetings are generously sponsored by InstantEncore.

Name badges for this event generously provided by TALASKE I Sound Thinking.