League of American Orchestras
2016 National Conference

Executive Directors 7-8
Constituency Meetings
Constituency Liaison: Najean Lee
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All Meetings take place in the Baltimore Marriott Waterfront
unless otherwise indicated.

Thursday, June 9

4:15pm – 4:30pm  Welcome
Dover C
3rd Fl.
Wendy Young, executive director, Symphonicity-the Symphony
Orchestra of Virginia Beach

4:30pm – 5:30pm  Board Engagement in Donor and Patron Development
Dover C
3rd Fl.
Patron and donor development have the same root: relationships.
Learn some practical tips on how to engage your board
in cultivating these relationships and how boards can be
Ambassadors, Advocates, and Askers for your orchestra. Hands
on. Materials provided.
Kay Sprinkel Grace, founder and principal, Transforming
Philanthropy, LLC

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 2-6 EDs

2:45pm – 2:50pm  Break (Change rooms)
Strategic Planning: the Centrality of the Vision

Orchestras periodically go through strategic planning processes – some do this every 3 years, some are long overdue and don’t know where to even begin. We’ll be tackling different aspects of Strategic Planning and spread this out over our convenings. Today we’ll begin where every strategic plan should: identifying or refining the vision. What opportunities come with this central step?

*John McCann, president, Partners in Performance (invited)*

Break

Round Robin Sharing: Creative cost-cutting

Everyone knows that the small budget orchestras are among the most nimble. What are some inventive ways you’ve implemented change or made efficiencies at your orchestra? Perhaps you’ve found a clever way to acknowledge donors while saving on program book expenses or found a way to get sponsorship in an unexpected way. Everyone will have a chance to share, and in turn walk away with many new ideas from your peers.

*Heather Clarke, Idaho State-Civic Symphony*

Saturday, June 11

Diversifying Diversity

How can 7/8 managers apply the discussions, strategies, and priorities about diversity to our own respective communities? We’ll have an open conversation discussing: the difference between what people think our community looks like, and what it truly looks like; how reflective your orchestra is of the reality; and how you can make inroads reaching out to those who haven’t traditionally seen themselves as welcome. What can we learn from those who do this well, and from those whose efforts have faltered?

*Ann Huntoon, executive director, Central Wisconsin Symphony Orchestra*
Wrap Up & Looking Ahead
Ann Huntoon, executive director, Central Wisconsin Symphony Orchestra

Conversation with Jesse Rosen
League CEO Jesse Rosen will join us for an open dialogue to discuss what’s trending among the 7/8 constituency group. This is your chance to fill him in on the unique experiences of this group and to ask about how this group can continue to improve how it connects with League research initiatives and resources. What do you want Jesse to know, and what do you want to know from him?
Jesse Rosen, president and CEO, League of American Orchestras

Name badges for this event generously provided by TALASKE | Sound Thinking