League of American Orchestras
2016 National Conference

Open Constituency Meetings

Constituency Meetings take place at the Baltimore Marriott Waterfront unless otherwise noted.

Thursday, June 9

4:15pm – 5:30pm
Grand Ballroom 8
3rd Fl.

DEVELOPMENT AND MARKETING, GROUPS 1-2
Patron Development: Preparing a path from the first ticket to planned gift

A patron’s loyalty is built step-by-step with each interaction with your organization. Jill Robinson of this data-driven consulting firm that teaches arts and cultural professionals a patron-based approach to sustainable revenue, will discuss patron segmentation strategies and proven practices for closing the gap between subscribers and donors.

Jill Robinson, president & CEO, The Results Group for the Arts (TRG Arts)

4:15pm – 5:30pm
Grand Ballroom 7
3rd Fl.

DEVELOPMENT AND MARKETING, GROUPS 3-8
Patron Development: Preparing a path from the first ticket to planned gift

A patron’s loyalty is built step-by-step with each interaction with your organization. Lindsay Anderson of this data-driven consulting firm that teaches arts and cultural professionals a patron-based approach to sustainable revenue, will discuss patron segmentation strategies and proven practices for closing the gap between subscribers and donors.

Lindsay Anderson, vice president of client development, The Results Group for the Arts (TRG Arts)
EDUCATION AND COMMUNITY ENGAGEMENT

New Education Law, New Opportunities

Now that the federal government has passed a long-awaited education bill, it’s time to unpack what has changed, what hasn’t, and how orchestras can be responsible, active advocates at the state and local level. What are the opportunities to support in-school music education? The time is ripe to renew our field’s commitment to support in-school music education.

Annemarie Guzy, director of education, Baltimore Symphony Orchestra and Aimee Halbruner, director of education and community engagement, Richmond Symphony; Heather Noonan, vice president for Advocacy, League of American Orchestras; Jon Weber, director of learning programs, Chicago Symphony Orchestra; Suzanne Perrino, senior vice president of education & strategic implementation, Pittsburgh Symphony Orchestra; and Leni Boorstin, director of community & government affairs, Los Angeles Philharmonic

Reading: Every Student Succeeds Act: Resources for Orchestras

GENERAL MANAGERS AND OPERATIONS

Media Projects: the Media Agreement in Action

Hear about the latest developments in the IMA and how orchestras create a range of successful media projects under the agreement.

Joseph Kluger, principal, WolfBrown; Carol Bogash, vice president of education and community engagement, Baltimore Symphony Orchestra

MUSICIANS

Demystifying the Role of Orchestra Executives

Stop wondering about the responsibilities of an orchestra executive. Hear from orchestra veteran and former President and CEO of the League about the expectations of executive directors and common misconceptions.

Henry Fogel, dean of Chicago College of Performing Arts

TRUSTEES

Considering Diversity: Why it Matters, What it Will Take

An opportunity to engage our opening session speakers in a conversation for orchestras in regards to diversity.

Jamie Bennett, executive director, Art Place; Earl Lewis, president, The Andrew W. Mellon Foundation; Lowell Noteboom, past chairman, League of American Orchestras
Friday, June 10

2:15pm – 3:45pm
Grand Ballroom 9
3rd Fl.
GENERAL MANAGERS AND OPERATIONS
Tech Today: Connecting Audiences to the Music
Learn about ways technology can help reach new people through innovative concert formats and enhance your audience’s experience.
Carol Bogash, vice president, education and community development, Baltimore Symphony Orchestra; John Kieser, executive vice president and provost, New World Symphony

2:15pm – 3:15pm
Grand Ballroom 1
3rd Fl.
MUSICIANS
Community Engagement at its Best
Eric Booth, president, Everyday Arts, Inc.

2:15pm – 3:15pm
Grand 2-3
3rd Fl.
TRUSTEES
Managing Financial Risk
In this time of rapid change, orchestras must be nimble and innovate in order to thrive. How do we manage the inherent financial risks?
Susan Nelson, executive vice president, TDC

2:15pm – 3:30pm
Waterview ABC
Ground Fl.
VOLUNTEERS
Gold Book Awards of Excellence Presentations (Part II)
Three outstanding projects submitted to the Gold Book will be presented. Following each presentation, there will be an interactive session with time for Q&A.

2:15pm – 3:15pm
Laurel A
4th Fl.
YOUTH ORCHESTRAS
Technology for Youth Orchestras’ Managers and Artistic Staff
How are youth orchestras using technology to add capacity and solutions for auditions, rehearsals, data, donors, marketing, and more?
Joshua Simonds, executive director, Chicago Youth Symphony Orchestras
EDUCATION AND COMMUNITY ENGAGEMENT
Music as an Agent of Social Change (Part I): Diversifying the Talent Pipeline
After a quick recap of the Wednesday’s EDCE Pre-Conference Session, we’ll launch into a broader conversation about various orchestra efforts from around the country that are using music to effect social change. In this first hour we will discuss programs that grow the future pool of on-stage musicians to help address the systemic issues in American orchestras in regards to diversity and inclusion.
Walter Bitner, director of education and community engagement, Nashville Symphony Orchestra; Peter Landgren, dean, University of Cincinnati College-Conservatory of Music; Stanford Thompson, executive director, Play On, Philly!
Moderator: Ahmad Mayes, director of education and community engagement, Cincinnati Symphony Orchestra

DEVELOPMENT GROUPS 1-8
Arresting Development: The Story of a Fundraising Operation That Lost Everything and the EVP That Had No Choice But to Keep It All Together
Mr. Hogle, one of the League’s most frequent Conference presenters and a thought leader in the field, will discuss and highlight examples of the Detroit Symphony’s efforts to rebuild a development program, retain talented staff, and create professional growth opportunities for their fundraising team during and after a tumultuous period in the life of the DSO.
Paul Hogle, executive vice president, Detroit Symphony Orchestra
Joint session with Development Groups 1-2

MUSICIANS
Advocacy Updates from the Hill
From the latest updates on the endangered species protection laws to FAA regulations about carry on instruments, hear about the legislative policies that affect musicians today.
Heather Noonan, vice president of advocacy, League of American Orchestras
3:20pm – 4:20pm  
Grand Ballroom 2-3  
3rd Fl.

TRUSTEES  
Toward Greater Diversity and Inclusion in Orchestras  
One of the leading voices in shaping a contemporary, next generation approach to diversity and inclusion, Mr. Tapia will discuss key considerations for orchestra boards seeking to become more reflective of and responsive to the communities they serve.  
Andrés Tapia, senior client partner, Korn Ferry Hay Group; trustee, Ravinia Arts Festival

3:30pm – 4:25pm  
Laurel A  
3rd Fl.

YOUTH ORCHESTRAS  
Staffing Issues for Youth Orchestras  
Succession planning, staffing, staff evaluations, staffing needs. Expert advice on how to ensure that your youth orchestra is staffed optimally so you can give your students the best experience possible.  
Pratichi Shah, president and CEO, Flourish Talent Management Solutions

3:45pm – 5:30pm  
Essex ABC  
4th Fl.

MARKETING GROUPS 1-8 & PUBLIC RELATIONS  
Developing Digital Marketing Strategies  
Ashley Dunn Gatterdam of Capacity Interactive, a digital marketing consulting firm for culture and the arts, will present research and case studies illustrating best practices in digital advertising, social media, and content creation.  
Ashley Dunn Gatterdam, senior consultant, Capacity Interactive  
Joint session with Marketing Groups 1-8

3:50pm – 5:15pm  
Waterview ABC  
Ground Fl.

VOLUNTEERS  
Roundtables (Part II)  
Six outstanding projects will be presented in fast paced “expo-style” sessions. Presenters will share information about these exciting and successful projects, with time for Q&A.
CONDUCTORS & ARTISTIC ADMINISTRATORS
Teaming up to Build New Audiences
Have you ever underestimated the complexity of semi-staged productions or concerts with visuals in the pursuit of new audiences? Hear about the pros and cons of collaborating with stage directors and artistic partners in your community to produce concerts designed to reach beyond your current orbit of concert-goers. Baltimore Symphony Orchestra music director, Marin Alsop, will lead the discussion for the first half hour.

Marin Alsop, music director, Baltimore Symphony Orchestra, Meg Sippey, acting artistic administrator, Baltimore Symphony Orchestra

DEVELOPMENT GROUPS 1-8
Breakout I: Transformative Fundraising at Any Stage of Organizational Health
The fundraising program is the financial backbone of the any orchestra, and when properly developed can become a catalyst to transform and energize your organization. Whether your orchestra is in “peril” and needs to be re-energized, is starting to “slip” and needs a momentum shift, or is strong and positioned to grow to the next level of artistic and community leadership, the fundraising program is a key component to leading that transformation — and your orchestra — into a better, more fiscally healthy position.

Bob Swaney, founder and CEO, Robert Swaney Consulting, Inc.
Joint session with Development Groups 1-2

DEVELOPMENT GROUPS 1-8
Breakout II: Building Blocks of a Successful Planned Giving Program for Orchestras of All Sizes
Kate Caldwell is completing the fourth year of a successful challenge to secure 100 new estate gifts for the Baltimore Symphony Orchestra, with tools that can be applied to orchestras of all sizes. Learn the top five components of a successful program that can bring both long-term and outright resources to help build your endowment and, in many cases, increase your annual fund. This session will also address three myths about estate donors that can impede legacy programs. For programs
already in place, learn creative ways to expand your program through multiple "portals" through which donors are attracted. Orchestra demographics offer a unique opportunity to secure a wealth of new resources. If you aren’t asking your donors to include your orchestra in their estate plans, rest assured that other charities are asking -- and getting results -- so don’t miss out!

Kate Caldwell, director of philanthropic planning, Baltimore Symphony Orchestra

Joint session with Development Groups 3-8

Reading: Orchestrating Centennial Success in Baltimore

TRUSTEES

Optimizing Your Board’s Fundraising Effectiveness

Whether you’re an orchestra governance veteran or a first-term board member, this practical session will arm you with 10 fundamental practices that ensure board fundraising effectiveness.

Paul Hogle, executive vice president, Detroit Symphony Orchestra

YOUTH ORCHESTRAS

Diversity and Community Engagement

We’ll review League of American Orchestras’ presentations and findings on diversity and community engagement, and share youth orchestras’ successes, challenges, and experiences in this important area.

Youth Orchestra Division Members

Saturday, June 11

DEVELOPMENT GROUPS 1-8

Best Practices in Planning and Evaluating Organizational Readiness for Successful Endowment & Comprehensive Campaigns

Jamie Kelley, vice president of development, Baltimore Symphony Orchestra; Angel Terol, Second Century campaign director, Baltimore Symphony Orchestra
11:00am – 11:45am
Grand Ballroom 9
3rd Fl.

GENERAL MANAGERS AND OPERATIONS
Advocacy Updates from the Hill
From the latest updates on the endangered species protection laws to artist visas and FAA regulations, hear about the legislative policies that affect orchestras today.
Heather Noonan, vice president of advocacy, League of American Orchestras

12:00pm – 1:00pm
Grand Ballroom 7-8
3rd Fl.

DEVELOPMENT GROUPS 1-8
Major Gift Fundraising – Spending Your Time Where the Return is Greatest
It is more important than ever to focus your fundraising on major gifts, but how do you discover and cultivate those prospects? When the urgent often takes precedence over the important in the day to day fundraising for your orchestra, where you spend your time is vital to successful major gift fundraising. Patrick O’Neall has spent equal parts of his career fundraising for orchestras and for higher education. In this session Mr. O’Neall will help you learn tactics and techniques for efficiently identifying, cultivating and soliciting major gift prospects for your orchestra.
Patrick O’Neall, director of major gifts, Peabody Institute of The Johns Hopkins University

12:00pm – 1:00pm
Grand Ballroom 10
3rd Fl.

PUBLIC RELATIONS
Organizational Approaches to Content Marketing and Storytelling
Is your content marketing and social media managed marketing or PR, or a hybrid of both departments? Is your ultimate goal selling tickets or engaging people and telling your organization’s story? Join us as we examine different organizational models and approaches.
Eileen Andrews, vice president of public relations, The John F. Kennedy Center for the Performing Arts; Gregory Hughes, social media manager, The John F. Kennedy Center for the Performing Arts; Liz Madeja, marketing director, Chicago Symphony Orchestra; Ricky O’Bannon, writer in residence, Baltimore Symphony Orchestra