

League of American Orchestras  
2017 National Conference

**Groups 5-6 Executive Directors  
Constituency Meetings**

Constituency Liaison: Yoo-Jin Hong  
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All meetings take place in the Detroit Marriott at the Renaissance Center  
unless otherwise indicated.

Full Conference schedule is [here](#).

**Tuesday, June 6**

1:30pm-1:45pm  
Cadillac B  
Level 5

**Welcome and Introductions**

1:45pm-3:00pm

**Open Roundtable and Discussion**

Share your questions, concerns, and brilliant perceptions. Discussions will be limited to a few minutes each, so we can make connections and follow up with each other on topics of shared interest. This is also a good opportunity to bring samples of your creative projects such as a new CD, drink coasters, children's book, etc. to share and inspire fresh ideas.

**Wednesday, June 7**

2:15pm-3:15pm  
Cartier  
Level 4

**Making Time for Advocacy**

*(Joint session with Group 7/8EDs)*

Every nonprofit should engage in at least some amount of issue advocacy, no matter its size. How can we make the time, maximize those precious minutes, and prioritize which state and local nonprofit policies to track and act upon? Guest speakers will help identify the top trending issues that nonprofits from large and small states are grappling with and how to understand them against the backdrop of what's happening at the federal level. In addition, they'll offer suggestions on how EDs can engage in advocacy most effectively and efficiently.

*David Thompson, vice president of public policy, National Council of Nonprofits; Heather Noonan, vice president for advocacy, League of American Orchestras*

Open  
Roundtable

3:20pm-4:20pm  
Cartier  
Level 4

**American Orchestras' Futures Fund: Innovation and Effective Grant Proposals**

*(Joint session with 7/8 EDs and YOD)*

The League will be publishing the guidelines for orchestras in group sizes 5-8 + youth orchestras to apply for the American orchestras' Futures Fund in June. Hear from Sarah Lutman, Dennie Palmer Wolf, and Yoo-Jin Hong about what they have observed and learned from the first-round review process, as well as how the Futures Fund assesses and evaluates "innovation" and "learning culture." In addition to tips and advice for Futures Fund, the session will include general discussion about how to cultivate innovation in your orchestras and how to craft compelling proposals.

*Sarah Lutman, program consultant, Lutman & Associates; Dennie Palmer Wolf, evaluation partner, WolfBrown; Yoo-Jin Hong, program director, League of American Orchestras*

4:20pm-4:30pm

*Break (change rooms)*

4:30pm-5:15pm  
Cadillac B  
Level 5

**Technology and Digital Strategies for Orchestras**

*(Group 5/6 EDs only)*

We'll take a more in-depth look at strategies that help orchestras to innovate successfully, and real examples from around the field.

*Joseph Kluger, principal, WolfBrown*

6:30pm

**Group Dinner at Andiamo Detroit Riverfront Italian Restaurant**

*400 Renaissance Center, Suite A-403, 313 567 6700*

**Thursday, June 8**

11:00am-12:30pm  
Cadillac B  
Level 5

**Annual Fund**

Solid annual fund plans can anchor your yearly fundraising. We'll discuss tactful strategies and best practices such the who, when, and what of asking.

*Bob Swaney, founder & CEO, Robert Swaney Consulting, Inc.*

12:30pm-12:40pm

**Group 6 Officers Election**

12:40pm-1:00pm

**Reflections, Recap, Next steps**

What interesting ideas have you heard during the week – at Group 5-6 meetings, plenary, and in elective sessions? How can we continue some of these conversations going forward and what emerges or remains as priority topics for future meetings?

# League of American Orchestras

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