League of American Orchestrass
2018 National Conference

Musicians Constituency Agenda
Constituency Liaison: John-Morgan Bush
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All meetings take place in the Palmer House Hilton Hotel
unless otherwise indicated.

Wednesday, June 13

2:30pm-3:45pm
Constituency Block #1: Blurring the Lines: Storytelling as a Vehicle to Connect Orchestras and Audiences

Wabash Room, Third Floor

Because 21st century audiences are interacting with orchestras in new ways, it has become imperative for orchestras to consider how to react to this ever-evolving environment. Strategic storytelling has emerged as an effective tool to better connect with audiences and placing musicians at the center of this effort will help orchestras better communicate community value. Second City leads a workshop on the basics of effective storytelling, empowering participants to be both prepared and ready to answer the “why” question of America’s orchestras. By showcasing musicians as the multi-faceted, multi-talented “heart” of our organizations, we can communicate the need for support, leading to greater sustainability and continued music-making.

2:30pm
Welcome and League Update

Gloria dePasquale, League Board Member

2:45pm
Intro by Emerging Leaders Program

Nick Adams, executive director, Longwood Symphony
Kathryn Boucher, executive director, Spartanburg Philharmonic
Chris Harrington, managing director and curator, @ THE MAX (DSO)
Sonja Winkler, senior director of operations and orchestra manager, Nashville Symphony
2:55pm  Second City Chicago workshop on storytelling with Jay Steigmann
Led by teaching staff from Second City and participants in the League’s Emerging Leaders Program, musicians will workshop on the basics of effective storytelling, empowering participants to be both prepared and ready to answer the “why” question of America’s orchestras.

Jay Steigmann is a graduate of the University of Wisconsin Madison; she also graduated from the Second City Conservatory and Directing Programs. She’s been teaching improvisation and writing at SCTC since 2004. Steigmann is a writer, performer, and director.

3:45pm  Wrap-up and Questions

Friday, June 15
11:00am-12:15pm  Musicians + Trustees: Exploring the Shared Benefits of Musician Involvement in Governance
This session will explore how integrating musicians into the organizational structure of orchestra boards, encouraging them to participate on board committees, strategic planning, and other governance activities is a fantastic way to engage musicians and trustees alike in shared perspectives and contribute to building a healthy organizational culture.

Facilitator: James Boyd, CEO, Louisiana Philharmonic Orchestra; Scott Faulkner, bassist, Reno Philharmonic, and former executive director of the Reno Chamber Orchestra.

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