2017 Mid-Winter Managers Meeting
January 29 – 30, 2017
Dallas, TX

Group 2

Sunday, January 29, 2017

1:00-6:00pm Registration
Pecan Ballroom, 32nd Floor

2:00-3:45pm A Conversation about Equity in the Arts
Hawthorn, 3rd Floor
Justin Laing, senior program officer, The Heinz Endowments
Keryl McCord, president and CEO, EQ-The Equity Quotient
(Joint session with Group 1; members of Emerging Leaders Program also invited to attend.)

4:00-5:30pm Plenary: New Frameworks for Communicating Impact
Part I
Pecan Ballroom, 32nd Floor
Orchestras in communities of all sizes confront ongoing challenges in making the case for new and renewed investment in this art form. The key to clearly conveying the relevance of orchestras to funders, government, and the public at large requires getting inside the heads of those we wish to influence, and understanding what assumptions and values drive their priorities. Our partners at the National Human Services Assembly will share how they are tackling a similar challenge by creating new communications strategies, fueled by insights from The Frameworks Institute that can build value and understanding across political, racial, and socio-economic lines.

Presenter: Ilsa Flanagan, director, National Reframing Initiative, National Human Services Assembly
Part II
What is the mission-based narrative we would like to tell about ourselves, and do our actions support it? Do orchestras “earn” their negative perceptions, or do we simply have messaging and communications challenges? Two leading voices in the nonprofit arts community, Keryl McCord, formerly Managing Director of Alternate Roots, and Justin Laing, Program Officer, The Heinz Endowments, talk with Jesse Rosen about orchestras, values, and perceptions in the wider ecology of the arts.

Presenters:
Justin Laing, program officer, The Heinz Endowments
Keryl McCord, president and CEO, EQ-The Equity Quotient
Jesse Rosen, president and CEO, League of American Orchestras

5:30-6:30pm  Welcome Reception sponsored by Boomerang Carnets
Pecan Ballroom, 32nd Floor

6:30pm  Group 1 and Group 2 Dinner
CBD Provisions, 1530 Main Street

Monday, January 30, 2017

8:00-9:00am  Breakfast sponsored by the Cliburn
Bluebonnet Ballroom, 2nd Floor
Join us for a breakfast hosted by the Cliburn to learn more about the upcoming Van Cliburn International Piano Competition. As the fifteenth edition of the Competition approaches in May, the Cliburn is planning new initiatives to grow audiences and awareness of its new winners nationally and internationally—be among the first to hear about its plans!

9:00-9:30am  League Update
Hickory, 3rd Floor

9:30-10:30am  National Center for Arts Research Presentation
Hickory, 3rd Floor
Zannie Voss, PhD, director, SMU National Center for Arts Research

10:30-10:45am  Break (move to Mesquite room, 3rd Floor)
10:45am-12:15pm  Achieving Constructive Labor Relations
Mesquite, 3rd Floor
(Joint session with Group 3-4)
Ralph Craviso, interim CEO, Rochester Philharmonic

12:15-1:30pm  Lunch

1:30-3:00pm  Developing and Sustaining Leadership
Hickory, 3rd Floor
Facilitated by John McCann

3:00-4:00pm  Programming for the Future
Hickory, 3rd Floor
Case studies of innovative programming
Jesse Rosen, John Forsyte

4:00pm  Adjourn

The Reception at the Mid-Winter Managers Meeting is generously sponsored by
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Name badges for all League seminars are generously provided by
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