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

Group 3-4 Agenda
(Schedule and speakers subject to change)
Constituency Liaison: Yoo-Jin Hong, yhong@americanorchestras.org

Sunday, January 29, 2017

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

2:00-2:30pm Welcome and Introductions
Hickory, 3rd Floor
Paul Winberg (chair, Group 3), president and CEO, Grant Park Music Festival

2:30-3:45pm Roundtable Discussions
Hickory, 3rd Floor
Peer-to-peer idea sharing in small groups.
- **Integrating digital technology with performances**
  (Sheila Evans, Allentown Symphony Orchestra)
- **Running engaging board meetings**
  (Christina Littlejohn, Arkansas Symphony Orchestra)
- **Creating space to develop long-term vision**
  *Inside and outside the strategic planning process*
  (David Fisk, Richmond Symphony)

3:45-4:00pm Break

4:00-5:30pm Plenary: New Frameworks for Communicating Impact
Pecan Ballroom, 32nd Floor
Part I
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
Part I (continued)
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 non-profit arts community, Keryl McCord, formerly managing director of Alternate Roots, and Justin Laing, Program Director, 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, founder and CEO, EQ, The Equity Quotient
Jesse Rosen, president and CEO, League of American Orchestras

5:30-6:15pm  
Welcome Reception sponsored by Boomerang Carnets
Pecan Ballroom, 32nd Floor

6:30pm  
Group Dinner (pay your own way; cash recommended for split billing)
*CBD Provisions, 1530 Main St*
Meet in the lobby of Westin to travel together.
Lobby is one floor above the street level.
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!

9:00-10:00am  Building Values Based Relationships
Mesquite, 3rd Floor
How can we create a healthy culture based on shared values among stakeholders and at all levels of the organization?
Horst Abraham, Ross School of Business, University of Michigan

10:00-10:30am  League Updates on Diversity Working Group Initiative
Jesse Rosen, president and CEO, League of American Orchestras
Matthew VanBesien, president, New York Philharmonic
Lee Koonce, president and artistic director, Gateways Music Festival

10:30-10:45am  Break

10:45am-12:15pm  Achieving Constructive Labor Relations
Mesquite, 3rd Floor
Ralph Craviso, interim CEO, Rochester Philharmonic
(Joint session with Group 2)

12:15-2:00pm  Lunch (pay your own way)
Wild Salsa, 1800 Main St., Suite 100

2:00-2:30pm  Impact of Orchestra Strikes on Public Perception
Mesquite, 3rd Floor
When media picks up news of orchestra strikes, it tends to generalize the entire field when, in fact, it’s a small number of orchestras that experience this. What are the ways we can confront various public perception challenges including those arising from labor disputes?
Jesse Rosen, president and CEO, League of American Orchestras
2:30-3:30pm  Leading a Multi-Generational Workforce  
Mesquite, 3rd Floor  
Debi Pena, vice president of people and facilities, Dallas Symphony Orchestra

3:30-4:00pm  Reflection & Next Steps  
Mesquite, 3rd Floor  
Elaine C. Carroll (chair, Group 4), CEO, New Haven Symphony Orchestra

4:00pm  Adjourn

The Reception at the Mid-Winter Managers Meeting is generously sponsored by
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