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

**Group 5-6 Agenda**
(schedule and speakers subject to change)

Constituency Liaison: Yoo-Jin Hong, yhong@americanorchestras.org

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### Sunday, January 29, 2017

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

**2:00-2:30pm**
Welcome and Introductions
Lantana, 3rd Floor
Sara Mummey (chair, Group 6), executive director,
Lafayette Symphony

**2:30-3:45pm**
Roundtable Discussions
Lantana, 3rd Floor
David Whitehill (vice chair, Group 5), executive director,
Asheville Symphony

Peer-to-peer idea sharing on:
- Managing Volunteer Groups – how do you keep them active and aligned with your orchestra’s goals and priorities?
- Discussing your long-term professional sustainability with your board chair - as the Executive Director, how can you effectively communicate your needs with your board chair?

**3:45-4:00pm**
Break

**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

**7:00pm**

Group Dinner (pay your own way; cash recommended for split billing)
*RJ Mexican Cuisine, 1701 North Market 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!
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Presenter/Details</th>
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<tbody>
<tr>
<td>9:00-9:30am</td>
<td>Reflections on the Plenary</td>
<td>Lantana, 3rd Floor</td>
<td>David Whitehill</td>
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<td>9:30-10:30am</td>
<td>Planned Giving: Getting Started and Keeping it Going</td>
<td>Lantana, 3rd Floor</td>
<td>(Joint session with Group 7-8)</td>
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<td></td>
<td>What exactly is planned giving, and how can smaller budget orchestras</td>
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<td>with limited staff and time set this up? For those who have a planned giving</td>
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<td>program in place, how best can you sustain it?</td>
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<td>Michelle Miller Burns, vice president of development, Dallas Symphony Orchestra</td>
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<td>10:30-10:45am</td>
<td>Break</td>
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<td>10:45am-12:00pm</td>
<td>Developing Board’s Leadership</td>
<td>Lantana, 3rd Floor</td>
<td>John McCann, president, Partners in Performance</td>
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<td>12:00-12:30pm</td>
<td>League Updates on Diversity Working Group Initiative</td>
<td>Lantana, 3rd Floor</td>
<td>Jesse Rosen, president and CEO, League of American Orchestras</td>
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<td>Matthew VanBesien, president, New York Philharmonic</td>
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<td>Lee Koonce, president and artistic director, Gateways Music Festival</td>
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<td>12:30-2:15pm</td>
<td>Lunch (pay your own way; cash recommended for split billing)</td>
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<td>Nola Brasserie, 1201 Main Street (hotel ground floor)</td>
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<td>2:15-3:30pm</td>
<td>Orchestra Facts</td>
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<td>Overview of the report and its applications to Group 5-6 budget size orchestras</td>
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<td>Zannie Giraud Voss, PhD, director, SMU National Center for Arts</td>
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<td>Research</td>
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<td>Karen Yair, vice president, Knowledge Center, League of American Orchestras</td>
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<td>3:30-4:00pm</td>
<td>Reflection &amp; Next Steps</td>
<td>Lantana, 3rd Floor</td>
<td>Sara Mummey (Chair, Group 6), executive director, Lafayette Symphony</td>
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<td>4:00pm</td>
<td>Adjourn</td>
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