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

Group 7-8 Agenda

Sunday, January 29, 2017

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

2:00-2:30pm  Welcome, Introductions and Overview
Dogwood, 3rd Floor
Ann Huntoon, executive director, Central Wisconsin Symphony Orchestra

2:30-3:45pm  Changing Your Board Culture
Dogwood, 3rd Floor
How can you manage the culture of your board? What expectations can you reasonably set? How can you go about changing dynamics or priorities that prevent the board (or you) from being more effective? We’ll explore these questions and more, with the aim of identifying some tools you can use to encourage positive shifts back home.

3:45-4:00pm  Break

4:00-5:30pm  Plenary: New Frameworks for Communicating Impact
Pecan Ballroom, 32nd Floor

5:30-6:30pm  Welcome Reception sponsored by Boomerang Carnets
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 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, president and CEO, EQ-The Equity Quotient
Jesse Rosen, president and CEO, League of American Orchestras

6:45pm
Dinner (pay your own way)
Iron Cactus, 1520 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
Reflecting on Plenary
Dogwood, 3rd Floor
Ann Huntoon, executive director, Central Wisconsin Symphony Orchestra
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<tr>
<td>9:30-10:30am</td>
<td>Planned Giving: Getting Started and Keeping it Going (with 5/6 EDs)</td>
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|            | What exactly is planned giving, and how can smaller budget orchestras with limited staff and time set this up? For those who have a planned giving program in place, how best can you sustain it? Please come prepared with specific questions in order to make the most of this interactive discussion and come away with some practical, concrete tips.  

*Michelle Miller Burns, vice president of development, Dallas Symphony Orchestra* |
| 10:30-10:45am | Break                                                                                       |                     |
| 10:45am-12:45pm | ED Leadership                                                                            | Dogwood, 3rd Floor  |
|            | Scott, who served as executive director of the Reno Chamber Orchestra for 14 years and teaches on the faculty of the League’s “Essentials of Orchestra Management” seminar, will guide this group through discussions about how to navigate the sometimes choppy waters of executive directorship, particularly from the perspective of the smaller budget orchestra. Attendees are encouraged to submit in advance any burning questions and topics.  

*Scott Faulkner, executive director (ret.), Reno Chamber Orchestra* |
| 12:45pm-12:55pm | Chat with Jesse Rosen                                                                      | Dogwood, 3rd Floor  |
| 1:00p-2:00pm | Lunch (pay your own way)                                                                   |                     |
|            | *Chop House Burger, 1501 Main Street*                                                      |                     |
| 2:00-3:30pm | Keeping up with the Pixels                                                                | Dogwood, 3rd Floor  |
|            | In an era of rapid change in how we market and communicate to our patrons, how do we keep up with a never-ending onslaught of innovation and apps? For this workshop we’ll ask you to turn your mobile devices ON as we explore best practices when resources are severely constrained. From Facebook marketing to Google AdWords to customer service via social media, you’ll leave with a clear set of actionable tasks to further your orchestra’s digital reach.  

*Sean Kelly, vice president of marketing, Dallas Symphony Orchestra* |
| 3:30-4:00pm | Recap & Next Steps                                                                          | Dogwood, 3rd Floor  |
|            | *Heather Clarke, executive director, Idaho State-Civic Symphony*                           |                     |
| 4:00pm     | Adjourn                                                                                     |                     |
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