

## Midwinter Managers Meeting Agenda – Groups 3-4

Constituent Liaison : Caen Thomason-Redus  
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Meeting Locations: DoubleTree Suites by Hilton Hotel Detroit Downtown - Fort Shelby  
525 W Lafayette Blvd, Detroit, MI 48226

Sunday, January 28, 2024

Group 3-4 – all times below are Eastern

12:00pm-6:00pm	<b>Registration</b> Crystal Ballroom Foyer – Conference Center Level
1:00pm-3:30pm	<b>Managers Meetings</b> Fort Wilkins – Conference Center Level
1:00pm-1:30pm	<b>Welcome &amp; Introductions</b>
1:30pm-3:30pm	<b>Incubators and Innovators</b> Amy Gibbs, Managing Director, ROCO; Damien Crutcher, General Manager of Detroit Harmony, Detroit Symphony Orchestra; additional Groups 3-4 members TBD
3:30pm-4:00pm	<b>Break</b>
4:00pm-5:30pm	<b>General Session: Meaning More to More People</b> Crystal Ballroom – Conference Center Level

For orchestras to build vibrant and sustainable futures, we must grow our communities of engagement and support. Traditional tools for achieving this include audience development, artistic planning, community engagement, civic engagement, fundraising, and education. At their core, these tools all contribute to the aspirational goal of *meaning more to more people* and they are most powerful when used in combination.

Ellen Hill Zeringue (Vice President and Chief Marketing Officer, The Henry Ford) will lead a discussion with Karisa Antonio (Senior Director of Social Innovation and Learning, Detroit Symphony Orchestra), Randy Wong (President & CEO, Hawaii Youth Symphony), and Trent Rash (Executive Director, The Missouri Symphony) to explore how orchestras can holistically pursue this critical goal.

- 5:30pm-6:30pm**      **Welcome Reception**  
Terrace Room – Terrace Level
- 7:00pm**      **Group Dinner**  
Lumen Detroit  
1903 Grand River Ave  
(Between Cass Ave and Grand River Ave)  
Detroit, MI 48226  
313-626-5005  
<http://www.lumendetroit.com>

**Monday, January 29, 2024**

- 7:30am-11:00am**      **Registration**  
Crystal Ballroom Foyer – Conference Center Level
- 8:00am-9:00am**      **Breakfast**  
Crystal Ballroom – Conference Center Level
- 9:00am-9:30am**      **Reactions to Opening Plenary**  
Fort Wilkins – Conference Center Level
- 9:30am-10:30am**      **National Alliance for Audition Support (NAAS) and Inclusive Stages**  
Fort Wilkins – Conference Center Level
- Caen Thomason-Redus, Vice President of Inclusion & Learning, League of American Orchestras; Karen Yair, Vice President of Research and Resources, League of American Orchestras; Sam Andrew, Manager of Inclusion & Learning, League of American Orchestras
- 10:30am-10:45am**      **Break**
- 10:45am-12:00pm**      **Staff Retention and Culture Building**  
Fort Wilkins – Conference Center Level
- Hannah Lozon, Senior Director of Talent and Culture, Detroit Symphony Orchestra
- 12:00pm-1:30pm**      **Lunch on your own**
- 1:30pm-2:30pm**      **Entrepreneurship in Orchestra Leadership**  
Fort Wilkins – Conference Center Level

Gary Shields, Associate Professor of Teaching in Management, Mike Ilitch School of Business, Wayne State University

**2:30pm-2:45pm**

**Break**

**2:45pm-3:45pm**

**Budgeting and Finance for Mid-sized Orchestras**

Fort Wilkins – Conference Center Level

C. Lorenzo Evans, Founder and Chief Consultant, CLE Business Services

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

**Group Wrap-up**

Fort Wilkins – Conference Center Level

**4:00pm-5:00pm**

**Cross-Constituency Debrief – Officers Only**

Fort Drummond – Conference Center Level

*Generous support for the League's Midwinter Managers Meeting provided by:*

*The Wallace Foundation – Opening Session funder  
Boomerang Carnets | CIB – Sunday Evening Reception Sponsor  
Sametz Backstone Associates – General Support*

**Notice:** It is important to keep in mind antitrust rules governing competition that apply to this group discussion. While the agenda for this group includes discussion of a variety of issues that are crucial to orchestras' planning and strategies, the goal is not to agree on a single approach to these issues. With the benefit of analysis and discussion, each orchestra will be able to decide independently what course of action is best for its own organization. We ask you to avoid comments that relate to your orchestra's current or future plans for *ticket or event pricing (actual ticket prices, discount amounts), bargaining (including collective bargaining agreements or with vendors), or compensation.*