

Midwinter Managers Meeting Agenda—Groups 7-8 Agenda

All times below are Eastern. Agenda subject to change.

Constituent Liaison: Najean Lee, Director of Government Affairs
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Meeting Location: The Westin New York at Times Square
270 W. 43rd Street, New York 10036

Sunday, January 26, 2025

12:00pm-6:00pm **Registration**
New York Atrium, 9th Floor

1:00pm-3:30pm **Group 7-8 Meetings**
Nederlander, 9th Floor

1:00pm-1:45pm **Groups 7/8 ED Introductions and Round Robin sharing**

1:45pm-2:25pm **Financial Planning**
Libby Watson, Executive Director, Adrian Symphony Orchestra

This session will highlight the importance of long-term financial planning, including building capital reserves and growing working capital, which can provide the necessary cushion for future growth, stabilize operations during lean periods, and offer the flexibility to take on new initiatives without overextending limited resources.

2:25pm-2:30pm **Break**

2:30pm-3:30pm **Strategic Prioritization: Maximizing Impact with Limited Resources**

Managers and Executive Directors of small budget orchestras have to juggle a wide variety of roles and responsibilities. Balancing the desire to serve all the constituents (musicians, patrons, donors, venue staff, board, etc.) with the practical realities of limited time, staffing and funding to do it all can be overwhelming. Let's share effective strategies for prioritizing our work to ensure the organization's mission and core functions are sustained but without personnel burning out in the process, or giving into mission creep. Come prepared to share your best tips as well as questions.

4:00pm-5:00pm **General Session**, featuring keynote by Dean Erika James
Broadway Ballroom, 3rd Floor

Erika James, Dean of Wharton School, University of Pennsylvania.
Simon Woods, President and CEO, League of American Orchestras

Sponsored by Sametz Blackstone Associates

5:00pm-6:00pm **Welcome Reception**
New York Atrium, 9th Floor

Sponsored by Boomerang Carnets | CIB

7:00pm **Group Dinner**
(Details to come, RSVP to nlee@americanorchestras.org by
1/17/25)

Monday, January 27, 2025

8:30am-11:00am **Registration**
New York Atrium, 9th Floor

8:00am-9:00am **Networking Breakfast**
New York Atrium, 9th Floor

Sponsored by Schiedmayer Celesta GmbH

9:00am-3:55pm **Group 7-8 Meetings (cont.)**
Nederlander, 9th Floor

9:00am-9:20am **Morning Recap and Setting Table for the Day**

9:20am-10:00am **Building Strategic Partnerships**
Anna Meyer, Executive Director, Fayetteville Symphony Orchestra

Hear how Fayetteville Symphony has developed two strong relationships with key players in the community from the ground-up. Anna will share about identifying, cultivating, and sustaining transformational strategic partnerships.

10:00am-11:30am **Orchestrating Business Model Innovation**
Albert Martinez, Strategy and Planning Manager, AILEY (Alvin Ailey Dance Foundation)

Reimagine your orchestra's approach to revenue, audience development, and mission-driven programming. This session will guide you through business model innovation to design revenue-generating programs that maximize your reach, strengthen community connections, and secure long-term

sustainability.

11:30am-11:35am	Break
11:35am-12:15pm	Beyond the Concert Hall Trent Rash, Executive Director, The Missouri Symphony This presentation will explore how The Missouri Symphony has been performing in spaces that seem to juxtapose the “idea” of where an orchestra should perform and what an orchestra is and how that has led to changing peoples’ mindsets about their definition of a symphony orchestra and its relevance in today’s world.
12:15pm-1:30pm	Lunch on your own
1:30pm-2:10pm	The Legal Landscape around Equity, Diversity, and Inclusion Simon Woods, President and CEO, League of American Orchestras Heather Noonan, Vice President for Advocacy, League of American Orchestras Legal counsel to be confirmed
2:10pm-2:50pm	Invigorate and Unite Your Board Rachel Perry, Executive Director, Auburn Symphony Orchestra Learn how to self-lead an effective and invigorating board retreat to meld newer and more seasoned board members toward our common goals.
2:50pm-2:55pm	Break
2:55pm-3:55pm	Open Group Discussion Revisit earlier topics or raise new ones. Possibilities include: musician recruitment, hiring/recruiting/retaining staff, exciting artistry, and more.
4:00pm-5:00pm Royale, 9th Floor	Cross-Constituency Debrief – <u>Officers Only</u>

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

Boomerang Carnets | CIB - Opening Reception

*Made Media – General Operating Support
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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.