

Midwinter Managers Meeting—Executive Directors, Groups 3-4 **Agenda**

All times below are Eastern. Agenda subject to change.

Constituent Liaison: Caen Thomason-Redus, Vice President, Inclusion and Learning
caentr@americanorchestras.org

Meeting Location: The Westin New York at Times Square
270 W. 43rd Street, New York, NY 10036

Monday, January 26, 2026

11:30am-6:00pm **Registration and Visit Business Partners**
Broadway Foyer, 3rd Floor

12:30pm-3:30pm **Executive Directors, Groups 3-4 Constituency Meetings**
Belasco Boardroom, 3rd Floor

12:30pm-1:30pm **Welcome and Member Updates**

1:30pm-2:00pm **League Strategic Priorities 2026-2029**
The League is updating its Strategic Framework and is seeking our feedback to ensure it delivers the strongest possible member value. Materials will be provided in advance.

2:00pm-3:00pm **Thriving Amidst Changes in Individual Giving**
In the general session, we will hear from Laura about major shifts in generational individual giving and its implications for orchestras. But first, Laura will spend some time with us to discuss how, even with limited staff capacity, Groups 3-4 orchestras can best leverage changes in individual giving, including changing tax incentives for charitable giving, and identify which opportunities and trends may be most impactful for medium-budget nonprofits.

Speaker: Laura MacDonald, President and Founder, Benefactor Group

3:00pm-3:15pm **Debrief**

3:15pm-3:30pm **Planning for the evening**

3:30pm-4:00pm **Break**

4:00pm-5:00pm **General Session**

Broadway Ballroom II and III, 3rd Floor

Navigating the Great Intergenerational Wealth Transfer with Laura MacDonald, Benefactor Group

Nearly \$124 trillion will transfer across generations by 2048—an unprecedented shift with profound implications for philanthropy. In this session, Laura will examine how donor behaviors evolve across generations and how orchestras can position themselves for long-term resilience. She will discuss ways to turn this research into adaptive approaches that deepen donor engagement and support lasting mission impact.

5:00pm-6:00pm

Welcome Reception

Broadway Foyer, 3rd Floor

Sponsored by Boomerang Carnets | CIB

7:00pm

Dinner and Arts Night

Details TBD, including an optional outing to a non-orchestral musical event (may involve separate dining option).

Tuesday, January 27, 2026

7:30am-11:00am

Registration

Broadway Foyer, 3rd Floor

8:00am-9:00am

Networking Breakfast

Broadway Foyer, 3rd Floor

Sponsored by Notation-AI

9:00am-4:00pm

Executive Directors, Groups 3-4 Constituency Meetings

Belasco Boardroom, 3rd Floor

9:00am-9:30am

Arts Night Debrief

Those who participated in the musical outing will share their observations and experiences as audience members. What can we learn from the vitality, variety, and competition of the New York arts scene? How can this help us see our art form, and our habits in presenting it, in a new light?

9:30am-10:30am

Donor Engagement that Grows Revenue

With the need for contributed revenues to be an ever-increasing component of our business model, the importance of high-level donor engagement and stewardship has never been greater. How do donors enjoy access to our art and our artists? What experiences and events lead to increased engagement and support? What messaging is effective? And how do benefits play a role in increasing engagement? Learn about and share best practices in this practical session of table discussions, followed by group discussion.

10:30am-11:30am	Report Out and Group Discussion
11:30am-1:00pm	Lunch (on your own)
1:00pm-2:00pm	New Initiatives that Grow Revenue What new initiatives do you have, current or recent, that were intended to grow revenue? Did they, and if so, how? If they didn't, why not? Are you experimenting with adjustments or do you have thoughts about how to do it differently next time? Let's learn from each other's successes <i>and</i> failures through table discussions and full group discussion.
2:00pm-3:00pm	Report Out and Group Discussion
3:00pm-3:45pm	Looking Ahead We'll close our time together by highlighting any key learnings, prioritizing topics for Spring and Summer, and reviewing our upcoming officer election process (Group 3).
4:00pm-5:00pm	Cross-Constituency Debrief (Officers Only) Broadway III, 3rd Floor

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

*Boomerang Carnets | CIB
Classical Movements
Double Eagle
Notation AI
Sametz Blackstone Associates
Stages Consultant*

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.*