

League of American Orchestras
2013 National Conference

**Executive Directors, Groups 3-4
Constituency Meetings**
Constituency Liaison: Polly Kahn
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Agenda

Tuesday, June 18

1:30pm – 1:45pm
Mills 5, 4th Floor

Welcome and Overview of Our Group 3-4 Time Together

Jennifer Barlament, executive director, Kalamazoo Symphony Orchestra; Rachel Ford, executive director, Knoxville Symphony Orchestra

1:45pm – 2:30pm
Mills 5, 4th Floor

Update on a Key Issue for Your Orchestra

One minute max!

Rachel Ford, executive director, Knoxville Symphony Orchestra

2:30pm – 3:15pm
Mills 5, 4th Floor

IMA Update and Discussion

J.L. Nave, president and CEO, The Fort Wayne Philharmonic; IMA Committee representatives

Wednesday, June 19

2:00pm – 2:45pm
Mills 5, 4th Floor

Findings from the New World Symphony That Have Resonance for Us

The New World Symphony has been attracting new audiences through alternative performance formats and studying their experiences through a variety of audience survey techniques – with good results around concert content design, marketing strategies, audience response, and the development of a donor base for those between 30-45 years old. They are ready to share their results and explore its implications for the Group 3-4 orchestras.

Jennifer Barlament, executive director, Kalamazoo Symphony Orchestra; Howard Herring, president and chief executive officer, New World Symphony

3:00pm – 4:00pm
Mills 5, 4th Floor

Building and Keeping our Development Staff

Read CompassPoint's [recent study](#) regarding the challenges of nonprofit fundraising prior to this session.

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Kathleen Carroll, president and CEO, Toledo Symphony; Michelle Devine, senior development officer, Toledo Symphony Orchestra; Maribeth Stahl, senior director of annual campaigns, Nashville Symphony; Robert Swaney, Robert Swaney Consulting, Inc.

Thursday, June 20

8:30am – 9:30am
Mills 5, 4th Floor

Wins (only!) Lightning Round

Five-minute per-person sharing around something you haven't already shared that's gone really well for your orchestra.

Christina Littlejohn, executive director, Arkansas Symphony Orchestra

9:30am – 10:30am
Mills 5, 4th Floor

Imagining 2023: A Discussion with Futurist Garry Golden

Rachel Ford, executive director, Knoxville Symphony Orchestra

Executive Directors, Group 3-4 meetings are sponsored by Fisher Dachs Associates

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