

League of American Orchestras
2013 National Conference

**Executive Directors, Groups 7-8
Constituency Meetings**
Constituency Liaison: Jan Wilson
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Agenda

Tuesday, June 18

12:45pm – 1:15pm
Grand Ballroom A-B,
4th Floor

First-Timer Orientation

If this is your first time to Conference, or you have questions about Conference, please attend and learn more.

1:30pm – 2:00pm
Sterling 1, 2nd Floor

Welcome and Introductions

Jamie Steinemann, executive director of the Firelands Orchestra, will welcome our group and ask everyone to tell us about their orchestra successes. Come and meet your peers at this first session.

Jamie Steinemann, executive director, Firelands Symphony Orchestra

2:00pm - 3:15pm
Sterling 1, 2nd Floor

Audits, Finance Statements – A Greater Understanding

Jim Garrone, Chief Finance Officer at the St. Louis Symphony, will join us for this enlightening session on all things financial for you and your board.

Jim Garrone, chief financial officer, St. Louis Symphony

4:15pm – 5:45pm
Powell Hall
718 North Grand Boulevard

Opening Session

6:00pm – 7:15pm
Location TBD

Dinner as a Group

7:30pm
Schlafly Tap Room
2100 Locust Street

St. Louis Symphony Concert – Tune-Up Party

Wednesday, June 19

2:00pm – 3:00pm
Sterling 1, 2nd Floor

New Ideas – Successes – Open Discussion

Share your orchestra's most successful projects and events – key areas of discussion will include the following, plus topics or ideas that have transformed your work:

- Apps, iPads, Facebook, Twitter
- Strategic Planning
- Building an Engaged Board

Ann Huntoon, executive director, Central Wisconsin Symphony Orchestra; Jamie Steinemann, executive director, Firelands Symphony Orchestra; Wendy Young, executive director, Symphonicity-the Symphony Orchestra of Virginia Beach

3:00pm – 4:00pm
Regency B, 2nd Floor

Imagining our Future: A Conversation with Garry Golden

This is your opportunity to have a conversation with Garry and do some imagining about the role of orchestras in the future.

Garry Golden, futurist; Jane Kenworthy, executive director, Stockton Symphony

(Shared with Executive Directors, Groups 5-6)

Thursday, June 20

8:30am – 9:00am
Sterling 1, 2nd Floor

Open Forum – Our Greatest Challenges

Smaller budget orchestras deal with their own unique challenges – lack of funds, shared board members, long-held community traditions, respect from the orchestra industry and a desire to remain true to community. In this session, we will have an open discussion on your orchestra's greatest challenges, and we will hear how you are working to resolve your challenges and the issues they present.

This session has provided Group 7 & 8 managers with helpful advice, planning, and strategy for dealing with the special issues of smaller budget orchestras.

Wendy Young, executive director, Symphonicity

9:00am – 10:30am
Sterling 1, 2nd Floor

Development – Key Strategies for Successful Campaigns

Paul Hogle of the Detroit Symphony, will share key strategies that will make your development efforts more successful and fruitful. What is prospecting? Who does it? Who does "the ask"? Building

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donor trust and loyalty to the orchestra, and ensure board member accountability – making sure they do what they say they will do. Do not miss this session.

Paul Hogle, executive vice president, Detroit Symphony; Wendy Young, executive director, Symphonicity

Name badges for this event generously provided by TALASKE | Sound Thinking