2018 Mid-Winter Managers Meeting
January 28-29, 2018

Crowne Plaza Times Square Manhattan
1605 Broadway at 49th Street
New York, NY 10019

Group 3 / 4 Managers

Sunday, January 28, 2018

1:00-6:00pm  Registration
Broadway Ballroom Foyer, 4th Floor

2:00-2:15pm  Welcome, Introductions, and Overview
Balcony Room 2nd Floor
Paul Winberg (chair, Group 3), president and CEO, Grant Park Music Festival
Elaine C. Carroll (chair, Group 4), CEO, New Haven Symphony Orchestra

2:15-3:20pm  Beyond the CBA: Fostering Collaboration with Musicians
Cultivating relationships with musicians requires an intimate understanding of interpersonal dynamics. Through deliberate engagement, you can forge powerful coalitions to overcome seemingly insurmountable challenges. This session will explore strategies to empower your stakeholders and develop musicians as leaders in order to increase and foster ownership and collaborative problem-solving.
Alexander Scheirle, executive director, Orpheus Chamber Orchestra

Moderated by Paul Winberg (chair, Group 3), president and CEO, Grant Park Music Festival
3:20-3:45pm

**Policy Updates**
Heather Noonan, the League's vice president for advocacy, provides an update on the current political climate and the most pressing issues facing orchestras today, including tax policy reform and its impact on charitable giving. There will be time for Q&A.

4:00-5:30pm

**Plenary Session**
**Pathways to Engagement: Millennials and Beyond**
How do we engage millennials to share in the artistry of American orchestras? How do we connect with this generation to build sustainable audiences and engage them in philanthropy? Our opening plenary will examine these strategic and timely questions. Led by Derrick Feldmann, an internationally sought-after speaker, researcher, and advisor for cause engagement, we'll explore how millennials communicate, volunteer, take action, influence their peers, and choose to give their time and money. Through this session, we will seek to gain a new perspective on the millennial generation and learn tactics to unlock their hidden potential as audiences and donors.


**Update on Tax Reform**
The comprehensive tax reform signed into law in December will have near- and long-term consequences for how orchestras and other nonprofits engage with donors and serve their communities. The League's vice president for advocacy, Heather Noonan, will provide an overview of key policy outcomes and opportunities for ongoing engagement by orchestras in the policy process.
5:30-6:30pm Welcome Reception Sponsored by Boomerang Carnets
Broadway Ballroom Foyer, 4th Floor

7:00pm Group Dinner (on own)

Monday, January 29, 2018

8:45am Coffee Provided by Colbert Artists Management

9:00-9:30am General Reflection
Balcony Room, 2nd Floor

9:30-10:30am Leading an Orchestra for the Next Generation
This session will explore models of program development and customer experience design that orchestras can use to connect with and engage new generations of audiences while still delivering meaningful experiences for their incumbent communities.
Rupa Athreya SVP Head of Product Development, OppenheimerFunds,

10:30-11:30am Hot Topic Round Tables
Explore topics of mutual interest and meet with other attendees in an informal small group setting.
Moderated by David Fisk, executive director, Richmond Symphony

- Successful examples of board engagement practices (Christina Littlejohn, CEO, Arkansas Symphony Orchestra)
- Creating media buzz when a community has limited or no arts coverage (Rachelle Schlosser, Director of Media Relations and Communications, League of American Orchestras)
- Pops Programming (Zak Vassar, President and CEO, Toledo Symphony - TBC)
11:30am-12:00pm  What’s the ‘Deal’ with Tresóna
An update on the rapidly-evolving copyright compliance landscape and recent litigation spearheaded by Tresóna Music.
Presenter: Alan D. Valentine, president and CEO, Nashville Symphony

12:00-1:30 pm  Lunch
La Masseria, 235 West 48th Street

1:30-2:30pm  Diversity, Equity, and Inclusion (DEI) Focus Group Conversation
In 2018, the League will undertake an extensive DEI planning process involving data collection via a field-wide survey, internal and external stakeholder interviews, and facilitated focus groups. This is a time for executive directors to participate in the process by sharing observations and experiences about the state of the DEI conversation, challenges, and needs at your home orchestras and in your communities.
Moderated by Jessica Schmidt, League Senior Advisor for DEI

2:30-3:30pm  Best Practices in Sexual Harassment Prevention
Joint session with Group 2
Lisa Brown Alexander, CEO, Nonprofit HR

3:45-4:00pm  Wrap Up and Next Steps

4:00pm  Adjourn

4:00-5:00pm  Managers Advisory Committee Meeting (Group Officers Only)
Times Square C, 2nd Floor
The Reception at the Mid-Winter Managers Meeting is Generously Sponsored by

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The Monday Morning Coffee at the Mid-Winter Managers Meeting is Generously Sponsored by

Colbert Artists Management

The Wine at the Reception at the Mid-Winter Managers Meeting is

Generously Provided by

Pata Negra Cava

Name Badges for All League Seminars are Generously Provided by

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