2018 Mid-Winter Managers Meeting  
January 28-29, 2018  
Crowne Plaza Times Square Manhattan  
1605 Broadway at 49th Street  
New York, NY 10019  

Group 7/8 Managers  

Sunday, January 28, 2018  

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

2:00-2:30pm  7/8 EDs: Welcome, Introductions, and Overview  
Room 403/404, 4th Floor  
Ann Huntoon, Central Wisconsin Symphony Orchestra  

2:30-3:45pm  Anniversary Planning and Special Events  
Whether your orchestra is turning five or fifty years old, an anniversary is a great occasion to celebrate – and opportunity to fundraise! What are some creative celebrations you’ve done, and what other special events have paid off handsomely for your orchestra? Ideas for this session should be bigger in scale, but still doable for small budget orchestras. Come with examples!  
Ann Huntoon, Central Wisconsin Symphony Orchestra  

4:00-5:30pm  Plenary Session  
Broadway Ballroom I and II, 4th Floor  

Welcome and Introductions  
Jesse Rosen, president and CEO, League of American Orchestras  

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.

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.


5:30-6:30pm
Welcome Reception Sponsored by Boomerang Carnets
Broadway Ballroom Foyer, 4th Floor

7:15pm
Meet in hotel lobby to walk to dinner together

7:30pm
Dinner at Trattoria Trecolori (pay your own way)
@ 254 W 47th St (between 7th – 8th Ave)
RSVP to nlee@americanorchestras.org by 1/25/18
**Monday, January 29, 2018**

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00-9:00am</td>
<td>Breakfast (on own, 7/8 Networking: location TBD)</td>
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<td>8:45am</td>
<td>Coffee Provided by Colbert Artists Management</td>
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<td>9:00-10:00am</td>
<td>Regional Orchestra Gatherings</td>
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<td>Room 403/404, 4th Floor</td>
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<td>With the recent inaugural convening of orchestras in the northwest region, what can we learn about how regional gatherings serve small budget orchestras in particular? We’ll discuss the northwest convening and glean some impressions of non-League orchestras, and compare with a couple of regional convenings the League has held, most recently in New York state, followed by exploration of how we can continue supporting regional meetings as a way of strengthening the field at large. <em>Heather Clarke, Idaho State-Civic Symphony; Jesse Rosen and John-Morgan Bush, League of American Orchestras</em></td>
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<td>10:00-10:15am</td>
<td>Policy Update and Call to Action</td>
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<td>Tax reform has long been promised, and then in the final months of 2017 came together rather rapidly. What are some of the biggest changes that nonprofits and orchestras need to know about? And what are a few practical, easy things busy EDs can do to stay involved in policy? <em>Heather Noonan, vice president for advocacy, League of American Orchestras</em></td>
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10:15-11:15am  Nonprofit Financial Best Practices

What are some general nonprofit financial management best practices that could help 7/8 EDs do this part of the job most efficiently? What do people take on their own, what do they outsource, what shouldn’t they outsource, and what tips and tools help keep things running smoothly year-round? Ed Sermier will tailor his deep experience in financial accounting, budgeting, and financial planning into a session offering practical guidance and practices. Time will be reserved for Q&A, so come with questions!

*Ed Sermier, chief financial officer, The Nation Institute*

11:15-11:30am  Break

11:30am-11:45am  National Diversity Audition Fund Update and Discussion

*Led by: Jesse Rosen, president and CEO, League of American Orchestras; Andre Dowell, Chief Program Officer, Sphinx*

11:45am-12:30pm  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 7/8 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*

12:45-2:00pm  Lunch (on own)
2:00-3:30pm   **Innovative Initiatives**

How are smaller-budget orchestras adapting and innovating to meet audiences where they are (including millennials and school kids)? What kind of events or tie-in activities can be done with few staff and modest resources? What nontraditional approaches can we take as inspiration, whether they have paid off in proceeds or deeper community engagement? Come prepared to have a lively brainstorming session where we share some inspiring ideas and build upon them for our home communities.

*Kathryn Boucher, Spartanburg Philharmonic Orchestra*

3:30-4:00pm   **Recap and Next Steps**

*Ann Huntoon, Central Wisconsin Symphony Orchestra*

4:00pm   **Adjourn**

4:00-5:00pm   **Managers Advisory Committee Meeting (Group Officers Only)**

*Times Square C, 2nd Floor*

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*The Reception at the Mid-Winter Managers Meeting is Generously Sponsored by*

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*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 Has Been Generously Provided by*

*Pata Negra Cava*

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