



SOVA SHARES

Exchanging ideas and resources among symphony orchestra volunteer organizations in the Southeast.

SOVA EDUCATES

Promoting volunteer expertise through digital, written and personal support via the annual Roundtable.

SOVA ADVOCATES

Representing the work of Southeastern orchestra volunteers as the leading voice in the region.

SOVA SUPPORTS

Offering orchestra volunteers strategies for success, plus a toolbox of resources and skills.

SHARE TABLE

All organizations are encouraged to bring printed materials, invitations, newsletters, brochures, etc. for display and/or distribution. Twenty copies suggested.

CONFERENCE HOTEL

O'Henry Hotel

624 Green Valley Road
Greensboro, NC 27408
336-854-2000

Special Roundtable room rates: \$185 + tax

Room rate includes \$10 voucher for any Quaintance Weaver Restaurant and complimentary breakfast buffet.
For hotel reservations, please call 800-965-8259 and ask for the SOVA Roundtable rate.

This special rate is available as long as rooms are available.



For more Roundtable information visit:
www.sovaonline.org

Linda Hiatt, Co-Chair, Roundtable 2018
plhr@me.com

Frances Vinoski, Co-Chair, Roundtable 2018
fvinoski@triad.rr.com

Hosted by
Greensboro Symphony Guild

SOUTHEASTERN ORCHESTRA VOLUNTEER ASSOCIATION

GATEWAY TO



GREATNESS GREENSBORO

GATEWAY TO GREATNESS IN GREENSBORO

**Monday, October 8 and
Tuesday, October 9, 2018**

**O'Henry Hotel
624 Green Valley Road
Greensboro, NC 27408**

EARLY ARRIVALS ACTIVITIES

Sunday, October 7th

- 4:30-5:30 Arts Crawl in Downtown Greensboro**
Meet in O'Henry Lobby
- 6:00-6:45 SOVA Board of Directors' Meeting in the
Porter Suite
- 6:45-7:15 Liaison Training in the Porter Suite. Interaction
and networking will continue at dinner.
- 7:30 Dinner on own at any Quaintance Weaver
restaurant. Transportation available.

KEYNOTE SPEAKERS

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Rich Schlentz

*Consultant, Speaker,
Leadership Coach, and
Author*

Rich is the founder of
EXTRAordinary! Inc. a
movement dedicated to
reviving the workplace
one culture at a time.
In his partnerships with

companies, teams, and individuals, Rich provides
the tools to create breakthrough performance.
With an emphasis on relationship principles,
he helps organizations develop strategies to
increase employee engagement, commitment,
and productivity. His area of expertise is guiding
leaders to create and foster engaging cultures
resulting in improved loyalty, creativity, innovation,
and profitability. His debut book is: [Your
Employees Have Quit-They Just Haven't Left.](#)

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Kathie Amato

*Senior Lecturing Fellow,
Duke University*

Kathie Amato has an
extensive background
in higher education,
marketing and publishing.
She currently serves as a
Senior Lecturing Fellow
at Duke University, where
she teaches in the areas

of innovation, entrepreneurship, and marketing.
Previous roles have included senior strategist for
innovation and entrepreneurship education at
Duke and associate dean at Duke's Fuqua School
of Business, where she managed the creation and
launch of a one-year master's degree program.
Kathie also has a background in publishing, brand
management, product development, marketing
and sales management.

Outside of work, Kathie is an active volunteer in
Greensboro where one of her favorite areas of
volunteer work is with the Greensboro Symphony
Guild, where she has been a member for thirteen
years.

ROUNDTABLE 2018 AGENDA

Monday, October 8th

- 8:30-11:30 **Presidents and Presidents-Elect Brunch &
Conversation**
Linda Hiatt, Moderator
Palmer Room, O'Henry Hotel
Breakfast Buffet available for early arrivals
not involved in this meeting (included in
hotel fee).
- 10:30-12:30 **Registration and Lunch on your own.**
All events below are located in the Hawkins
Brown Room, O'Henry Hotel
- 12:45-1:00 **Welcome**
Betty Seifert, SOVA President
Linda Hiatt & Frances Vinoski,
2018 Roundtable Co-Chairs
- 1:00-2:30 **Build a Highly Engaged Volunteer Guild
(or Association)...While Maintaining Your
Sanity!**
Rich Schlentz, Chief Enthusiasm Officer,
EXTRAordinary, Inc.
- 2:30-3:00 **Break**
- 3:00-3:45 **WHO Are We Motivating? Engaging
Millennials: Panel Presentation**
Daniel Crupi, Chief Operating Officer,
Greensboro Symphony Orchestra
Derek Gracey, President, Vivace
Keyshia Haithcock-Johnson,
Immediate Past President, Vivace
- 3:45-4:45 **HOW Are We Motivating? Digital
Marketing**
Jo Ann Cowlet and Dianne Flem
from iHeart Radio
- 4:45-5:00 **Evening Schedule**
Frances Vinoski, Roundtable Co-Chair
- 6:30-8:30 **Drinks & Dinner at The W on Elm**
Music provided by Hope and Honour Ari
Carter, Greensboro Symphony Youth
Orchestra, Violinists

ROUNDTABLE 2018 AGENDA

Tuesday, October 9th

- 8:30-9:30 **Breakfast Buffet in the hotel
(included in hotel fee)**
All the events below are located in the
Hawkins Brown Room, O'Henry Hotel
- 9:30-9:40 **Welcome Back**
Linda Hiatt & Frances Vinoski,
Roundtable Co-Chairs
- 9:40-11:30 **WHY Are We Motivating?
Impact of the Arts**
Kathie Amato, GSG Member and Duke
University Professor
- 11:30-12:30 **Lunch* & Announcements**
2019 Roundtable location
- 12:30-12:45 **Break**
- 12:45-2:45 **Roundtables (you can go to all four)**
Creative Communications
Debbie Faircloth, Greensboro Symphony
Guild, Past Board Member & Presentation
Ball Chair & PR guru
- The ABCs of Solicitation**
Martha Long, Past President SOVA and
Augusta Symphony Guild, Inc., experienced
fundraiser
- Mardi Gras with the South Carolina
Symphony League**
Ellen Monahan, President of Symphony
League, South Carolina Philharmonic and
SOVA Board Member
- Taste of the Tour Silent Auction, National
Gold Book Award Winner**
Sallie Moody and Jenny Tolson, The
Symphony Guild of Charlotte
- 2:45-3:00 **Feedback & Farewell**

*Included in registration fee

**Optional, see registration form