

ACSO Webinar

## **Building Your Orchestra's Government Relations Strategy**

Wednesday, January 29, 2025 | 12-1:30pm PT

Presenter Bios

### **About Laura Bergmann:**

Active in both the classical and popular music sectors, Laura Bergmann (she/her) is Associate Director of Advocacy and Community Engagement at the San Francisco Symphony. With more than a decade of experience in arts administration, in her current role, Laura manages government relations, advocacy strategies and coalition growth in the arts and culture space, as well as dynamic community-building initiatives that center the needs of local populations. A Bay Area native, Laura is a member of the critically acclaimed baroque pop band The Family Crest and holds a B.M. from the San Francisco Conservatory of Music and an M.M. from USC.

### **About Leni Boorstin:**

Leni Boorstin's career centered on her more than 40-years with the Los Angeles Philharmonic. During her tenure, she was responsible for community programs and government relations initiatives. Her guidance assured community engagement with the opening of Walt Disney Concert Hall and the arrival of Gustavo Dudamel to L.A. She identified and developed partnerships that resulted in the LA Phil's expansive Youth Orchestra LA (YOLA) program. Ms. Boorstin served four Mayors as the City of L.A.'s Human Relation Commissioner. She is a founding member and Chair Emeritus of Arts for LA and served on LA County's Cultural Equity and Inclusion Committee. Leni is a peer counselor for Empower Work.

### **About Marni Cook:**

Marni Cook joined the San Francisco Symphony's senior management team in January 2017. In her role as Sr. Director of Advocacy, Community Engagement and Volunteer Services, Cook oversees the Symphony's strategic programs with community and political leaders, including the implementation of community engagement initiatives, and driving forward the Symphony's and the SF Arts Alliance advocacy efforts. For the past fourteen years, Cook has served as Director of the Volunteer Council, composed of over 1,000 volunteers; a leadership volunteer board of 40 members, seven volunteer leagues and twelve areas of service and education volunteers at the San Francisco Symphony. Throughout her Symphony career, Cook has led the design and execution of the organization's major fundraising, community engagement, and donor cultivation events, including the Opening Night Gala, All San Francisco Concert, Black & White Ball®, Deck the Hall, Deck the Hall Community Day, Lunar New Year Concert & Imperial Dinner, Día de los Muertos Community Concert, MTT 70th Birthday Gala, Symphony Pride and the UCSF Music & Health program. Prior to the Symphony, Cook spent over 15 years in the performing arts and events management fields and holds a BA from the University of North Carolina School of the Arts in Stage Management.

### **About Heather Noonan:**

Heather Noonan represents orchestras before Congress and the White House, among arts and nonprofit coalitions, and in policy matters across the globe. She joined the League's D.C. office in 1996, and counts live music, arts education, and international cultural exchange as the most influential personal experiences that inform her work. Living near Annapolis while missing the mountains of Washington State, Heather is a season subscriber to in-home jazz and traditional Irish music concerts by her husband and two daughters.

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