

Lou Ross

Bio Information

Louis (Lou) Ross has more than 40 years of extensive experience in the arts and entertainment industry. Mr. Ross's experiences range from senior management positions in national entertainment convention management, major music festival production and directing, non-profit association management, vast volunteer coordination, and, planning, promoting, and supervising local, regional and national events. In March, 2015, Mr. Ross was appointed as the Executive Director of the Springfield Symphony Orchestra in Springfield, Ohio.

In 2003, Lou became the Executive Director of the Lancaster Festival, a music and arts festival that programs more than 70 events in a 10 day period. Lou's responsibilities included marketing, entertainment booking, contract negotiations, non-profit management, grant writing, and major event coordination. Lou also was responsible for the coordination of hundreds of community volunteers of all ages and demographics. As the only full-time staff member of the organization, Lou's professionalism and appreciation of the volunteers endeared him to the entire community. The Festival also seated its own orchestra, made up of musicians from all over the globe. The Orchestra performed at numerous events including 2 major pops concerts annually with national recording artists such as the Beach Boys and Kenny Rogers. Lou's leadership of the Festival resulted in the Festival being selected as the recipient of the 2011 Ohio Governor's Award for the Arts. The Festival Orchestra was also awarded the American Prize, a national award. Lou was instrumental in receiving a grant from PNC Arts Alive Foundation to present Disney Fantasia, shown with a live orchestra performance. This program was a sellout success for the Lancaster Festival in 2014.

Lou has served on numerous boards and chaired various committees during his professional career. The Ohio Arts Presenters Network awarded Lou the Lenhart Award of Excellence in 2010, honoring him for leadership and service to the Ohio arts community and to OAPN. Lou was President of the OAPN Board of Directors from October 2010 through September of 2012.

Mr. Ross served as Director of Student Activities at Tulane University in New Orleans. Lou then became the Director of Member and Convention Services for 15 years for the National Association for Campus Activities (NACA). There his respected professional reputation grew among national entertainers and entertainment agencies and organizations.

During his NACA tenure, Lou's responsibilities included managing a national membership base, marketing, and planning a yearly national entertainment trade show with talent showcases and coordination of student and professional volunteers. Among numerous achievements, Lou was awarded The Founders Award, the association's highest honor.

Lou's wife, Kathy, is President of Kaleidoscope Entertainment, a full service talent, association management and event-planning agency started in 1993. Over the past few years, Kathy has voluntarily coordinated many local projects including new playground equipment for Lancaster's largest park and the development of an interactive children's museum in downtown Lancaster. Kathy and Lou are the proud parents of their thirteen year old daughter, Kayla who is very involved in music, dance, gymnastics, and community projects.

Lou grew up in Beaver Falls, PA. Lou holds a M.Ed. in Student Personnel Services from the University of South Carolina and a B.S. in Social Science/Secondary Education from Indiana University of Pennsylvania. He has managed and volunteered for festivals offering music, crafts, and family entertainment in Ohio, South Carolina and Arkansas. He also established a Fine Arts Series at Tulane University (LA) and assisted in opening an Arts Series at the University of South Carolina.

