

Lou Ross

Bio Information

Lou Ross grew up in Beaver Falls, PA and is a graduate of Beaver Falls High School. Lou received a B.A. Degree from Indiana University of Pennsylvania, and a Master's Degree in Higher Education Administration from The University of South Carolina.

In his past positions, 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 and showcases and coordination of student and professional volunteers. Among numerous achievements, Lou was awarded the highest NACA award, The Founders Award.

In 2003, Lou became the Executive Director of the Lancaster Festival, a Music and Arts Festival that programmed over 70 events in a 10 day period. Lou's responsibilities included grant writing, marketing, entertainment booking, contract negotiations, non-profit management 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 concerts yearly with National Recording Artists such as the Beach Boys and Kenny Rogers and would conclude with a spectacular fireworks show. Lou's leadership of the festival resulted in the festival being selected as the recipient for the 2012 Ohio Arts Governor's Award. The Festival was also awarded the National American Prize award. Lou was also instrumental in receiving a grant from PNC Bank to Premier Disney's Fantasia film, shown in conjunction 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 committees during his professional career. Those positions include being on the Board of Directors and the President of the Ohio Arts Presenters Network (OAPN) for multiple years.

Lou currently resides in Lancaster, Ohio with his wife Kathy Kern Ross and daughter, Kayla.