

*Establishing Directions
& Finding Dollars
for Your Orchestra*



Establishing Directions & Finding Dollars

FRIDAY, JUNE 28, 1974

- 9:00 a.m. REGISTRATION
- 10:30 a.m. CONDUCTORS' SOUND-OFF
Moderator:
CORRICK BROWN, Conductor,
Santa Rosa Symphony
- 11:30 a.m. COCKTAILS
- 12:30 p.m. LUNCHEON
Chairman:
DON JONES, President - ACSO
Keynote Speaker:
HELEN M. THOMPSON, Former Mgr.,
New York Philharmonic
Palo Alto Honor String Orchestra,
DR. TOM GRAY, Conducting
- 2:00 p.m. "SETTING GOALS FOR YOUR ORCHESTRA"
Moderator:
MICHAEL NEWTON, Vice-President,
Associated Council of the Arts
Panelists:
(For "Major" Orchestras)
DAVID PLANT, President,
San Francisco Symphony Association
(For "Metropolitan" Orchestras)
EDWARD MEECE, Former President,
San Jose Symphony Association
(For "Urban/Community" Orchestras)
CAROLE BERG, President,
Marin Symphony Association
(For "College-Community" Orchestras)
NELSON TANDOC, Director,
Nova Vista Symphony (Foothill District)
- 3:15 p.m. COFFEE BREAK
- 3:30 p.m. "IMPLEMENTING GOALS"
Moderator:
MICHAEL NEWTON, Vice President A.C.A.
Panelists:
(Re "Board Responsibility")
JOHN CONNELL, President,
Southern California Symphony-
Hollywood Bowl Association
(Re "Management Responsibility")
STEWART COMER, Manager,
Fresno Philharmonic
(Re "Musical Director's Role")
JOHN BARNETT, Conductor and Consultant-
Douglas Richards Associates
- 4:30 p.m. CONCLUDE
- 7:00 p.m. COCKTAILS AND BANQUET
Caribbean Revelers
Steel Band
- 9:00 p.m. DANCING (Live Music)

(Note: All meetings in Palo Alto Rooms A & B and banquet-type meals in Palo Alto Rooms B & C unless otherwise indicated.)

SATURDAY, JUNE 29, 1974

- 9:00 a.m. "FUNDING YOUR GOALS"—OVERVIEW
KARNEY HODGE, Vice Chairman,
American Symphony Orchestra League
- 9:15 a.m. "SEASON TICKET SALES"
AUDREY BAIRD, President,
Women's Council, ASOL
- 10:15 a.m. COFFEE BREAK
- 10:30 a.m. "BOX OFFICE SALES"
TOM BACCHETTI, Director,
Public Events, Stanford University
- 11:00 a.m. "FUND RAISING EVENTS"
AUDREY BAIRD, ASOL
- 11:45 a.m. LUNCHEON—POOLSIDE
Renaissance Choral Music
JOSEPH LIEBLING, Conductor
- 1:45 p.m. FEDERAL GRANTS (NEA)
KARNEY HODGE, Member,
NEA Music Advisory Panel
- 2:00 p.m. STATE GRANTS (C.A.C.)
JAMES D. FORWARD, Executive Director,
California Arts Commission
SUSAN WALKER, C.A.C. Grants Administrator
- 2:45 p.m. FOUNDATION GRANTS
C.J. "BUCK" BOCCHIERI, Secretary
Bank of America Foundation
- 3:00 p.m. CORPORATE CONTRIBUTIONS
DON JONES, Public Relations Counsel,
Standard Oil Company of California
- 3:15 p.m. COFFEE BREAK
- 3:30 p.m. ENDOWMENTS AND DEFERRED GIVING
JACK BETHARDS, Manager,
Oakland Symphony Association
- 3:45 p.m. MUSIC PERFORMANCE TRUST FUNDS
JERRY SPAIN, President,
A.F. of M., Local No. 6
- 4:00 p.m. CONCLUDE
- * 6:30 p.m. BUSES LEAVE FOR FOOTHILL COLLEGE
- 7:00 p.m. BUFFET—CAMPUS CENTER DINING ROOM
Foothill College Fanfares
ROGER LETSON, Director
- 8:30 p.m. YOUNG ARTIST SHOWCASE
Master Sinfonia Chamber Orchestra
JOHN MORTAROTTI, Conductor
- 10:00 p.m. RECEPTION—CAMPUS CENTER

*Buses return following reception.

for Your Orchestra

SUNDAY, JUNE 30, 1974

- 7:30 a.m. BREAKFAST—SPECIAL INTEREST TABLES
MRS. JEAN SQUAIR, Coordinator,
(Vice President, S.F. Symphony Foundation)
- 9:00 a.m. "ASOL NEWS"
RALPH BLACK, Executive Director,
American Symphony Orchestra League
- 9:30 a.m. "ARTS LEGISLATION"
SENATOR ARLEN GREGORIO, Democrat,
12th District, San Mateo County
PETER HERMAN, Legislative Asst. to:
Senator Arlen Gregorio
- 10:00 a.m. "CALIFORNIA'S BICENTENNIAL PLANS"
MRS. GRETCHUM THOMAS, Member of
American Revolution Bicentennial
Commission of California
- 10:30 a.m. COFFEE BREAK
- 10:45 a.m. "ACSO MUSIC CATALOG PROJECT"
DON JONES, President,
Association California Symphony Orchestras
- 11:00 a.m. ACSO ANNUAL MEETING
Officer and Committee Reports,
Election of new Board Members
- 12:00 Noon CONFERENCE ENDS



1974 CONFERENCE COMMITTEE

- CORRICK BROWN, Chairman,
Young Artist Showcase
- SUZANNE DEWAR, Chairman,
Banquet and Social Arrangements
- MARTHA BLAINE, Chairman,
Promotion and Newsletter Publicity
- DON JONES, Chairman,
Program Agenda and Printed Materials
- JOHN MORTAROTTI, Chairman,
Registration and Hotel Facilities
- JEAN SQUAIR, Chairman,
Pre-Conference Managers Workshop
- PRESTON STEDMAN, Chairman,
Guest Speakers and Panelists

The 1974 ACSO Conference is partially funded by a grant from the California Arts Commission in Sacramento, a state agency.

Notes:



Association of California Symphony Orchestras

1973 — 1974

EXECUTIVE COMMITTEE

President

Don Jones *Standard Oil Company of California*

First Vice President

Martha Blaine *General Manager Los Angeles Master Choral*

Second Vice President

John Mortarotti *Master Sinfonia Chamber Orchestra*

Secretary

Mrs. Roderick Dewar *Monterey County Symphony*

Treasurer

Francis Threadgill *Pasadena Symphony*

Board Members at-large

Corrick Brown *Santa Rosa Symphony*

Mrs. Stuart Squair *San Francisco Symphony Foundation*

Executive Committee Member at-large

Genevieve S. Fisher *Santa Barbara Symphony*

Past President

Karney Hodge *Fresno Philharmonic*

BOARD OF DIRECTORS

Ann G. Bedau *Ventura County Symphony*

Jack M. Bethards *Oakland Symphony Orchestra Association*

Barbara Boudreaux *Sacramento Symphony*

John Connell *Southern California Symphony —
Hollywood Bowl Association*

Denis M. De Coteau *California State University Hayward*

Walter Dahlin *Chico Symphony*

Carmen Dragon *Glendale Symphony*

Ernest Fleischmann *Los Angeles Philharmonic*

James M.R. Glaser *Monterey County Symphony*

Susanne Glass *Los Angeles Chamber Orchestra*

L. Thomas Halverstadt *San Diego Symphony*

Leroy H. Hurte *Inglewood Philharmonic*

Edward W. Meece *San Jose Symphony*

Mrs. Mark Day Miner *Long Beach Symphony*

Richard F. Perry *Glendale Symphony*

David N. Plant *San Francisco Symphony Association*

Thelma Schultz *Marin Symphony*

Mrs. Harry Lee Smith *La Jolla Symphony*

Dr. Preston Stedman *University of the Pacific*