

*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 Fanfare
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
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Francis Threadgill *Pasadena Symphony*
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Corrick Brown *Santa Rosa Symphony*
Mrs. Stuart Squair *San Francisco Symphony Foundation*
Executive Committee Member at-large
Genevieve S. Fisher *Santa Barbara Symphony*
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Karney Hodge *Fresno Philharmonic*

BOARD OF DIRECTORS

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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*