

ANNUAL CONFERENCE

ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS

SEPTEMBER 8 - 11, 1977



SHERATON-UNIVERSAL HOTEL
30 UNIVERSAL CITY PLAZA
NORTH HOLLYWOOD
CALIFORNIA

THURSDAY, SEPTEMBER 8

9:00 AM

Registration Desk open — San Diego and La Jolla to staff — Upper Front Lobby

10:00 AM

ACSO Board Meeting — Producer's Room

12:30 noon

Luncheon — Portuguese Lounge

2:00 - 4:00 PM

Conductor's Workshop — Lanai Room C-106 (Closed Session)

Co-Chairmen:

John Mortoratti, Conductor Master
Sinfonia Orchestra

Daniel Lewis, Conductor Pasadena
Symphony

Manager's Workshop — Lanai C-306 (Closed Session)

Moderator, Robert Caulfield, Manager San Jose Symphony

Speaker, Ralph Black, Executive Director American Symphony Orchestra League

Board President's Workshop—Producer's Rm.

Moderator, Mrs. William Skinner,
President, Pasadena Symphony

Speaker, Douglas Richards,
Arts Management Consultant

Women's Committee Workshop — Director-Writers Room

Chairman, Doreen Mauk,
Sacramento Symphony

Speaker, Mrs. Stuart Squair, Director of Arts Administration, Golden Gate University; San Francisco Symphony

4:00 - 6:00 PM

President's Cocktail Party—Presidential Suite

6:30 PM

Hollywood Bowl Concert



FRIDAY, SEPTEMBER 9

8:30 AM

Registration continues—Pasadena to staff
Upper Front Lobby
Hospitality Room open—Studio I

9:00 AM

"Board Responsibilities"—Roof Garden
Moderator, President Richard Wright
Speaker, Ray Edwards,
President Glendale Symphony

10 - 11:30 AM

"Broadening the Scope of the Orchestras Educational Activities"—Roof Garden

Presiding, Dr. Preston Stedman, Music Department, California State University, Fullerton

Panelists:

Joan Boyett, Youth Activities,
Los Angeles Philharmonic Orchestra

Barbara Hall, Community Resources,
Mt. San Antonio College

Joe Westmoreland, Administrator,
Orchestral Training Program for Minority Students, Los Angeles Philharmonic

Betsy Brown and Bill Sousa,
"Teatro de Los Puppets"

10 - 11:00 AM

"Corporate Support and How to Get It,"—
Lanai Room C-206 *Studio III*

Presiding, Don Jones, Chevron U.S.A.

Panelists:

Walter House, Vice-President, Ralph M. Parsons Co. *Corporate Relations*

Lloyd E. Rigler, Vice-President, Los Angeles Philharmonic Association

11 - 12 noon

"Government Funding"—Lanai Room C-206 *Studio II*
Chairman, Mrs. Roderick Dewar, Monterey County Symphony

Panelists:

Clark Mitze, Executive Director,
California Arts Council

J. Foster, Executive Director, Los Angeles County Music and Performing Arts Commission

Dr. Walter Anderson, National Endowment for the Arts

11 - 12 noon

"Volunteers—How to Keep Them Happy and Working"—Lanai Room C-306 *Studio IV*
Chairman, Mrs. John Munson, Chairman of Hollywood Bowl Volunteers

12:30 PM

- X Keynote Luncheon—Roof Garden
Chairman, President Richard Wright
Speaker, Arthur Fiedler, Conductor
Boston Pops

2:00 - 4:00 PM

- X "Standing Room Only—How to Sell Season Tickets"—West Ballroom
Chairman, Thelma Schultz, Manager
Marin Symphony
Speaker, Mrs. William W. Baird, Board Member, Milwaukee Symphony

4:00 - 6:00 PM

- ASOL Metropolitan Orchestra Managers Regional Workshop—Lanai Room
(Closed Session)
Presiding, John Hyer, Manager
Long Beach Symphony

6:30 - 7:30 PM

- X Cocktail Party—Columbia Artists Management hosting—Roof Garden

8:00 PM

- Young Artists Showcase—East Ballroom
Chairman, Mrs. Irving Goldstein,
San Francisco Symphony Foundation



SATURDAY, SEPTEMBER 10

8:30 AM

- Registration continues—Long Beach to staff
Upper Front Lobby
Hospitality Room open—Studio I and II

8:30 - 9:50 AM

- X "Ask the Experts" Bull Sessions—
East Ballroom
1. Youth Orchestras—Ethel London,
Oakland Youth Symphony
 2. Community Orchestras—Frances Steiner,
Conductor Carson Community Symphony
 3. Urban Orchestras—Patricia Meredith,
Manager Ventura County Symphony
 4. Metropolitan Orchestras—John Hyer,
Manager Long Beach Symphony
 5. Regional Orchestras—Richard Bass,
Manager San Diego Symphony
 6. Fund Development—Richard Wright,
Director of Development, San Francisco
Symphony

7. Selling Your Season—Audrey Baird,
Milwaukee Symphony

8. Lobbying for the Arts—Sue Dewar,
Monterey County Symphony

9. Ways and Means—Jean Squair,
San Francisco Symphony

10. Newsletters—Genevieve Fisher, Manager
Santa Barbara Symphony

11. Radio and TV Coverage—James Glaser,
Monterey County Symphony

12. College and University Orchestras—
Preston Stedman, California State Uni-
versity, Fullerton

10:00 AM

BINGO—West Ballroom

- Chairman, Mrs. Allan McFarland,
Kern Philharmonic Orchestra

10:15 - 11:15 AM

- X "Promoting Your Orchestra"—West Ballroom
Presiding, Richard Bass, Manager
San Diego Symphony

Panelists:

- Norma Flynn, Public Relations Director,
Los Angeles Philharmonic

- Dan Pavillard, Manager
Tucson Symphony

11:15 - 12 noon

- X "The Most Important Board Committee—
Nominating!" and "What Makes a Good
Board Member"—West Ballroom

- Chairman: Clifton Swanson, Conductor
San Luis Obispo Symphony

- Speaker, Ralph Black, Executive Director,
American Symphony Orchestra League

12:00 noon

- X Luncheon—East Ballroom
Chairman, President Richard Wright

- Guest Speaker, Ernest Fleishmann, Execu-
tive Director, Los Angeles Philharmonic
Orchestra—"Behind the Iron Curtain —
and Other Stories"

2:00 PM—"How To Sessions":

2:00 - 3:00 PM

Pops Concerts—Producers Room

- Presiding, Don Jones, Chevron U.S.A.
Panelists to be announced

- X Management Controls—Writers-Directors Rm.

- Chairman, Robert Caulfield, Manager
San Jose Symphony

- Speaker, Tom Kenyon, Pete Marwick &
Associates

3:00 - 5:00 PM

"Success Stories"—West Ballroom

Moderator, Eva Miner, Long Beach Symphony

Panelists:

Pasadena Symphony Juniors—Auction Dinner Dance

Long Beach Symphony—Home Tours

San Diego Symphony—Radiothon

Pasadena Junior Philharmonic— Showcase House of Interior Design \$92,000

Monterey County Symphony— Tennis Tournament

3:00 - 4:00 PM

Youth Orchestras—Producer's Room

Presiding, Denis de Coteau, Conductor Oakland Youth Symphony

Panelists:

Thomas Osborn, Conductor Burbank-San Fernando Valley Youth Symphony

Miss Jean Guthrie, Vice President, Education, Pasadena Symphony

Dr. Martin Workman, Executive Vice President, American Youth Symphony Orchestras

Mrs. Joseph Apfill, Santa Rosa Symphony

3:00 - 4:00 PM

Grantsmanship—Writers-Directors Room

Chairman, Stewart Comer, Manager Fresno Philharmonic

Speaker, Joseph Clapsaddle, Executive Fund Director, Los Angeles Music Center's Performing Arts Council

4:00 - 5:00 PM

"Musicians—What is on Their Minds?"—Producers Room

Moderator, Richard Bass, Manager San Diego Symphony

Marl Young, Secretary, Musicians Union Local #47

Byron Peebles, Former Chairman, Orchestra Comm., Los Angeles Philharmonic Orchestra

ALL DISPLAYS MUST BE PICKED UP AND OUT OF STUDIO I BY 5 PM

7:30 PM

Hollywood Bowl Pops Concert, Arthur Fiedler conducting

SUNDAY, SEPTEMBER 11

8:30 AM

Registration Desk open Upper Front Lobby

9:00 - 10:00 AM

"Critic in the Corner"—West Ballroom

Moderator, Dr. Walter Dahlin, Conductor Chico/Paradise Symphony

Panelists:

Martin Bernheimer, Los Angeles Times Music Critic

Daniel Lewis, Conductor, Pasadena Symphony

Robert Hughes, Composer

10:00 - 10:30 AM

American Symphony Orchestra League Update—West Ballroom

Chairman, President Richard Wright

Speaker, Karney Hodge, President of ASOL Board of Directors, Fresno Philharmonic

10:30 - 11:30 AM

"Speak Your Piece"—Open Forum—West Ballroom

Moderator, President Richard Wright

11:30 - 12 noon

ACSO Annual Meeting—West Ballroom

12:00 noon

Sunday Brunch—Four Stages Restaurant
New ACSO Board takes office

1:00 - 2:00 PM

ACSO Board Meeting—Writers-Directors Rm.



CONFERENCE PLANNING COMMITTEE

Mrs. Edwin A. Barnes, Jr., Chairman

Richard Bass

Mrs. Richard W. Bland

Mrs. Harry Lee Smith

Mrs. Stuart Squair

Richard Wright

ASSOCIATION OF
CALIFORNIA SYMPHONY ORCHESTRAS

Officers

- PresidentRichard H. Wright, Director of
Development, San Francisco Symphony
Vice President—SouthMrs. Harry Lee Smith,
La Jolla Symphony Association
Vice President—NorthJames M. R. Glaser,
Monterey County Symphony
TreasurerClifton Swanson, Conductor,
San Luis Obispo Symphony
SecretaryMrs. Allan H. McFarland,
Kern Philharmonic Orchestra



Board Members

- Mrs. Edwin A. Barnes, Jr., Pasadena Symphony
Richard Bass, San Diego Symphony
Mrs. Ann Bedau, CLC Conejo Symphony
Nancy Berto, Santa Rosa Symphony
Mrs. Richard W. Bland, Pasadena Symphony
Corrick Brown, Santa Rosa Symphony
Robert Caulfield, San Jose Symphony
Stewart Comer, Fresno Philharmonic
Dr. Walter Dahlin, Chico/Paradise Symphony
Denis de Coteau, Oakland Youth Symphony
Mrs. Roderick Dewar, Monterey Co. Symphony
Carmen Dragon, Glendale Symphony
Genevieve Fisher, Santa Barbara Symphony
Ernest Fleishmann, Los Angeles Philharmonic
John Hyer, Long Beach Symphony
Karney Hodge, Fresno Philharmonic
LeRoy Hurte, Inglewood Philharmonic
Mrs. Jo Iseman, San Jose Symphony
Don Jones, Past President
Mrs. Merlin H. Mauk, Sacramento Symphony
Mrs. John McCarthy, Stockton Symphony
Mrs. Mark Day Miner, Long Beach Symphony
John Mortarotti, Master Sinfonia Cham. Orches.
Thomas Osborn, Burbank-San Fernando
Valley Youth Symphony
Mrs. Thelma Schultz, Marin Symphony
Dr. Preston Stedman, Music Department,
California State University, Fullerton
Mrs. Stuart Squair
San Francisco Symphony Board of Governors