

ANNUAL CONFERENCE

ASSOCIATION OF CALIFORNIA  
SYMPHONY ORCHESTRAS

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SEPTEMBER 8 - 11, 1977

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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 Edu-  
cational Activities"—Roof Garden

Presiding, Dr. Preston Stedman, Music De-  
partment, 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 Minor-  
ity 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.

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

**11 - 12 noon**

"Government Funding"—Lanai Room C-206

Chairman, Mrs. Roderick Dewar, *Studio III*  
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 Phil-  
harmonic Orchestra

**ALL DISPLAYS MUST BE PICKED UP AND  
OUT OF STUDIO 1 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**

President .....Richard H. Wright, Director of  
Development, San Francisco Symphony  
Vice President—South ....Mrs. Harry Lee Smith,  
La Jolla Symphony Association  
Vice President—North .....James M. R. Glaser,  
Monterey County Symphony  
Treasurer .....Clifton Swanson, Conductor,  
San Luis Obispo Symphony  
Secretary .....Mrs. 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