



association of california
symphony orchestras

10th ANNUAL CONFERENCE

JULY 14 - 16, 1978

SHERATON-HARBOR ISLAND HOTEL



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Association of California Symphony Orchestras

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SHERATON-HARBOR ISLAND HOTEL
SAN DIEGO, CALIFORNIA

CONFERENCE COMMITTEE

Dori Barnes
Rita Bland
Jim Dees
Cheri McFarland
Pat Meredith
Pat Smith

THURSDAY, JULY 13, 1978

1:00 p.m.

Registration — Ballroom Foyer

2:00 p.m.

ACSO Board of Directors Meeting — Beale

6:00 - 7:30 p.m.

President's Reception — 326-328

FRIDAY, JULY 14, 1978

8:30 a.m.

Registration — Ballroom Foyer

9:30 a.m. - 12:00 noon

Workshop Sessions:

Managers—*Harold Lawrence*, President and General Manager, Oakland Symphony and *Robert Caulfield*, General Manager, San Jose Symphony — 326-328

Women's Committees—*Jean Squair*, San Francisco Symphony Board of Governors; Director of Arts Administration, Golden Gate University — 330-332

Board Leadership—*Ralph Black*, Executive Director, American Symphony Orchestra League — San Diego

Conductors—*John Mortarotti*, Conductor, Master Sinfonia Chamber Orchestra — San Fernando

9:30 - 10:30 a.m.

Session I—"How and Where Can Conductors Seek Professional Help and Improve Techniques?"

Panelists:

Daniel Lewis — Conductor, Pasadena Symphony, USC Symphony; Director ACSO Workshop, 1977 & 78

Samuel Krachmalnick — Director, UCLA Symphony & Opera Workshop/Theatre

John Mortarotti — Conductor, Master Sinfonia Chamber Orchestra

Tom Osborn — Conductor, CSUN phony, L.A. Pierce College Chamber Orchestra

10:45 - 12:00 noon

Session II—"Selecting Literature for Successful Orchestra Concerts" — San Fernando

Panelists:

David Ward-Steinman — Composer-Professor, California State University, San Diego

Mrs. Lawrence (Betty) Mulryan — President, Marin Symphony Association

Dr. Frances Steiner — Conductor, Carson Community Orchestra, Dominguez Hills University Symphony Orchestra, Baroque Consortium Chamber Orchestra

Lawrence Christianson — Conductor, California State University, Northridge Symphony; San Fernando Valley Symphony; Riverside Symphony

Jonathon Seville — Music Critic, San Diego Reader

Janos Gereben — Music Critic, San Jose Mercury/News

12:00 noon

Cash Bar — Ballroom Foyer

12:30 p.m.

Keynote Luncheon — Palomar

Speaker—*Dr. Richard E. Le Blond, Jr.*, President and General Manager, San Francisco Ballet

2:00 - 3:00 p.m.

General Sessions: — Cuyamaca

"How to Promote and Market Your Symphony"

Chairman—*Richard H. Wright*, San Jose Symphony

Speaker—*Bill Boyd*, Beyl, Boyd & Turner, Public Relations

2:00 - 3:30 p.m.

Conductors Workshop (continued) — San Fernando

Session III—"Developing Teamwork Between Managers and Conductors"

Panelists:

Team I

Stewart Comer — General Manager, Fresno Philharmonic

Guy Taylor — Conductor, Fresno Philharmonic

Team II

Robert Christian — General Manager, San Diego Symphony

Charles Ketcham — Associate Director, San Diego Symphony

Team III

Nancy Berto — Former Manager, Santa Rosa Symphony

Corrick Brown — Conductor, Santa Rosa Symphony

3:00 - 4:00 p.m.

"Spotlight on Boards of Directors"—Cuyamaca
Chairman—*James Glaser*, Director and Past President, Monterey County Symphony

Speakers—*T. W. Blackwell*, President, San Jose Symphony Association. *Harold Lawrence*, President and General Manager, Oakland Symphony

3:45 - 5:00 p.m.

Conductors Workshop (continued) — San Fernando

Session IV—"What Should Be the Artistic Objectives of Your Orchestra?"

Panelists:

Louise Spizzen — Music Critic, La Jolla Light; L.A. Times, San Diego Edition; Applause Magazine

Janos Gereben — Music Editor, San Jose Mercury/News

Stan Gilbert — Principal Bassist, Long Beach Symphony

Eloise Stiverson — President, La Jolla Civic/University Symphony Association

Walter Dahlin — Conductor, Chico Symphony

Don Ray — Conductor, C.O.T.A. Orchestra; Member, Music Staff of CBS

4:00 - 5:00 p.m.

"Volunteers—They Make It Work!"—Cuyamaca

Chairman—*Doreen Mauk* — Board of Directors, Sacramento Symphony

Speakers—*Joan Newberg* — Executive Director of San Fernando Valley Arts Council

Margaret Kelly — Former Vice President, Volunteer League of San Fernando Valley

6:00 - 7:00 p.m.

CAMI Party—*R. Douglas Sheldon* and *Andrew Grossman*, hosts — North Terrace

7:30 p.m.

Young Artists Showcase—Chairman, *Mrs. Irving Goldstein*, San Francisco Symphony Foundation — Laguna Ballroom

SATURDAY, JULY 15, 1978

8:30 a.m.

Registration — Ballroom Foyer

9:00 - 9:30 a.m.

"Minority Employment in the Arts"—Cuyamaca

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

9:30 - 10:30 a.m.

General Session: "Government Funding"
Chairman—*Mrs. Roderick Dewar*, Legislative Chairman, ACSO—Cuyamaca

Speaker—*William K. McClelland*, President of California Confederation of the Arts; Community Affairs Manager, Music Center Operating Company

10:30 - 11:00 a.m.

ACSO Annual Meeting — Cuyamaca
Presiding: *Robert Caufield*, General Manager, San Jose Symphony; President ACSO Board of Directors

11:00 - 12:00 noon

General Session: "How to Sell Tickets" —
Cuyamaca

Chairman—*John Hyer*, General Manager,
Long Beach Symphony

Speaker—*Ted Cramer*, Director of Market-
ing, State of North Carolina Division of
the Arts, North Carolina Department of
Cultural Resources

12:00 noon

Cash Bar — Ballroom Foyer

12:30 p.m.

Luncheon—*Victor Borge*, Speaker—Laguna

2:00 - 3:30 p.m.

General Session: "Corporate Support — How
To Get It" — Cuyamaca

Chairman: *Stewart Comer*—General Man-
ager, Fresno Philharmonic

Panelists:

3 - *Jerold Panas* — Jerold Panas and Part-
ners, Inc. 3,10

2 - *Mrs. Clare Schweikart* — Sacramento
Symphony Association 3,10

1 - *Richard Wright* — San Jose Symphony 2,10

1 - *Walter Eichner* — Executive Director,
Atlantic Richfield Foundation 3,42

3 - *Don Jones* — Chevron, USA

2 - *Colburn S. Wilbur* — Executive Direc-
tor, David and Lucile Packard Founda-
tion 3,42

3:30 - 4:30 p.m.

Concurrent Sessions:

Educational Activities — Chairman, *Preston
Stedman*, Music Department, California State
University, Fullerton — San Diego

Panelists:

Frank Bliss — Educational Activities
Coordinator, San Francisco Sym-
phony

Thelma Schultz — Manager, Marin
Symphony

Budgeting and Accounting — Chairman, *Jim
Dees*, Manager Intern, Contra Cost Sym-
phony — 326-328

Speaker—*Susan Hooper Billstein*, President,
Hooper Billstein & Associates

3:30 - 5:30 p.m.

Successful Benefits — Chairman, *Thelma
Schultz*, General Manager, Marin Symphony
— San Fernando

Panelists:

Mrs. Jason (Helen) Carlisle, President,
Chico Symphony Advisory Board

Mrs. Guy C. (Sylvia) Evans, President,
Conejo Symphony Guild of CLC-
Conejo Symphony Orchestra

Mrs. Lawrence (Diane) Shoenrock,
President, Santa Rosa Symphony
League

Euphemia Warren, Vice President, San
Diego Symphony Association Board

Mrs. Edward (Sally) Buckley, Pasadena
Symphony Juniors

4:30 - 5:30 p.m.

Grantsmanship—Chairman, *Clifton Swanson*,
Conductor, San Luis Obispo Symphony —
San Diego

Panelists:

John Hyer, General Manager, Long
Beach Symphony

Harold Lawrence, General Manager,
Oakland Symphony

Youth Orchestras — "Relationship of Youth
Orchestras to Other Orchestras in the Com-
munity" — 326-328

Chairman, *Tom Osborn*, Conductor, CSUN
Youth Orchestra

Panelists:

Barry Brisk, Conductor, Youth Sym-
phony West

Larry Granger, Conductor, Southeast
Youth Symphony

Doreen Mauk, President, Sacramento
Youth Symphony

Arts Advocacy—Chairman, *Mrs. Roderick De-
war*, Legislative Chairman, ACSO — 330-
332

Panelists:

Rhoda Williams, Performing Arts Coordinator, Human Resources Development Institute, AFL-CIO

June Gutfleisch, Director of Intercommunity Arts Projects, San Diego

6:30 p.m.

Buses leave for Pops Concert at San Diego State University Open Air Theatre — front entrance

8:00 p.m.

San Diego Symphony Pops Concert, *Charles Ketcham*, Conductor
Victor Borge, Guest artist

SUNDAY, JULY 16, 1978

9:00 a.m.

General Session: "ASOL Update" — Speaker, *Karney Hodge*, President, American Symphony Orchestra League, Board of Directors; Past President ACSO—Cuyamaca

9:30 - 11:00 a.m.

General Session: "Four-Part Harmony — or Disharmony?"

Moderator: *Robert Caulfield*, General Manager, San Jose Symphony

Panelists:

Board President—*Paul I. Stevens*, San Diego Symphony

Conductor—*Dr. Frances Steiner*, Carson Community Orchestra

General Manager—*Peter Pastreich*, San Francisco Symphony

President Women's Auxiliary — *Margaret Hunter*, Long Beach Symphony

11:00 - 12:00 noon

ACSO Board Meeting — Cuyamaca

**ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS 1977 - 78**

Executive Committee

President: *Robert L. Caulfield*,
San Jose Symphony

Vice President—South: *Richard Bass*,
San Diego Symphony

Vice President—North: *James M. R. Glaser*,
Monterey Symphony

Secretary: *Doreen Mauk*, Sacramento Symphony
Treasurer: *Dori Barnes*, Pasadena Symphony
Pasadena Symphony

Immediate Past President: *Richard H. Wright*,
San Jose Symphony

Member-at-large: *Don Jones*, San Jose Symphony

Member-at-large: *Mrs. Roderick Dewar*,
Monterey Symphony

Board of Directors

Ann Bedau, Conejo Symphony

Nancy Berto, Santa Rosa Symphony

Rita Bland, Pasadena Symphony

Stewart Comer, Fresno Philharmonic

Walter Dahlin, Chico Symphony

Denis de Coteau, Oakland Youth Symphony

Jim Dees, Contra Costa Symphony

Carmen Dragon, Glendale Symphony

John Farrer, Kern Philharmonic

Genevieve S. Fisher, Santa Barbara Symphony

Ernest Fleischmann, Los Angeles Philharmonic

Mrs. Irving Goldstein, San Francisco
Symphony Foundation

Karney Hodge, Fresno Philharmonic

John Hyer, Long Beach Symphony

Osie Lawrence, Oakland Symphony

Ethel London, Oakland Youth Symphony

Mrs. Allan McFarland, Kern Philharmonic

Pat Meredith, Ventura County Symphony

John Mortarotti, Master Sinfonia Chamber
Orchestra

Thomas Osborn, CSUN Youth Orchestras

Thelma Schultz, Marin Symphony

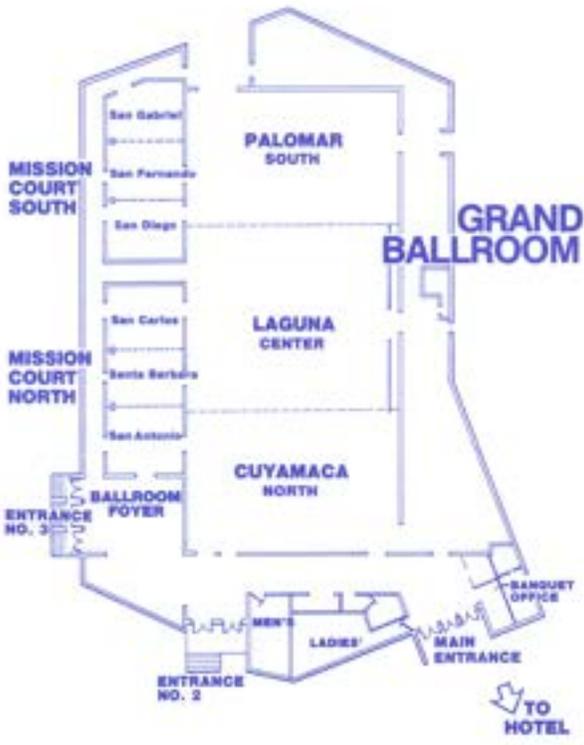
Mrs. Harry Lee Smith, La Jolla Symphony

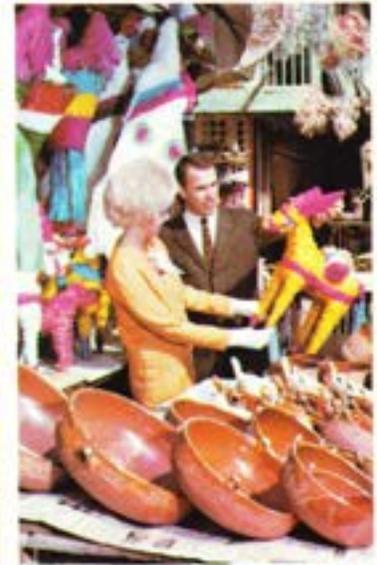
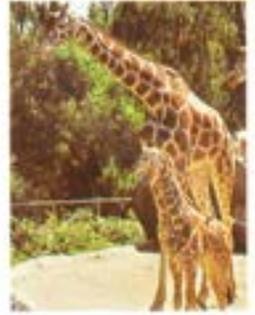
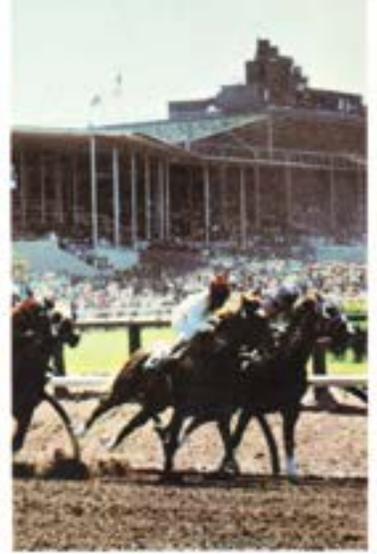
Mrs. Stuart Squair, San Francisco Symphony

Dr. Preston Siedman, California State
University, Fullerton

Clifton Swanson, San Luis Obispo Symphony

James A. Swift, L.A. Solo Repertory Orchestra





SAN DIEGO CONVENTION AND VISITORS BUREAU
A civic, non-profit organization serving
The City and County of San Diego

