

12th ANNUAL CONFERENCE

**Association of
California Symphony
Orchestras**



SEPTEMBER 4 - 7, 1980

Sheraton-Town House
Los Angeles, California

1980 ACSO CONFERENCE COMMITTEE

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Dorothy Chadwick
Gertilda Voss Conti
Ginny Cushman
Ernest Fleischmann
Adrienne Morgan
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James A. Swift
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Sue Dewar, *Ex-officio*

CONFERENCE CONTRIBUTORS

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Blüthner-Kasimoff Piano Company—piano
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refreshments
Jacob Maarse Flowers—floral arrangement
Pasadena Convention Bureau—technical
assistance
Prudential Life Insurance Company—buses to
Bowl
Sorrento Italian Market—wine and cheese
Trader Joe and Pronto Markets—wines for
picnic



• WEAR YOUR CONFERENCE BADGE
AT ALL TIMES



CONFERENCE SCHEDULE

THURSDAY, SEPTEMBER 4, 1980

10:30 a.m. ACSO Board Meeting—Outer
Terrace Room

12:00- 5:00 Registration—Lobby

2:00- 4:30 *Workshops*

I.—*Volunteer Auxiliaries—New Ideas &
Success Stories*

★ "Raising Money"—Town House Room
Chairman: Pam Lee, Stockton Symphony
Panelists: Sylvia Evans, Conejo Symphony
Margaret Hughes, Pasadena Symphony
Margie Masterson, Long Beach Symphony
Merrilyn Arn, San Diego Symphony
Dorothy Norman, Peninsula Symphony

★ "Selling Tickets/Promoting Concerts"—
Town House Room
Chairman: Adrienne Morgan, Secretary,
Volunteer Council, American Symphony
Orchestra League

Panelists: Alzada Forbes, Sacramento
Symphony

Molly Gorman, Pasadena Symphony
Eva Holberg, Los Angeles Philharmonic
Lee Trippett, Symphony of the Verdugos

★ "Community Outreach/Education"—Town
House Room
Chairman: Ginny Cushman, Los Angeles
Philharmonic
Panelists: Barbara Hart, Los Angeles
Philharmonic
Velma McKelvey, Los Angeles Philharmonic
Noreen Quan, Oakland Symphony

★ "Staff + Volunteers = A Successful Season
Ticket Campaign"
3:45-4:30, San Gabriel Room
Speaker: Alzada Forbes, Director of Pub-
lic Relations, Sacramento Symphony

II.—*Managers—Formulating A Five Year Plan*
—Outer Terrace Room

Chairman: Harold Lawrence, President &
Executive Director, Oakland Symphony
Orchestra

THURSDAY, SEPTEMBER 4 (Continued)

III—Board Members—Board Boundaries: Back to the Budget—California Room
Chairman: Dan Pavillard, Executive Director, Long Beach Symphony

5:00-6:00 President's Reception #901

7:00 p.m. Bus to Hollywood Bowl
Meet at Commonwealth Entrance

8:30 p.m. All-Beethoven Concert — Hollywood Bowl
Los Angeles Philharmonic; Robert Shaw, conductor; Cho-Liang Lin, violin;
Program: Overture, King Stephen
Violin Concerto
Symphony No. 7

FRIDAY, SEPTEMBER 5, 1980

8:30- 5:00 Registration—Lobby

8:30 a.m. Welcome—Regency Room
Host: Ernest Fleischmann, Executive Director, Los Angeles Philharmonic

9:00-10:30 General Session—Regency Room
"The Decade Ahead"
Chairman: Bram Goldsmith, Chairman of the Board & Chief Executive Officer, City National Bank
Panelist: •David Maxwell, Chairman & Chief Executive Officer, TICOR Mortgage Insurance
George Moody, Vice Chairman, Security Pacific National Bank
Lloyd Stockel, Partner, Goldman, Sachs & Co.

Treasurer
L.A. Philharmonic

10:45-12:00 Concurrent Sessions

I.—"Overlooked Aspects of Fundraising"—Outer Terrace Room
Chairman: James E. Dees, Partner, Samira Baroody Associates
Guest Speaker: Helen Major, Partner, Major and Valido

FRIDAY, SEPTEMBER 5 (Continued)

II.—"Advocacy"—Lafayette Room
Chairman: Joanne Kozberg, Co-Chairman, Music Center Government Relations Committee of the Performing Arts Council
Panelists: Michael Newton, President, Performing Arts Council
Bill Cook, Director, California Arts Council
Susan Rice, President, League of Women Voters, California
Bob Ronka, Los Angeles City Councilman

III.—"Sharing & Solving Problems for Volunteer Auxiliaries"—Town House Room
Chairman: Barbara Schaaf, ACSO Chairman of Volunteer Auxiliaries

12:00- 1:45 Luncheon on the Lawn
Tamara Bischoff, Guest Artist

1:45- 3:00 Young Artists Showcase—Regency Room
Chairman: Mildred Goldstein
Artists: Jacqueline Brand, violin
Daniel Charles Huff, tenor
Donna Stoering, piano

3:15- 4:45 Concurrent Sessions

I.—Regional/Metropolitan Orchestra Managers (closed)

"The Common Denominator"—Lafayette Room
Chairman: Genevieve S. Fisher, Managing Director, Santa Barbara Symphony

II.—Community/Urban Orchestras
"Problems and Solutions"—Regency Room
Chairman: Ila Winterbourne, Manager, Ventura County Symphony

III.—Chamber Orchestras—Outer Terrace Room
Chairman: John Farrer, Music Director and Conductor, Kern Philharmonic
Panelists: Roger Clark, Managing Director, California Chamber Symphony
David Meblin, Executive Director, San Francisco Chamber Orchestra
Richard Zellner, Director of Development, Los Angeles Chamber Orchestra

IV.—Youth Orchestras—Town House Room
Chairman: Milah Wermer, President, American Youth Symphony

FRIDAY, SEPTEMBER 5, (Continued)

Panelists: Ethel London, Music Director, Oakland Youth Symphony
Mehli Mehta, Music Director, American Youth Symphony
Tom Osborn, Music Director, Conductor CSU Northridge Youth Orchestra
John Strickler, San Gabriel Valley Junior Symphony

V.—Summer Music Festivals—San Gabriel Room

Chairman: Stewart Comer, General Manager, Fresno Philharmonic Orchestra

Panelists: Barbara Beerstein, Manager, Cabrillo Music Festival

Janet Eswein, Festival Secretary, Carmel Bach Festival

James Reeves, General Manager, Eugene Symphony and Sunriver Music Festival
Clifton Swanson, Music Director, San Luis Obispo Mozart Festival

6:00- 7:00 CAMI Cocktail Party—Lawn
Columbia Artists Management Inc.
Host: Andrew Grossman, Vice President, Director of Sales

Evening on the Town

SATURDAY, SEPTEMBER 6, 1980

8:30- 5:00 Registration—Lobby

8:30 a.m. Welcome—Regency Room
Host: Sue Dewar, President, ACSO

9:00-10:30 General Session—Regency Room
"Funding"

Chairman: John Connell, President, Michael J. Connell Foundation; Board Member Los Angeles Philharmonic Assn.
Panelists: William Lambert, Director of Governmental Relations, United Teachers of Los Angeles
Edward F. Truschke, Vice President and Executive Director, Bankamerica Foundation.
Esther Wachtell, Board Member, Performing Arts Council

SATURDAY, SEPTEMBER 6 (Continued)

10:45-12:00 Concurrent Sessions

I—"Good Vibrations—Music for Healing"—Lafayette Room

Chairman: Orrin Howard, Director of Publications and Archives, Los Angeles Philharmonic.

Panelists: Richard J. Bing, M.D., Professor of Medicine, USC

Louis Jollyon West, M.D., Professor and Chairman, Dept. of Psychiatry, UCLA

II—"Marketing in the Shadow of a Larger Orchestra"—Outer Terrace Room

Chairman: Richard Wright, General Manager, San Jose Symphony

Panelists: Dr. Grady Harp, President, Pasadena Symphony

Betty Mulryan, President, Marin Symphony

Dan Pavillard, Executive Director, Long Beach Symphony

III—"Volunteerism—New Decade: New Challenges"—Town House Room

Chairman: Barbara Schaaf, ACSO Chairman of Volunteer Auxiliaries

12:00- 2:00 Keyboard Luncheon—Regency Room

Chairman: Don Jones, Manager—Education, Arts, Institutional Advertising, Chevron USA; Past President, ACSO

Guest Speaker: John Green, Composer and Conductor

2:30- 3:15 General Session—Regency Room

"Does the Symphony Orchestra Have a Responsibility to the Composer and Contemporary Music?"

Chairman: Michael Walsh, Music Critic, San Francisco Examiner

Panelists: Denis de Coteau, Conductor, San Francisco Ballet Orchestra

John Green, Composer and Conductor

• PLEASE BE PROMPT FOR BUS DEPARTURES

SATURDAY, SEPTEMBER 6 (Continued)

Bill Kraft, Composer and Conductor,
Member Los Angeles Philharmonic
Daniel Lewis, Music Director, Pasadena
Symphony
Lawrence Morton, Adjunct Curator of Mu-
sic, Los Angeles County Museum of Art;
Past Director, Ojai Festival; Past Direct-
or, Monday Evening Concerts

3:30- 4:30 Concurrent Sessions

I.—"Arts Advocacy—How It's Done"—
Lafayette Room

Chairman: Mary Brady, Legislative Co-
ordinator, Los Angeles Philharmonic
Affiliates

Panelists: Lani Lattin Duke, Executive
Director, California Confederation of the
Arts

Joanne Kozberg, Co-chairman, Music
Center Government Relations Committee
of the Performing Arts Council

Marl Young, Chairman, California Arts
Council

II.—"How to Buy Talent"—Town House Room

Chairman: Robert Harth, General
Manager, Los Angeles Philharmonic
Association

Panelists: Andrew Grossman, Vice Presi-
dent, Director of Sales, Columbia Artists
Management, Inc.

Allan Lokos, President, Royal Artists Man-
agement, Inc.

Dan Pavillard, Executive Director, Long
Beach Symphony

III.—"Minority Training Programs"—Outer
Terrace Room

Chairman: Joe Westmoreland, Minority
Training Coordinator, Los Angeles Phil-
harmonic Association

Panelists: Mario Guarneri, Irving Man-
ning, and Frederick Tinsley, Los Angeles
Philharmonic

Robin Moore and Anthony Garcia, Los
Angeles Philharmonic Training Program
Orchestral Training Program Ensembles

6:00 p.m.—*Bus to Hollywood Bowl*

Meet at Commonwealth Entrance

SATURDAY, SEPTEMBER 6 (Continued)

7:00 p.m.—*Picnic Supper at the Bowl*—Areas
#10 and 11

8:30 p.m.—*An Evening With Henry Mancini*—
Hollywood Bowl

Los Angeles Philharmonic
Henry Mancini, conductor

SUNDAY, SEPTEMBER 7, 1980

9:00 a.m.—*Welcome*—Regency Room

Host: Kay Stoeber, Chairman 1980 ACSO
Conference

9:10- 9:45 —"*A. S. O. L. Update*"—Regency
Room

Chairman: Karney Hodge, Immediate
Past Chairman, American Symphony
Orchestra League

9:45-10:45 —*Statewide Discipline Organiza-
tions*—Regency Room

"Where We're Going and What We Can Do
Together"

Chairman: Sue Dewar, President, ACSO

Panelists: Patrick Ela, California Associa-
tion of Museums

Dr. Charles L. Freebern, Dept. of Music,
San Diego Unified School District, Cali-
fornia Music Educators Association

Dr. Richard E. LeBlond, Jr., President &
Chief Operations Officer, San Francisco
Ballet, California Association of Dance
Companies

Peg Yorkin, President & Producing Director,
Free Public Theatre Foundation, Califor-
nia Theatre Council

11:00-12:00 —*ACSO Annual Meeting*—
Regency Room

Sue Dewar, President

12:00- 1:00 —*ACSO Board Meeting*—Outer
Terrace Room

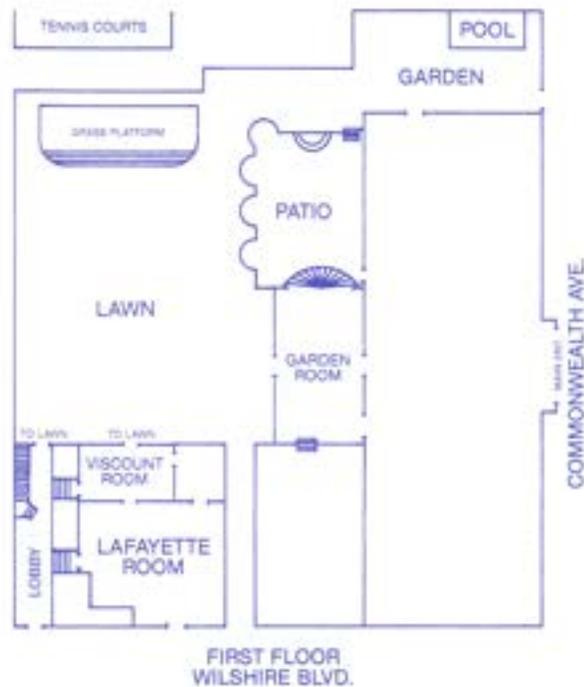
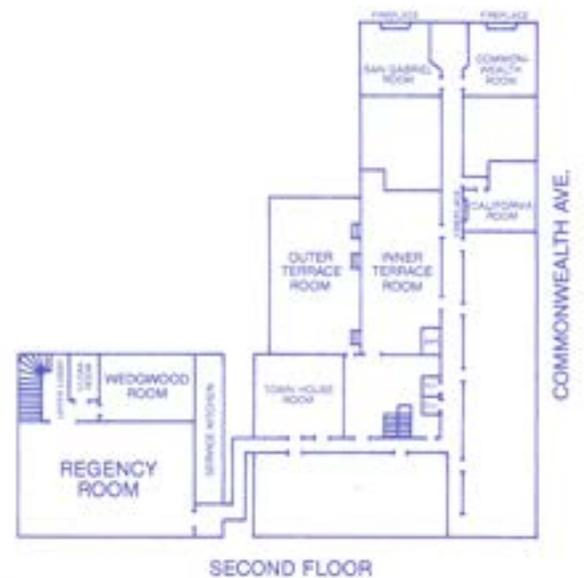
• BE SURE TO VISIT OUR EXHIBITORS
IN THE VISCOUNT ROOM

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SYMPHONY ORCHESTRAS
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- *Kay Stoeber, Los Angeles Philharmonic
- Clifton Swanson, San Luis Obispo Symphony/
Mozart Festival

*Executive Committee

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Sheraton-Town House, Los Angeles, California

