

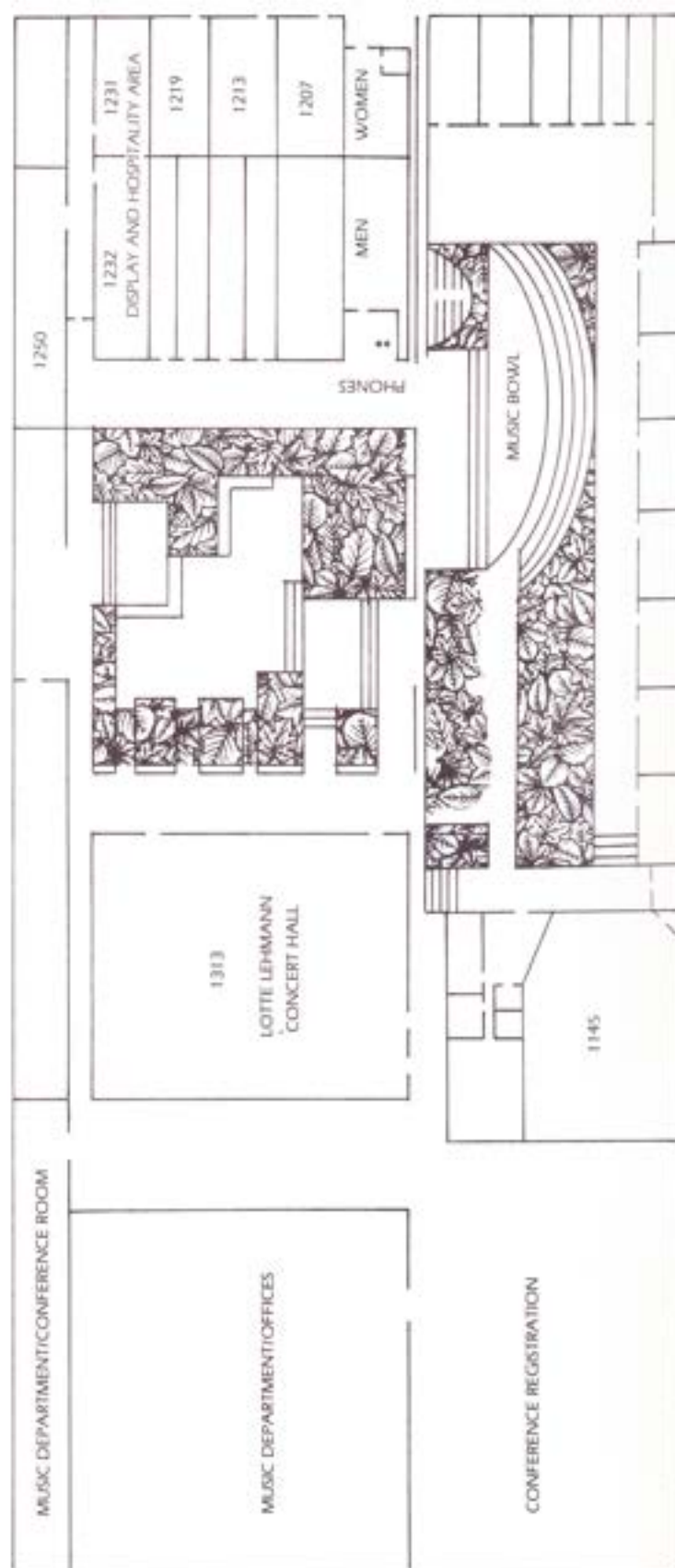


# CHARTING A SOUND COURSE

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

14TH ANNUAL CONFERENCE  
AUGUST 12 THROUGH 15, 1982

University of California, Santa Barbara



On behalf of the Board of Directors of the Association of California Symphony Orchestras, I welcome you to the 1982 Annual Conference, our fourteenth. We have assembled an outstanding group of experts for this year's conference who will share their ideas and experiences with you. The conference also offers a timely opportunity to talk with other attendees who are involved in similar areas with their own orchestras.

Many people have worked hard to put this conference together. While I can't list them all in this space, I do want to thank the Santa Barbara Symphony and the Music Department of the University of California at Santa Barbara for their invaluable assistance. We should all note with much gratitude the financial support of the California Arts Council and Chevron U.S.A. With particular pleasure, I want to thank our vice-president and conference co-chairman Geoffrey Brooks for his massive effort in putting this conference together.

Stewart Comer, President  
Association of California Symphony Orchestras

## CONFERENCE COMMITTEE

### Co-Chairmen

Geoffrey R. Brooks

Kay Walsh

### Conference Coordinator

Joan C. Gardner

### Registration

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### Host Orchestra, Santa Barbara Symphony

Genevieve Fisher, Managing Director

Elissa Strauss, Public Relations

### Young Artists Showcase

Mildred Goldstein

### Display Room Coordinator

Barbara Schaaf

### Pre-Conference Brochure Design

Paula Schwab

## GENERAL INFORMATION

Registration will take place on Thursday, 10 AM-6 PM; Friday, 8 AM-5 PM; and Saturday, 8 AM-5 PM, outside Music Department offices.

Emergency numbers for fire, police, or medical assistance: 961-2221 or use emergency phones in red boxes.

Police (non-emergency) 961-3444

Hospitality and Display Area will be in Rooms 1231 and 1232, the hours coinciding with conference panel sessions.

Recordings of sessions will be available in the display room during the conference.

Smoking should be limited to session breaks due to the limited size of the meeting rooms.

## CONFERENCE PROGRAM

### THURSDAY, AUGUST 12

#### 10 AM-6 PM

Conference Registration

#### 12-1 PM

Lunch

De la Guerra Commons

#### 1-2 PM

ACSO Board Meeting

Music Department Conference Room

#### 2-2:30 PM

#### WELCOME

Lotte Lehmann Hall

Stewart Comer, President

Association of California Symphony Orchestras

Kay Walsh, Co-Chairman

ACSO Conference

Frank Collura, Music Director

Santa Barbara Symphony

#### 2:30-4 PM

#### OPENING SESSION

Lotte Lehmann Hall

"The Arts in the '80s"

Schuyler Chapin, Dean

School of the Arts, Columbia University

Chairman of the Board, American Symphony Orchestra League



Since 1976 Schuyler G. Chapin has been dean of the School of the Arts at Columbia University. He recently became the chairman of the American Symphony Orchestra League's board of directors and serves as special consultant to the Carnegie Hall Corporation. He is the past general manager of the Metropolitan Opera Association and was executive producer of Amberson Productions, where he created musical films for television with his partner Leonard Berpstein. Mr. Chapin is former vice-president of the Lincoln Center for the Performing Arts and former vice-president of Columbia Records.



**4-5 PM**

**"California Arts Council Update"**

Lotte Lehmann Hall

Karney Hodge, Chairman, California Arts Council

William Cook, Executive Director, California Arts Council

**5-6 PM**

Opening of display and hospitality area with opportunity to meet artist management representatives

Rooms 1231 and 1232

**6 PM**

Santa Maria-style barbecue featuring music by "Goldie and the Lickin' Good"

Goleta Beach, hosted by ACSO

FRIDAY, AUGUST 13

**7-8 AM**

Breakfast

De la Guerra Commons

**9-11 AM**

**"Solving the Problems of Urban and Community Orchestras"**

Room 1219

Moderator:

Ila Winterbourne, Manager

Ventura County Symphony

Panelists:

Eva Holberg, President/Manager

Paisades Symphony

Martha Rockey, Head of Office Staff

Santa Rosa Symphony

Michael Stamp, Manager

Santa Cruz Symphony

James Swift, Music Director

Los Angeles Solo Repertory Orchestra

**"The Management Perspective: Metropolitan, Regional, and Major Orchestras"**

Room 1207

Moderator:

Richard H. Wright, General Manager

San Jose Symphony

**"Viewpoint Development: Staff and Boards-The Successful Team Approach"**

Room 1145

Moderator:

Betty Mulryan, General Manager

Marin Symphony

Panelists:

Pierce Carson, President ex officio

Napa Valley Symphony

G. Michael Gehret, Director of Development

San Francisco Symphony

Barbara Schaaf, Board of Directors

Oakland Symphony Orchestra

**"Currents in Youth Symphonies"**

Room 1250

Co-Moderators:

Doreen Mauk, President

Sacramento Youth Symphony

Ethel London, Manager

Oakland Symphony Youth Orchestra

Panelists:

Elena Bales, Young People's Concerts Coordinator

San Francisco Symphony

John Koshak, Director of Orchestras

Chapman College

Stewart Robertson, Conductor

San Jose Youth Orchestra

Karen Stone, Liaison

San Jose Youth Orchestra

**11-12 NOON**

**"How Orchestras and Other Disciplines Cope in Today's Economy"**

Room 1250

Moderators:

Julie Duke, Executive Director

Los Angeles Chamber Orchestra

Schuyler Chapin, Dean

School of the Arts, Columbia University

Lynn Jorgenson, Executive Director

The Art Museum Association



**12-1:30 PM**

**OUTDOOR LUNCHEON**

De la Guerra Commons Lawn

Guest Speaker:

Glynn Ross, General Director

Seattle Opera

**"The Art of Selling is Buying"**

Glynn Ross, now in his eighteenth season as general director of the Seattle Opera, continues to build the company with the same enthusiasm for innovation that has helped place it among the top half-dozen opera companies in the nation.

Known for the presentation of two complete cycles (in English and in German) of Richard Wagner's monumental "The Ring of the Nibelungs," Mr. Ross brings a special quality of intense and unorthodox excitement to the world of opera.

He has served on the board of the National Opera Institute and on the opera section of the music advisory panel of the National Endowment for the Arts for eight years. He is also noted for the founding of OPERA AMERICA.

Mr. Ross's accomplishments and innovations in opera have been noted nationally and internationally by TIME, THE NEW YORKER, NEWSWEEK, THE NEW YORK TIMES, DIE WELT, and many others.

**2-3 PM****GENERAL SESSION**

"Opportunities and Non-Opportunities for Orchestras"

Lotte Lehmann Hall

Guest Speaker:

Franz Allers, Master Teacher

1982 ACSO Conductors Workshop



Born in Czechoslovakia, Franz Allers began his versatile conducting career in his native Carlsbad at the age of twenty-one. After serving as assistant conductor in Bayreuth and Paris, an appearance at London's Covent Garden led to an invitation to join the Ballet Russe de Monte Carlo. Tours with the company brought Franz Allers to the United States, where he made his conducting debut in Chicago.

The first major event in his American career was the premiere at the Metropolitan Opera House of Agnes de Mille's and Aaron Copland's ballet, "Rodeo." Mr. Allers made his debut with the Metropolitan Opera Company conducting "Die Fledermaus" in 1963.

Franz Allers has conducted the New York Philharmonic, the Chicago Symphony, and the Philadelphia Orchestra in this country, and the Berlin Philharmonic and Vienna Symphony, among others, abroad. He also achieved distinction in the musical theater, conducting the original productions of "My Fair Lady" and "Camelot" on Broadway, and winning the Antoinette Perry ("Tony") Award on each occasion.

In the fall of 1973 Mr. Allers became general music director of Munich's world-famous Theatre am Gaertnerplatz, while continuing his guest conducting activities at the major American music festivals. During the ensuing seasons, he appeared as guest conductor of the Chicago, Philadelphia, Toronto, Denver, St. Louis, and Detroit symphony orchestras, as well as the San Francisco Symphony's annual New Year's Eve gala, and has conducted at Wolf Trap, Robin Hood Dell, and at the Ravinia Festival. He now divides his time between Europe and America, conducting opera, operettas, and symphonic concerts.

**4 PM**

Busses depart from Music Building for trip to Firestone Vineyards

**5-6:30 PM**

Wine tour and tasting at Firestone Vineyards

**6:30 PM**

Box dinner at vineyard

**7:15 PM**

Busses depart from Firestone for Young Artists Concert at St. Mark's Episcopal Church

**7:45-9 PM****Young Artists Showcase**

Lisa Benfield-Thorman, Pianist

Gordon Halligan, Flutist

Christopher Trytten, Classical Guitarist

Page Woodworth, Violinist

St. Mark's Episcopal Church was dedicated in January 1982. The extensive use of long-grained fir on the interior is in keeping with the arts and crafts movement in England, which was prevalent from 1850 to 1920. The outside of the church is stained redwood, which will fade, in time, to its natural color. The four hundred-year-old font was taken from a church in England. The architectural design by Richard Barrett is noted for producing the outstanding acoustical properties present in the church.

**9 PM**

Busses depart from St. Mark's for return to Music Building

## SATURDAY, AUGUST 14

**7-8 AM**

Breakfast

De la Guerra Commons

**9-10:30 AM**

"Critiqueing Grant Requests: Criteria Used by Corporate/Private Foundations to Evaluate Grant Requests"

Room 1145

Co-Speakers:

Priscilla Peuser, Program Associate

Irvine Foundation

Don Jones, Manager

Arts, Education and Institutional Advertising, Chevron U.S.A.

"The Growing Impact of Electronic Media on the Arts"

Room 1219

Moderator:

Harold Lawrence, Recording and Television Producer

Panelists:

Julie Duke, Executive Director

Los Angeles Chamber Orchestra

Richard H. Wright, General Manager

San Jose Symphony

Claire McCance, Director of Corporate Development of Programs,

Falcon Communication

**"Attracting, Motivating, and Keeping Volunteers"**

Room 1050

Guest Speaker:

Audrey Baird, Director of Audience Development  
Milwaukee Symphony Orchestra

Audrey Baird is known for her enthusiasm and effectiveness in audience-building campaigns. Presently she serves as the director of audience development for the Milwaukee Symphony Orchestra and is a member of the board of directors of the American Symphony Orchestra League, as well as an arts consultant to symphony orchestras, opera, ballet, theater and arts councils. In 1980 she received the Wisconsin Conservatory of Music Distinguished Service to Music Award, and is a former recipient of the American Symphony Orchestra League Award for Distinguished Service to Symphony Orchestras.

**10:30 AM-12 PM****"Long-Range Planning: At the Helm for Smooth Sailing"**

Room 1219

Moderator:

George Sinclair, General Manager  
Napa Valley Symphony

Panelists:

Margaret Smith, Board of Directors

Santa Rosa Symphony

Manan Lindner, President

Board of Directors, Napa Valley Symphony Association

**"The Role of the Corporate Volunteer in an Arts Organization"**

Room 1250

Co-Speakers:

Carson Wiley, Director of Community Relations  
Tosco Corporation

Judy Johnson, Service Program Coordinator

Atlantic Richfield Corporation

**"How to Get the Million-Dollar Gift"**

Room 1145

Guest Speaker:

Jerold Panas, Executive Partner

Jerold Panas, Young and Partners, Inc.

**"The Orchestra/School Partnership in Music Education"**

Room 1207

Co-Moderators:

Joan Boyett, Director of Education Division

Los Angeles Music Center

Nancy Renshaw, Volunteer Coordinator of Education

Santa Barbara Symphony League

Panelists:

Rosemary Cook, Consultant of Music and Fine Arts

Los Angeles County School District

John Daichman, Director of Music

Los Angeles Unified School District

Joan Hadley, Volunteer Coordinator of Education

Sacramento Symphony

**12-1:30 PM**

Luncheon

Pavilion Room of University Center

Guest Speaker:

Gary Graffman



Gary Graffman, one of the most acclaimed pianists of our time, made his debut at the age of eighteen with Eugene Ormandy and the Philadelphia Orchestra. Since then he has traveled the world over playing the most demanding works in piano literature. His most recent recording, featuring Gershwin's "Rhapsody in Blue" with Zubin Mehta and the New York Philharmonic, has become the best-selling disk ever made by that orchestra.

Born in New York of Russian parents, Mr. Graffman studied with Isabelle Vengerova, Vladimir Horowitz, and Rudolf Serkin. In 1949 he won the esteemed Leventritt Award and began concertizing with leading American orchestras.

At the present time Mr. Graffman is teaching piano at the Academy of the West.



**2-3:30 PM****"Arts Advocacy: Music Leads the Way"**

Room 1250

Moderator:

Sue Dewar, President ex officio

Association of California Symphony Orchestras

Panelists:

Arthur Doherty, Chairman

CMEA Legislative Action Committee

June Gutfreisch, Executive Director

California Confederation of the Arts

Monte LaBonte, Chairman

Fine Arts Department, Saddleback College

**"Advanced Management: It is NOT Lonely at the Top"**

Room 1219

Guest Speaker:

Dan Pavillard, Executive Director

Long Beach Symphony

**"Benefit Ideas for Boards and Auxiliaries"**

Room 1145

Moderator:

Suzanne Bracht, President ex officio

San Diego Women's Committee

**3:30-5 PM****"How to Get Your Story Across: A Professional Approach to Public Relations"**

Room 1145

Moderator:

Richard H. Wright, General Manager

San Jose Symphony

Panelists:

Ellie Mednick, Director of Marketing and Public Relations

Marin Symphony

John Roszack, Current Affairs Producer

KQED-TV, San Francisco

Marilyn Tucker, Critic

SAN FRANCISCO CHRONICLE

**"A Practical Approach to Financial Management for Nonprofit Organizations"**

Room 1219

Guest Speaker:

Jim Huser, Senior Consultant

Management Advisory Services, Price Waterhouse

**"The Role of the Board: Legal Responsibilities and Liabilities/Attracting New Board Members"**

Room 1250

Guest Speaker:

Hilary Hubsch Cohen, Esq.

Memel, Jacobs, Pierno and Gersh

**5-6 PM**

Artists Management reception in display and hospitality area

Rooms 1231 and 1232

**5:30-6:30 PM**

Dinner

De la Guerra Commons

**8 PM**

DEBUT PERFORMANCE

Santa Barbara Symphony Chamber Orchestra

Frank Collura, Conductor

Kaaren Herr-Erickson, Soloist

Campbell Hall, UCSB

Program:

Grieg "Auk Hoberg's Zeit," Op. 40

Barber "Knoxville Summer of 1915"

Kaaren Herr-Erickson, Soprano

Mozart Symphony No. 35 in D Major

"Haffner," K. 385

Reception immediately following in the University Center, hosted by the Santa Barbara Symphony Association Board of Directors



"Electrifying performance ('Le Sacre du Printemps') . . . Collura has done wonders with the orchestra . . . he has molded the ensemble into a smooth and tight organization . . . and has given the orchestra a new vigor and drive." —SANTA BARBARA NEWS PRESS



"She acts well; her timing is impeccable, and her sense of musical line, wonderful." —SAN FRANCISCO EXAMINER

**7-8 AM**

Breakfast  
De la Guerra Commons

**9-11 AM**

"The Music Director and the Board: Formulating Artistic Policy"

Room 1250

Moderator:

John Farrer, Music Director

Bakersfield Symphony

Panelists:

Robert Jones, Executive Director

Los Angeles Master Chorale

Richard Bass, Director of Classical Division

Regency Artists

"Educating the Audience"

Room 1219

Guest Speaker:

Joan O'Connor

O'Connor Public Relations

"Time and Stress Management"

Room 1207

Guest Speaker:

Gerald Abbott, Senior Consultant

Performex

"Season Ticket Sales: You Can't Sell Them for Half Price the Next Day"

Room 1145

Guest Speaker:

Audrey Baird, Director of Audience Development

Milwaukee Symphony Orchestra

**11-11:45 AM**

Annual Meeting of the Association of California

Symphony Orchestras

Lotte Lehmann Hall

Chairman:

Stewart Comer, President

Association of California Symphony Orchestras

**12-1 PM**

Lunch

De la Guerra Commons

**12-1 PM**

ACSO Board Meeting

De la Guerra Commons Annex

**CHECK OUT BY 3 PM**

## CONFERENCE PATRONS AND CONTRIBUTORS

California Arts Council

University of California at Santa Barbara, Music Department

Santa Barbara Symphony Association

Chevron U.S.A.

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Ventura County Symphony

Pasadena Symphony

Orange County Pacific Symphony

Firestone Vineyards

Special thanks to the following individuals for their

generous commitment in time and services: Clifton

Swanson, Barbara Schaaf, Genevieve Fisher, Elissa Strauss

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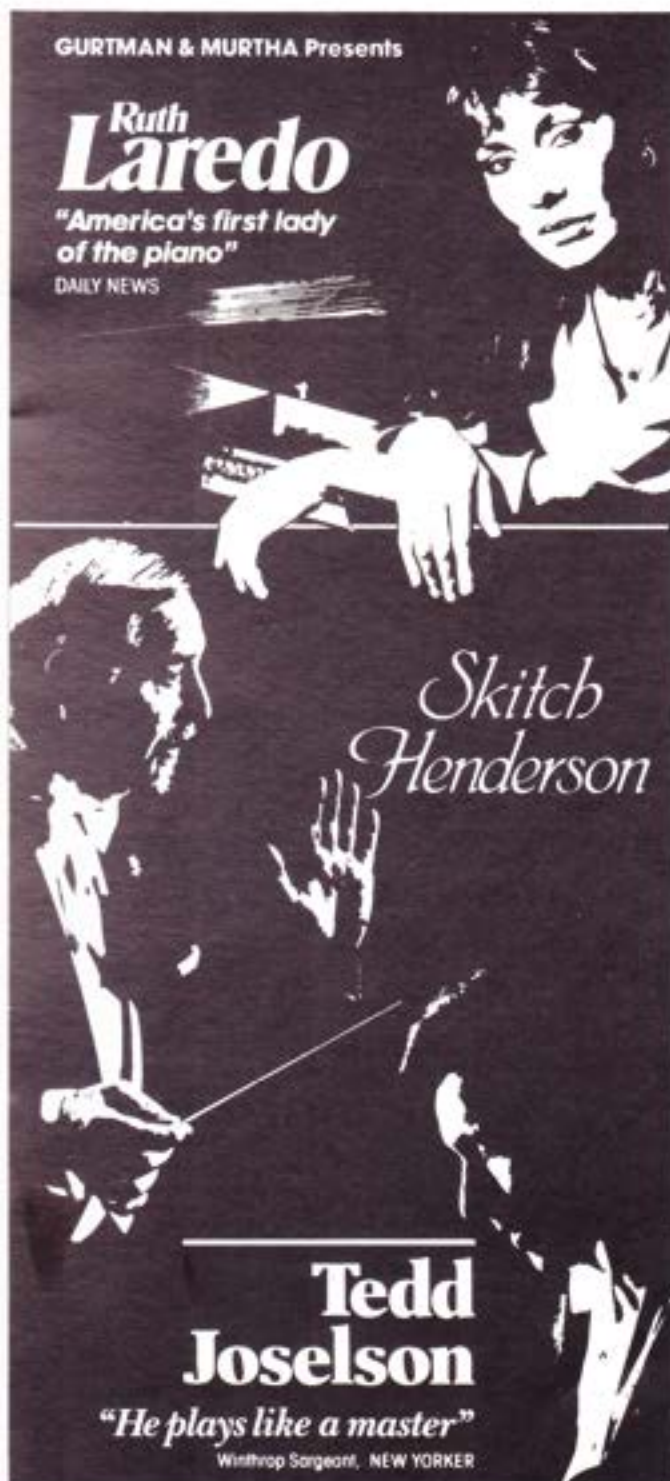
Dan Pavillard, Long Beach Symphony



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Anita Terzian

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