



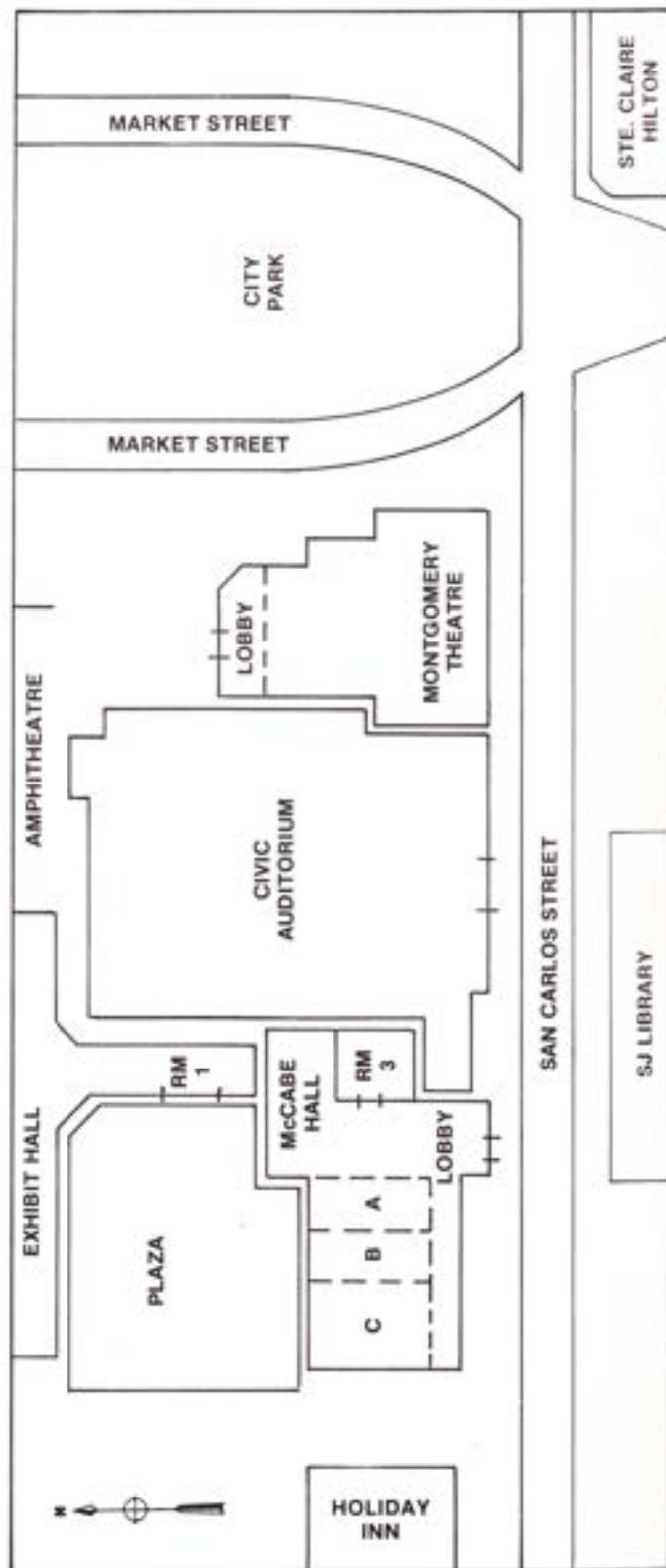
**Classic Knowledge
for a
Space Age World**



**Association
Of California
Symphony Orchestras**

**15th Annual Conference
August 18-21, 1983**

**Sainte Claire Hilton
Convention Center
San Jose, California**



Welcome, on behalf of the Board of Directors of the Association of California Symphony Orchestras, to our 15th Annual Conference.

Here in San Jose we have assembled an outstanding group of experts who will share their knowledge, know-how and expertise on every facet of orchestras from Boards of Directors — to Managers — to Volunteers, as well as conductors, musicians and guest artists.

Our Conference also offers the opportunity to meet and share ideas with old and new friends throughout the California Symphony world. We hope this conference will continue to strengthen and build an orchestra network within our State.

Many people have worked hard this year to make our 1983 Conference the finest to date. I would like, in particular, to thank our outstanding Conference Committee. Their dedication and hard work have made the next three days possible. In addition, I would like to acknowledge and thank our host orchestra, the San Jose Symphony, under the leadership of Richard H. Wright.

Please note the generous financial support of the California Arts Council and Chevron, U.S.A. Without their generosity this Conference would not be possible.

Again, welcome to the 1983 Association of California Symphony Orchestra's Annual Conference. I look forward to meeting as many of you as possible in the days ahead.

Betty Mulryan, President
 Association of California Symphony Orchestras

CONFERENCE COMMITTEE

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Conference Coordinator

Karen Stone

Host Orchestra, San Jose Symphony

Richard H. Wright, General Manager

Young Artist Showcase

Marian Kohlistedt

Display Room Coordinator

Barbara Schaaf

Susan Duncan

Michael Gehret

Don Jones

Sharon Lee Master

Doreen Mauk

Dan Pavillard

Barbara Schaaf

Sally Sutherland

GENERAL INFORMATION

Registration will take place on Thursday, 9 AM - 4 PM
Friday 8:30 AM - 3 PM; and Saturday 8:30 AM - 3 PM in McCabe
Hall Lobby.

Emergency Numbers:

FIRE: 295-4664; POLICE: 297-3585;

MEDICAL ASSISTANCE: 298-3131

Police (non-emergency): 277-4000

Hospitality and Display Area will be in Room 3, across from
McCabe Hall.

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.

For information on "Appalachian Suite"

contact James Westwater at:

Multiple Arts Performances

302 South Ashburton Road, Suite C100

Columbus, Ohio 43213

(613) 231-2004

CONFERENCE PROGRAM

THURSDAY, AUGUST 18

9 AM - 4 PM

Conference Registration

11 AM - 1:30 PM

Board Luncheon Meeting

Ste. Claire Hilton

2 - 4 PM

OPENING GENERAL SESSION

Montgomery Theatre

Betty Mulryan, President

Association of California Symphony Orchestras

Henry Hopkins, Director

San Francisco Museum of Modern Art

James Westwater's multi-media "Appalachian Suite"



HENRY HOPKINS

Henry Hopkins has been Director of the San Francisco
Museum of Modern Art since 1974 and during that time has
organized several key exhibitions including, *Clyfford Still:*
Painting and Sculpture in California: The Modern Era (with
Walter Hopp); *Philip Guston*; and *Expressionism: A German*
Intuition, 1905-1920 (with Thomas Messer, Guggenheim,
New York and Dr. Paul Vogt, Museum Folkwang, Essen,
Germany).

Before coming to San Francisco, Mr. Hopkins served on the
staff of the Los Angeles County Museum of Art from 1961 to
1968 and was Director of the Fort Worth Art Museum in Texas.
He has also served as Chairman of the National Endowment
for the Arts, Museum Program Policy Panel in 1982 and 1983.

Mr. Hopkins was born in Idaho Falls, Idaho and received his
B.A.E. and M.A.E. degrees from the School of Art Institute
in Chicago and his Ph.D. from UCLA.

4 - 5 PM

Opening of Exhibit Room of Artists Managers

Cocktail Reception

Convention Center, Room 3

6 PM

Busses depart from Ste. Claire Hilton for Coyote Ranch

6:30 PM

BBQ and Western Hoedown

11:30 PM

Busses depart from Coyote Ranch for return to Ste. Claire Hilton

FRIDAY, AUGUST 19

7:15 - 8:30 AM

"Black Coffee" seminar on "Staffing Orchestras"
Ralph Black, Vice President
American Symphony Orchestra League
Grand Ballroom, Ste. Claire Hilton

8:30 AM - 3 PM

Conference Registration

8:45 AM - 10:15 AM

"Lessons From Crisis"
McCabe Hall (C)
Henry Fogel, Executive Director
National Symphony Orchestra



HENRY FOGEL

Henry Fogel, Executive Director of the National Symphony Orchestra since 1981, was Vice President and Program Director of radio station WONO in Syracuse, New York from 1963 to 1978. It was here that he conceived and produced the first radio marathon fundraiser for a symphony orchestra that has since been used by numerous orchestras throughout the United States and Canada.

In 1978, Mr. Fogel became Orchestra Manager of the New York Philharmonic and throughout his career has been active as a reviewer and annotator of recordings.

Under Mr. Fogel's leadership, the National Symphony Orchestra has been featured on its first regular nationally broadcast radio series, has begun a sold-out series of Pops Concerts and taken a highly successful four-week tour of sixteen European cities.

Youth Music and Education Programs
McCabe Hall (A)
Sarah J. Chambers, Director of Education
Oakland Symphony

"Fantastic Fundraisers!"
McCabe Hall (B)
Charlotte Mailliard, Board of Governors
San Francisco Symphony



CHARLOTTE MAILLIARD

Charlotte Mailliard is currently a member of the Boards of the San Francisco Symphony Association, San Francisco Opera Guild, Save the Cable Cars, California Theatre Association for A.C.T. and the Children's Theatre Association, as well as several others. For the San Francisco Symphony alone, she has been the Chairman for events such as the 1982 Black and White Ball, Inaugural Week Ceremonies for Opening of Davies Symphony Hall in 1980, Celebration for 5000 in Union Square with "World's Largest Birthday Cake," etc.

Ms. Mailliard is also a member of the San Francisco Ballet Association, San Francisco Opera Association, Police Athletic League and the California Academy of Sciences and is a former Board member for the Grace Cathedral, Sponsors for Performing Arts (Davies Symphony Hall) and the San Francisco Mental Health Association.

10:30 - NOON

"Avoiding Crisis Through Planning"
McCabe Hall (C)
Henry Fogel, Executive Director
National Symphony Orchestra

"Developing New Audiences and Training Young Musicians"
McCabe Hall (A)
William Kraft, Composer in Residence and Director of the
Philharmonic New Music Group
Los Angeles Philharmonic



WILLIAM KRAFT

Since 1981 William Kraft has been Composer in Residence and Director of the New Music Group of the Los Angeles Philharmonic. He joined the organization as percussionist in 1955 and served as its principal timpanist from 1962 until 1981. As Composer in Residence, Mr. Kraft has been commissioned to write three works over a three-year period for the Philharmonic.

Mr. Kraft's most recent works include *Tuba Concerto* (1976); *The Sublime and the Beautiful* (1979); and *Dialogues and Entertainments* in 1979 which was commissioned by the University of Michigan Symphonic Wind Ensemble and recorded twice on Crest Records.

Mr. Kraft has become increasingly active in composing for films and television and has often appeared as conductor of contemporary and other music.

"Planning, Producing and Controlling Special Events"
McCabe Hall (B)
Kathy Buchanan, Volunteer Council
San Francisco Symphony

12:15 - 1:45 PM

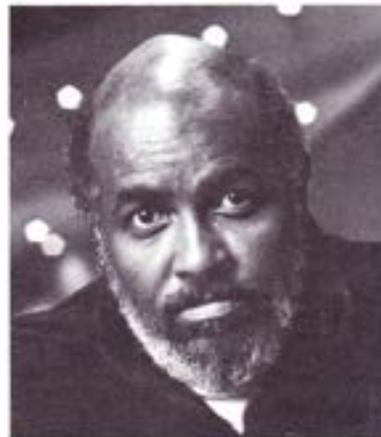
Luncheon, Ste. Claire Hilton

Welcome by:

Tom McEnery, Mayor of San Jose

Guest Speaker:

James DePreist, Music Director and Conductor
Oregon Symphony



JAMES DEPREIST

"An extremely gifted musician with the whole brilliance of an important personality" (*Dagens Nyheter*, Stockholm) describes James DePreist, Music Director and Conductor of the Oregon Symphony since 1980.

Born in Philadelphia, Maestro DePreist earned degrees in economics and film and communications before entering the music world as a composition student of Vincent Persichetti's at the Philadelphia Conservatory. After a conducting tour of the Far East, he took the suggestion of Leonard Bernstein and chose conducting as his career. Since then he has guest conducted the orchestras of Boston, Chicago, Cleveland, New York and Philadelphia as well as several others around the world.

Mr. DePreist has also made several recordings and holds three honorary degrees.

2 - 3:30 PM

"Endowment Planning"

McCabe Hall (A)

John Whaley, Vice President

C.W. Shaver & Company, Inc.

"In Search of Greater Audiences"

McCabe Hall (C)

Larry Campbell, Executive Vice President

Performing Arts Service

"Where ARE All the Volunteers"

McCabe Hall (B)

4:30 PM

Vans depart from Ste. Claire Hilton for Paul Masson Mountain Winery

5:00 PM

Dinner and Concert with Ray Charles and the Raelettes

10:30 PM

Vans depart from Paul Masson for return to Ste. Claire Hilton

SATURDAY, AUGUST 20

7:15 - 8:30 AM

"Black Coffee" seminar on "Motivating and Inspiring Volunteers"

Ralph Black, Vice President
American Symphony Orchestra League
Grand Ballroom, Ste. Claire Hilton



RALPH BLACK

Ralph Black is Vice President for In-field Consulting at the American Symphony Orchestra League and a nationally recognized leader in the orchestra field. His orchestra experience dates back to the early 1950s and includes top management positions with the National Symphony Orchestra, Chattanooga Symphony, The Buffalo Philharmonic and the Baltimore Symphony. He also managed the National Ballet for eleven years before joining the American Symphony Orchestra League in 1973.

8:30 AM - 3 PM

Conference Registration

8:45 - 10:15 AM

"Computers for Orchestra Management"
McCabe Hall (A)

William Benton, Director of Graduate Program in Information Systems
Golden Gate University

Robert Hunt, Robert Hunt and Associates

"The Fundamentals of Marketing"

McCabe Hall (C)

Margo Hackett, Marketing and Publications Director,
San Francisco Symphony

"Mining the Gold: The Recruitment,
Training and Recognition of Volunteers"

McCabe Hall (B)

Susan Armstrong, 1981-83 Chairman of Affiliates
Los Angeles Philharmonic

Special Session for Board Members
Convention Center, Plaza Room 1

Carl Cookson, Moderator

President of the Board of Directors, San Jose Symphony
Ralph Black,

American Symphony Orchestra League

10:30 - NOON

"Computers for Orchestra Management" (cont.)

McCabe Hall (A)

William Benton, Golden Gate University

Robert Hunt, Robert Hunt and Associates

"Stating Your Case for Fundraising — Basic Preparation"

McCabe Hall (C)

Henry Rosso, President, The Fund Raising School



HENRY ROSSO

Henry Rosso is the President of the nationally-acclaimed Fund Raising School conducted in the San Francisco Bay Area, Boston, Indianapolis, Minneapolis and Washington, D.C. In addition, he is a consultant in fund raising management to non-profit, gift-supported institutions throughout the west.

Before founding the Fund Raising School, Mr. Rosso was a senior vice president and member of the Board of Directors for G.A. Brakeley & Co., Inc. He was the first independent consultant to be elected as an Associate Member to the prestigious American Association of Fund Raising Counsel, Inc.

Mr. Rosso is a *Magna Cum Laude* graduate of Syracuse University and a member of Phi Beta Kappa Society.

"Case Studies of Outstanding Special Events"

McCabe Hall (B)

Chairman: Adrienne Morgan, Coordinator of Affiliates,
Los Angeles Philharmonic

Guest Speakers:

Betsy Richanback, Benefit Chairman,
San Francisco Symphony

Heldigarde Mitchell, Immediate Past President of Guild,
Monterey County Symphony

Suzanne Bracht, Past President of Women's Committee,
San Diego Symphony

Cecilia Klein Russell, Vice President of Symphony League,
Santa Rosa Symphony

Alma Jeschien, President of Women's League,
Fresno Philharmonic Orchestra

Florence Barker, Auxiliary President, San Jose Symphony

12:15 - 1:45 PM

Mexican Fiesta Luncheon, Convention Center Patio

Election of 1983-84 Officers

"Update on the State of the Arts"

Adrian Gnam, Director of Music Programs
National Endowment for the Arts



ADRIAN GNAM

Adrian Gnam, Director of the National Endowment for the Arts' Music Program since May 1982, had served as the program's Assistant Director from 1976. He provides support to the nation's many varied disciplines in the music field.

An accomplished oboist and conductor, Mr. Gnam is Music Director of the Midlands (MI) Symphony Orchestra and Principal Guest Conductor of the Concerto Soloists of Philadelphia. Prior to coming to the NEA, he served on the faculty of the College-Conservatory of Music at the University of Cincinnati. He also has played with the Cincinnati Symphony.

Mr. Gnam graduated from the University of Cincinnati with three degrees: Bachelor of Science, Bachelor of Music and Masters of Music.

2 - 3:30 PM

"Funding the Arts"

McCabe Hall (B) and (C)

Panelists:

Adrian Gnam, National Endowment for the Arts
Consuelo Santos-Killins, Chairperson,
California Arts Council

Laurel Dickranian, Director of Annual Support,
San Francisco Symphony

"Solving Problems in Relationships Between
Youth and Parent Orchestras"

Convention Center, Plaza Room 1

Chairman: Ethel London, Manager,

Oakland Symphony Youth Orchestra

Panelists:

Nancy Watling, Manager,

Modesto Symphony Youth Orchestra

David Carlson, Coordinator,

San Francisco Symphony Youth Orchestra

Elise Unruh, Conductor,

Santa Barbara Symphony Youth Orchestra

"Making Meetings Work"

McCabe Hall (A)

Louisa Finn, Licensed Trainer

Interaction Associates

4 - 5 PM

Young Artist Showcase Concert

Montgomery Theater

5:15 - 7 PM

President's Reception

Montgomery Theater Lobby

7:30 - 8:30 PM

Musical Revue

Spartan Ballroom, Ste. Claire Hilton

SUNDAY, AUGUST 21

9 - 10:45 AM

Roundtable discussions with the Experts
Chairmen:

"Contracts with Conductors and Symphony Managers"
Arthur Jacobus, President and General Manager,
Oakland Symphony

"Buying Talent"
Barbara Boudreaux, California Chamber Arts Association

"Music Libraries"
Jean Cunningham, Librarian, Oakland Symphony

"Youth Orchestras"
Ethel London, Oakland Symphony Youth Orchestra

"Legislative Advocacy"
Laurel Dickranian, Director of Annual Support,
San Francisco Symphony

"Sustaining Fund Campaign"
Clare Schweickart, Sacramento Symphony

"Symphony Auxiliaries"
Florence Barker, San Jose Symphony

11:15 - NOON

EARTHQUAKE SESSION WITH THE EXPERTS

Courageous answers to the controversial questions/
problems we don't dare face back home.

McCabe Hall, A, B, C

Ralph Black, Moderator

Betty Mulryan, ACSO President
General Manager, Marin Symphony

Richard H. Wright, General Manager
San Jose Symphony

Carl E. Cookson, President
San Jose Symphony

Florence Barker, Auxiliary President
San Jose Symphony

Mary Lou Galen, Concertmaster
San Jose Symphony

Richard Buckley, Music Director & Conductor
Oakland Symphony

Paul Hertelendy, Music Critic
San Jose Mercury News

Hotel Check Out by NOON

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San Jose Symphony Association and Auxiliary
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Monterey Vineyards (Wine Donation)

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