



FACE THE MUSIC

FINANCIAL DISASTER:
AVOIDANCE &
RECOVERY

19th Annual Conference
Association of California
Symphony Orchestras

August 13-16, 1987

Sheraton Round Barn Inn
Santa Rosa

Hosted by the Santa Rosa Symphony

Welcome ACSO



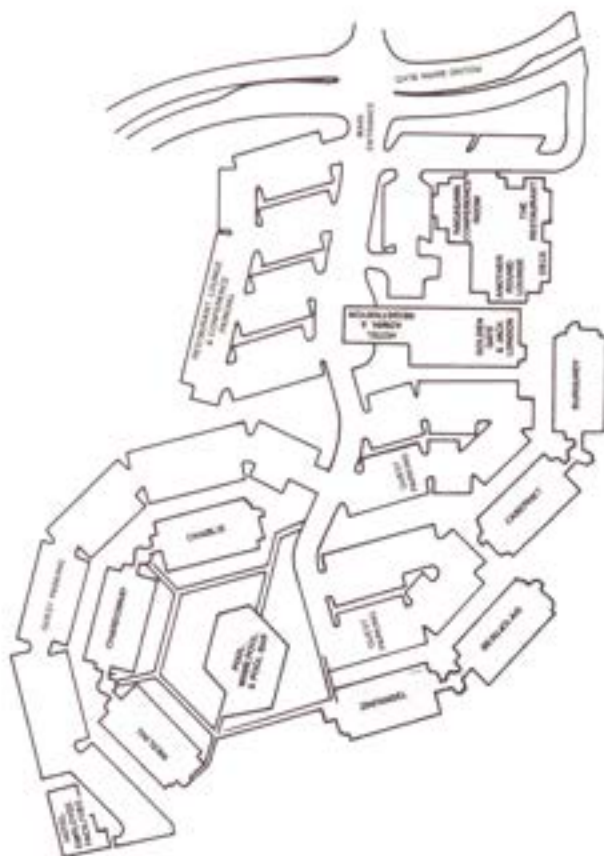
Belleek



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On behalf of the ACSO Board of Directors, the Santa Rosa Symphony Association and beautiful Sonoma County, I am pleased to welcome you to the 19th conference of the Association of California Symphony Orchestras - our state's unique organization

representing symphony orchestras, musicians, leagues/guilds, boards and management. This lovely setting belies the seriousness of the conference theme, "Face the Music: Financial Disaster - Avoidance and Recovery", so that, while we enjoy the charms of the Redwoods Music Festival and the Robert Mondavi Winery in Napa, we are also dealing with the serious issues that concern the very survival of our own and other orchestras.

The conference committee has been tenacious in finding top-notch panelists and speakers to address these mutual concerns. Please thank them and the presenters when you see them. And remember, during the conference **your** contribution is equally essential: to probe ideas from these experts; challenge Ralph Black at the Earthquake Session and Black Coffees; pick one another's brains while socializing. Participate in every way possible. We are gathering in an open-forum/open-air setting. No matter how small or large your organization, let's all jump into the fray.

ACSO is working hard to represent **you**, not only at this conference, but throughout the year. Learn more about us and the services we provide such as networking, consultants, workshops, newsletters and job announcements. Your individual membership and the membership of your organization shape our survival too. Kris Saslow, ACSO's Executive Director, will be visible at this conference. Find her if she doesn't find you first. Let's get to know each other!

We look forward to your participation and then to your comments and evaluation following the sessions. I personally welcome you and hope to meet you as we "Face the Music" together. — **Pauline Fisher**

1987 ACSO CONFERENCE

Conference Chairman - Donald E. Osborne

Site Coordinator - Jean Reed

Host Orchestra - The Santa Rosa Symphony
Pauline Fisher, General Manager

Conference Committee

Yale Abrams

Polly Fisher

Benjamin Greene

Karen Kimes

Marian Lindner

Ethel London

Mary Lowe

Laura McCrea

Kris Saslow

George A. Sinclair

Young Musician's Survival Seminar

John Larry Granger

Marianne Marshall

Arts Patron Award Committee

Sue Dewar

Deborah Rutter

Press Coordinator

Arthur Starkovich

ACSO wishes to thank the Santa Rosa Symphony League for its time and expertise, especially Louise Johnston, Judy Shannon, Krista Whipple and Sue Wood.

Conference Registration & Tickets:

Hotel Lobby

Hours: Thursday, August 13	12:00 - 5:00 pm
Friday, August 14	8:00 am - 5:00 pm
Saturday, August 15	8:00 am - 5:00 pm

Conference registration and tickets can be paid for by cash or check only payable to ACSO. Tickets for meals and concerts cannot be exchanged or refunded.

Display Area: Orchestra and artist brochures

Message Board • Complimentary Coffee

Hotel Lobby

Note: Due to the size of meeting rooms, smoking will be limited to session breaks.



1986 - 87 CONTRIBUTORS

The Association of California Symphony Orchestras gratefully acknowledges the support of its many good friends whose contributions help ACSO to continue its service to the orchestra community.

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The Association of California Symphony Orchestras is supported in part by a grant from the California Arts Council.

CONFERENCE PROGRAM

THURSDAY, AUGUST 13, 1987



12:00 - 5:00 pm
Lobby

12:00 - 1:30 pm
Golden Gate C

2:00 - 3:00 pm
Nagasawa Room

REGISTRATION

ACSO Board of Directors
(closed)

GENERAL SESSION



KAREN R. DOBBS

Karen R. Dobbs is Vice President and Director of Programs for the American Symphony Orchestra League. Prior to this appointment, Ms. Dobbs served as General Manager for The Louisville Orchestra for three years. She has also served as General Manager of the Charlotte Symphony Orchestra and Manager of the American Wind Symphony in Pittsburgh. In addition to her management experience, Ms. Dobbs extensive administrative experience

includes terms as President of both the Regional Orchestra Managers Association and the Southeastern Regional and Metropolitan Orchestra Managers, as member of the Orchestra Panel for the National Endowment for the Arts' Music Program, and as member of the Orchestra Management Fellowship Program Task Force, serving four of her seven years as chairman.

WELCOME

Pauline Fisher, President, ACSO
Karen R. Dobbs, Vice President and Director of Programs, American Symphony Orchestra League

3:00 - 4:30 pm

EARTHQUAKE PANEL

Moderator:

Ralph Black, Vice President, In-Field Consulting, American Symphony Orchestra League

Panelists:

Yale Abrams, President, Santa Rosa Symphony
Cathy Barnett, Press Democrat Staff Writer
Peggy Daly, San Diego Symphony Volunteer
David Gilmore, President, Santa Cruz County Symphony Guild
Stuart Gronningen, Oakland Symphony Musician's Association
Doug McLendon, President, San Jose Symphony
Patricia Mitchell, Management Consultant



Mary Newkirk, General Manager, Long Beach Symphony
Carter Nice, Music Director, Sacramento Symphony
Juan Carrillo, Deputy Director, California Arts Council
Kathleen Lane Reynolds, Musician
Edith Roberts, President, Pasadena Symphony
Jon Robertson, Conductor & Music Director, Redlands Symphony
Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra

4:30 - 5:30 pm
 Restaurant Terrace

Cocktail Reception

Sponsored by:
Bristol America Hotel Management Group, Inc.
Operator for the Sheraton Round Barn Inn
Columbia Artists Management, Inc.
Crystal Geyser Water Company

6:00 pm
 Nagasawa Room

Keynote Dinner

Welcome: Corrick Brown, Music Director, Santa Rosa Symphony

Guest Speaker

William B. Cook, Director American Inroads, San Francisco New Performance Festival

Wine courtesy of the Sonoma County Wineries Association

Please wear your name badge at all times.



7:15 - 8:30 am
 Another Round
 Cocktail Lounge

Black Coffee
Ralph Black



RALPH BLACK

Coffee served at Friday and Saturday
Black Coffees' courtesy of *Arnie Carston* and the *World of Carpets*

8:00 am - 5:00 pm
 Lobby

9:00 - 10:30 am
 Golden Gate A

REGISTRATION

YOUNG MUSICIAN'S SURVIVAL SEMINAR I
Know Your Options: Solo Career vs. Orchestra Career

Moderator:

Ila Winterbourne, General Manager, Ventura County Symphony

Panelists:

Diane Comstock, Santa Rosa Symphony Musician, Teacher
Larry Granger, Conductor, South Coast Symphony
Ira Lehn, Principal Cellist, Stockton Symphony
Marianne Marshall, Concert Promotional Service
Cynthia Weichel, Manager, Sonoma County Junior Symphony

ACSO gratefully acknowledges *Chevron U.S.A. Inc.* for sponsoring the **Young Musician's Survival Seminar**. This contribution is made to honor Don Jones.

9:00 - 10:30 am
 Golden Gate B

Education & Youth Orchestras

Moderator:

Greg Phillips, Director of Youth Programs, Marin Symphony

Panelists:

Paul A. Bissinger, Jr., San Francisco Board of Governors, Youth Orchestra Committee Chairman
Hugo Rinaldi, Conductor/Music Director, Marin Symphony Youth Orchestra, Piccola & Marin Opera



9:00 - 10:30 am
Golden Gate C

FUNDRAISING: Organizing for Success

Moderator:

G. Michael Gehret, Development Director, San Francisco Symphony

Panelists:

Miriam Abrams, Executive Director, Bay Area Women's Philharmonic
Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra

11:00 - 12:30 pm
Golden Gate A

YOUNG MUSICIAN'S SURVIVAL SEMINAR II: Know Your Profession: Steps to a Musical Career

Moderator:

Ila Winterbourne, General Manager, Ventura County Symphony

Panelists:

Corrick Brown, Music Director, Santa Rosa Symphony
Jennifer Duston, General Manager, Napa Valley Symphony
John Larry Granger, Conductor, South Coast Symphony
Lynn Johnson, West Coast Supervisor, A.F. of M., Symphony Dept.
Ira Lehn, Principal Cellist, Stockton Symphony

11:00 - 12:30 pm
Golden Gate B

MARKETING IN HARD TIMES

Moderator:

Ellie Mednick, Marketing Director, Marin Symphony

Panelists:

Linda Moxley, Marketing Consultant
Mary Newkirk, General Manager, Long Beach Symphony

11:00 - 12:30 pm
Golden Gate C

CRITICS DURING CRISIS: The Role of the Press When an Orchestra is in Trouble

Moderator:

Carol Handelman, General Manager, New Contra Costa Symphony

Panelists:

Paul Moor, Regional Correspondent Musical America, Contributing Editor High Fidelity
Richard Pontzioux, Music Critic, San Francisco Examiner



Charles Shere, Music Critic, Tribune, Composer & Conductor
Arthur Starkovich, Director of Public Relations, Sacramento Symphony
Clark Suttle, Music Director, Monterey County Symphony

1:00 pm
Nagasawa Room

LUNCHEON

Guest Speaker

Edward Birdwell, Executive Director, Seattle Symphony



EDWARD BIRDWELL

Edward Birdwell recently assumed the post of Executive Vice President of the Seattle Symphony. Formerly Director of the Music Program of the National Endowment for the Arts, Mr. Birdwell has served as Orchestra Manager for the Boston Symphony, Executive Director for the Los Angeles Chamber Orchestra and as Deputy Director/Manager of Concert Operations at Carnegie Hall in addition to his extensive background in freelance consulting, long range planning, board development and marketing. Mr. Birdwell comes to the Seattle Symphony following a landmark season in which the organization balanced their budget - for the first time in ten years - and realized a surplus.

3:00 - 4:30 pm
Golden Gate A

YOUNG MUSICIAN'S SURVIVAL SEMINAR III

Know Your Business:

Resumes/Audition Techniques

Moderator:

Carol Handelman, General Manager, New Contra Costa Symphony

Panelists:

Corrick Brown, Music Director, Santa Rosa Symphony
Catherine Dezell, Occupational Therapist, Hand Rehabilitation
Tom Heimberg, Orchestra Manager, San Francisco Opera
Ira Lehn, Principal Cellist, Stockton Symphony
David Ramadanoff, Conductor, Vallejo Symphony
Dennis Rumsey, San Francisco Arts Commission



3:00 - 4:30 pm
Golden Gate B

LABOR RELATIONS:
A Discussion of Contract Negotiations
from the Perspective of the Union &
Management

Moderator:
Benjamin Greene, Executive Director,
Sacramento Symphony

Panelists:
Michael Allerton, Executive Director,
San Jose Symphony
Thomas Derthick, Principal Bass,
Sacramento Symphony
Lynn Johnson, West Coast Supervisor,
A.F. of M., Symphony Dept.
Patricia Mitchell, Management
Consultant
Ted Morgan, Orchestra Manager, Santa
Rosa Symphony

3:00 - 4:30 pm
Golden Gate C

GOVERNMENT AND THE ARTS:
A View from Washington and
Sacramento

Donald E. Fraher, Director of
Government Affairs, American Symphony
Orchestra League
Susan Hoffman, Executive Director,
California Confederation of the Arts

5:00 pm

Board buses for Piper Sonoma Cellars
at hotel entrance

5:30 - 7:30 pm

Redwoods Summer Music Festival
Piper Sonoma Cellars
Ryan Brown, Artistic Advisor
Steven Doane, Cello
Jane Marsh, Soprano
String Quartet
J.S. Bach, Suite for Solo Cello
Respighi, Il Tramonto
Wolf, Morike Lieder, arr. for voice and
string quartet by Claus Adam

Hors d'oeuvres donated by John Ash &
Company and served by the Santa Rosa
Symphony League. Flowers donated and
arranged by Elaine St. Sore.

Dinner on your own



PRESIDENT'S DAY

7:15 - 8:30 am
Another Round
Cocktail Lounge

Black Coffee
Ralph Black

8:00 am - 5:00 pm
Lobby

REGISTRATION

9:00 - 10:30 am
Nagasaki D

BOARD RESPONSIBILITIES
Speaker

Karen R. Dobbs, Vice President and
Director of Programs, American
Symphony Orchestra League

9:00 - 11:00 am
Golden Gate A

SYMPHONY LEAGUE WOW!
EVENTS

Moderator:
Wilma Gibbons, Past President & Ad-
visor, Marin Symphony League

Panelists:
Rummage Sale '87
David Gilmore, President, Santa Cruz
County Symphony Guild

Benz to Beethoven
Barbara Harris, President, Sacramento
Symphony League

1987 Celebration Raffle
Janet Kirschen, Alice May, Marin
Symphony League Co-Chairmen

Champagne Picnic Lunch
Barbara McElrath, East Bay II League,
San Francisco Symphony

Cuisine Fantasy
Sara Mullarkey, Chairperson, Orange
County Philharmonic Society

Volunteer Profile
Suzanne Parkhurst, Board of Governors,
Education Chairman, San Francisco
Symphony

9:00 - 10:30 am
Nagasaki A

STAFF PEER FORUMS

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George A. Sinclair, Orchestra Manager,
Sacramento Symphony

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Cynthia S. Wills, Director of Develop-
ment, Sacramento Symphony

General Managers/Executive Directors
(Budgets over \$500,000)
Mary Newkirk, General Manager, Long
Beach Symphony



General Managers/Executive Directors (Budgets under \$500,000)

Miriam Abrams, Executive Director, Bay Area Women's Philharmonic

Marketing Directors

Susan Nix, Marketing Consultant

11:00 - 12:30 pm
Golden Gate C

HOW NOT TO KILL A SYMPHONY: Planning for Growth/No Growth

Speaker

Barbara Beerstein, Barbara Beerstein Associates

11:00 am - 12:30 pm
Golden Gate A

ASKING FOR...AND GETTING...A MAJOR GIFT

Speaker

P. Burke Keegan, Fund Raising Consultant

1:00 pm
Nagasaki Room

LUNCHEON

Arts Patron Award Presentation to Don Jones

Introduction

James R. Sylla, President, Chevron U.S.A. Inc.

Guest Speaker

Nancy Meier, Manager Arts & Culture, San Francisco Chamber of Commerce



DON JONES

Don Jones, past president of ACSO and one of its first board members, is currently an Arts Consultant for Chevron U.S.A. Inc. The first recipient of the ACSO Arts Patron Award, Mr. Jones began his career as a graphic artist for Standard Oil Company of California. After an appointment to the Public Relations Department, Mr. Jones became involved with producing and writing scripts for the Standard Symphony Hour. He later served as Regional Public

Relations and Advertising Representative for the Pacific Northwest, and then Coordinator of Communications for the company's Western Operations. Before retiring from this position in 1984, Mr. Jones coordinated the company's national arts support activities which included the Chevron Community Concert Series, a program he initiated and produced. During his career, Mr. Jones has served on the governing boards of numerous national, state, and local arts organizations and continues to serve on several national boards and committees, conducting workshops and serving as a panelist and guest speaker at arts conferences.



NANCY MEIER

Nancy Meier is manager of the Arts and Culture Council of the San Francisco Chamber of Commerce. During her tenure, Ms. Meier has directed the San Francisco Business Volunteers for the Arts and served as West Coast Regional Director for the program. She has coordinated a number of special events for the Chamber of Commerce and, in 1985, she received a special Award of Honor from the San Francisco Arts Commission. Ms. Meier began working with the Business Volunteers program in Seattle, establishing a program which eventually involved 130 volunteers assisting in over 65 organizations. She had previously served as Executive Director of the Washington State Artsplan developing the state's long-range arts programs, and was President and Director of the Arts Alliance of Washington State.

Ms. Meier is extremely active in the Bay area arts community, serving on numerous boards of directors, committees, task forces, and arts councils.

3:00 - 4:30 pm
Golden Gate A

SHOULD THE GOVERNMENT BAIL BAIL YOU OUT?

The Role of Government with Symphonies in Crisis

Moderator:

Leni Isaacs Boorstin, Public Affairs Manager, Los Angeles Philharmonic

Panelists:

The Honorable David Berto, Vice Mayor, City of Santa Rosa

John T. Kehoe, President, Sacramento Symphony, President, John T. Kehoe, Inc.

Dennis Mangers, V.P., Governmental Affairs, California Cable Television Assoc.

Mary Newkirk, General Manager, Long Beach Symphony

3:00 - 4:30 pm
Golden Gate C

BALANCING ARTISTIC QUALITY WITH FINANCIAL STABILITY

Moderator:

Mitchell Sardon Klein, Music Director, Mid-Peninsula Symphony, Santa Cruz County Symphony

Panelists:

Susan Endrizzi, California Artists Management

Elliot Klein, Organizational Grants Coordinator for Music, California Arts Council

Robert McMullin, Executive Director, Pasadena Symphony



4:45 pm

Board buses to Robert Mondavi Winery at hotel entrance

6:00 pm

Robert Mondavi Winery

Winery Tour and Winetasting

7:15 pm

DINNER

Welcome

Duo-Pianists, Landsberg & Yount



ACSO wishes to thank Robert Mondavi and Margrit Biever for providing the winery tour and the winetasting for conference delegates. ACSO also wishes to thank the Napa Valley Symphony Association and League for preparing and serving hors d'oeuvres.

The pianos at tonight's concert are provided courtesy of Yamaha Music Corp., U.S.A. Landsberg & Yount are proud to participate in the 1987 Celebration of Yamaha's 100th Anniversary.



LANDSBERG & YOUNT

Masters of a repertoire from contemporary to classical, duo-pianists Landsberg & Yount's four hands on two keyboards are nothing short of dazzling. "They brought down the house," wrote Phil Elwood of the San Francisco Examiner of a recent performance. Since their meeting in a San Francisco piano dealership, Landsberg & Yount have pooled their talents, creating a stage show that combines technical wizardry with comic banter. An arranger,

producer and music director, Norman Landsberg has toured extensively with the Pointer Sisters and Lenny Williams, and made numerous television appearances including "The Tonight Show," "The Helen Reddy and Flip Wilson Shows," and "Rock Concert." As a pianist, actor and director, Robert Blue Yount has been involved in almost every facet of the entertainment field. He has made numerous stage, screen and television appearances, and has toured extensively with Peter Nero.



8:30 am

Nagasawa D

ACSO ANNUAL MEETING

No-Host Breakfast

Election of 1987-88 Board of Directors

All delegates welcome

Pauline Fisher, President

No-host Continental Breakfast is \$5.00. You may purchase your ticket at the registration desk Thurs. 12 pm through Fri. 5 pm. You need not purchase breakfast to attend the Annual Meeting.

10:00 am

Nagasawa A

ROUNDTABLE DISCUSSIONS

BUMM/Board, Union, Management, Musicians

Jack Palacios, Chairman, Santa Rosa Symphony Orchestra Committee

California Arts Council

Elliot Klein, Organizational Grants Coordinator, Music

League Fundraisers/Nuts and Bolts

Computerizing Middle-Size Symphonies

Santa Rosa Symphony Office, Luther Burbank Center for the Arts

Didi DeGolia, Season Ticket Chairman

Ted Morgan, Computer Systems Manager

Margaret Smith, Operations Manager

Youth Education

Eihel London, former Manager, Oakland Youth Orchestra

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1986-87**



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P.O. Box 255445, Sacramento, CA 95865

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DEL ROSENFIELD ASSOCIATES, INC.

*welcomes you to the
19th Annual ACSO Conference*

*We alert you to the availability of
our California-based artists*



Margaret Batjer

violinist

February 13-15, 1987: San Jose Symphony

October 10-11, 1987: Vallejo Symphony

October 24-25, 1987: Chico Symphony



Paul Fried

flutist

Currently, Orange County Pacific Symphony

New York Chamber Symphony

Waterloo Music Festival, New Jersey

and the appearances in San Francisco on the Today's Artists Concerts of



Diana Kacso

pianist

on September 27, 1987 in an all Villa-Lobos Program

and



Leslie Howard

pianist

on December 5, 1987 in Rare and Famous Encores

and



Frieda and Stephen Manes

piano four-hand

on April 16, 1988 in Livermore

on the Del Valle Fine Arts Concert Series



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714 Ladd Road, Riverdale, Bronx, NY 10471

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1988-89 Season Artists

Instrumentalists

Claude Helffer *piano*
Jerome Rose *piano*
Regina Shamvili *piano*
Daniel Kobialka *violin*
Bonnie Hampton *cello*
Alexandra Hawley *flute*
Rene Clemencic *recorder*
George Sakellariou *guitar*

Ensembles

Chanticleer
Clemencic Consort
Collegium Vocale (Ghent)
Hampton/Schwartz Duo
La Chapelle Royale (Paris)
New Francesco Trio
Trio Concertante

Chamber Orchestras

London Chamber Players
London Sinfonietta
Philharmonia Baroque Orchestra

Dance/Special Attractions

George Coates Performance Works
Landsberg & Yount *piano duo*
Tandy Beal & Company

Conductors

Antonello Allemandi
Rene Clemencic

Sopranos

Young-ae Cho
Rebecca Cook
Mary Costa
Evelyn de la Rosa
Helen Donath
Magda Kalmar
Katalin Kasza
Mady Mesple
Emily Rawlins

Mezzo-sopranos

Stephanie Friedman
Leslie Richards

Counter-tenors

Henri Lacroix
Steven Rickards

Tenors

Jean Dupouy
John Duykers
Paul Elliott
Peter Jeffes

Baritones

John Matthews
Sandor Solyom-Nagy

Bass-baritone

Robert Holl

Bass

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CA California Artists Management

1182 Market Street, Suite 418 • San Francisco, CA 94102
Susan Endrizzi 415/861-ARTS 861-4714 Donald E. Osborne