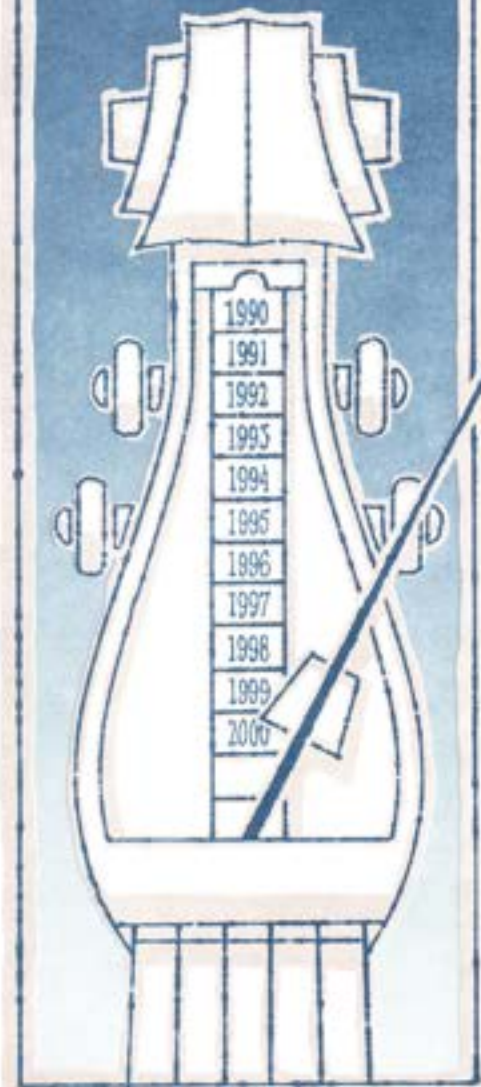


ORCHESTRAS PREPARING FOR THE NINETIES



Here's class & music

THE 21ST ANNUAL CONFERENCE
AUGUST 10-12, 1989
THE CENTRE PLAZA HOLIDAY INN
HOSTED BY THE FRESNO PHILHARMONIC

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Artists Roster 1990-91

Sopranos

Martina Arroyo
Julianne Baird
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Karen Erickson
Sylvia Greenberg •
Lorna Haywood
Beverly Hoch
Rita Hunter
Julie Kerslake
Young Mi Kim
Betty Lundell
Edith Mathis •
Andrea Matthews
Kry Paschal
Nadia Pede
Donna Robin
Nancy Shade
Mary Shearer
Gudrun Volkert •
Siv Wennberg
Karen Williams

Mezzo-Sopranos

Jarice Baird
Lucille Beer
Karen Brunsten
D'Anna Fortunato
Shirley Love
Judith Muehlhose
Patricia Miller
Maria Senn
Patricia Spence
Melissa Thorburn
Wendy White
Margaret Tugger

Contraltos

Jane Herschel

Tenors

Riccardo Cateo •
Carroll Freeman
Jon Garrison
David Gordon
Marcus Haddock
Grayson Hint
Richard Leech
Warren Mok
William Neill
Rodney Nosen
Glenn Seibert
Edward Sooter
Frederick Urrey
Louis Welch •
Henry Zednik •
Jungyi Zhang

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Walter Berry •
Keith Butterbaugh
Rodney Gaffey
Håkan Hagglund •
Ben Holt
Nickolas Karousatos
Chester Ludwig
Urban Marnberg •
Kevin McMillan
William Parker
Julian Patrick
Peter Van Derick

Basses

Richard Best
Michael Burt
John Cheek
Terry Cook
Richard Cross •
Mark S. Doss
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John Osterdorf
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Sigfried Palm •
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Orchestras Preparing For The Nineties

21st Annual Conference

of the

Association of California Symphony Orchestras



hosted by the

Fresno Philharmonic Orchestra
Andrew Massey, Music Director

August 10 - 12, 1989
Centre Plaza Holiday Inn
Fresno

FROM ACSO'S PRESIDENT



Dear Friends,

On behalf of the Board of Directors and staff, I welcome you to Fresno and to ACSO's 21st Annual Conference.

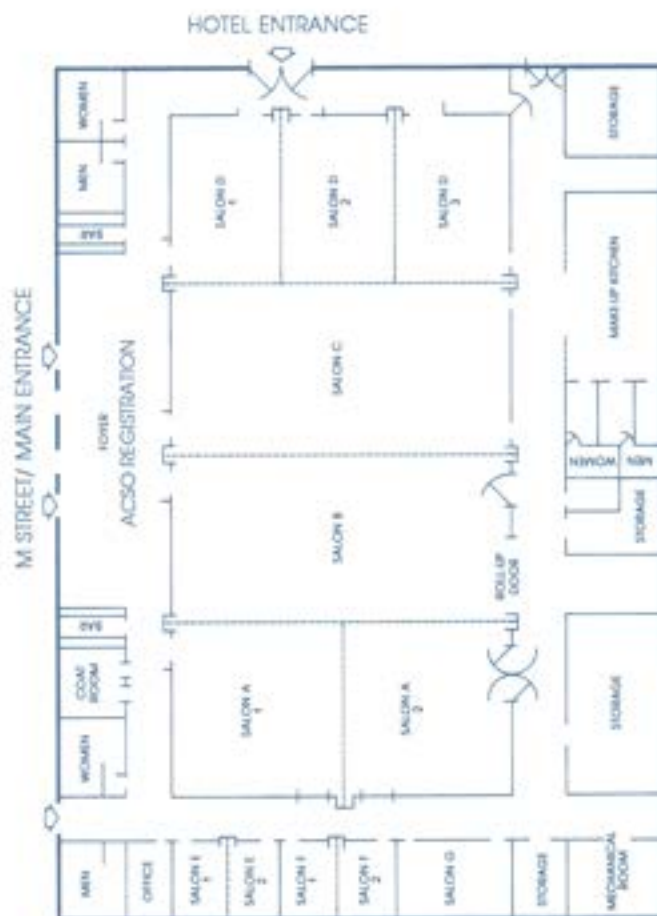
Our yearly meetings together are important in building and sustaining the relationships and network for mutual support that are vital to each of us and our orchestras. Thank you for your involvement and participation, without which our sessions together would have less impact. The statewide network of individuals and orchestras is integral to our growing strength as an Association.

As we look to the Nineties and take stock in the history and current position of our orchestras, I clearly believe there will be changes. As music sustains our souls, our audiences must sustain our institutions. I hope you find that this conference meets your needs, answers your questions, and helps with the transition into the Nineties.

Have a great conference!

Donald R. Pette

Centre Plaza Holiday Inn



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* Earl Wild (1991 Birthday Concert)

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Katherine Shipman, Box Office Manager, Fresno Philharmonic Orchestra

Registration Coordinator

Marguerite Hinrichs, President, Fresno Women's Symphony League

Host Orchestra

The Fresno Philharmonic Orchestra
Irene Klug Nielsen, General Manager
Phoebe Farnam, Development Director
Marjorie Imfeld, Board of Directors, Volunteer Coordinator

Conference Registration & Tickets:

Foyer

Hours: Thursday, August 10 8:00 am - 5:00 pm
Friday, August 11 8:00 am - 5:00 pm
Saturday, August 12 8:00 am - 12:00 pm

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

Display Area • Message Board • Orchestra Brochures
• Artists Managers' Brochures & Rosters

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

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Taney - flowers ty

8:00 am - 5:00 pm **CONFERENCE REGISTRATION**
Foyer

9:00 am - 11:00 am **ACSO BOARD OF DIRECTORS**
Salon D2

11:00 am - 12:30 pm **STAFF/PEER FORUMS I**
Salon D1

Coordinator:

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Volunteers as Managers

12:45 pm - 2:15 pm **OPENING LUNCHEON**
Salon C



Zdenek Macal

Speaker:

*Zdenek Macal, Music Director,
Milwaukee Symphony,
San Antonio Symphony*

91 tickets collected
96 sold
(Guaranteed 96 to Holiday)

2:30 pm - 4:30 pm
Salon D2 & D3

OPENING GENERAL SESSION

**THE FUTURE OF AUDIENCE
DEVELOPMENT**

*Bradley G. Morison,
Julie Gordon Dalglish*



*Bradley G. Morison
and
Julie Gordon
Dalglish*

Keynote speakers Bradley G. Morison and Julie Gordon Dalglish, co-authors of *Waiting in the Wings* and partners of the nationally known firm, Arts Development Associates, Inc. of Minneapolis, will present a provocative and practical seminar on the past, present and future of audience development for the arts. These two dynamic individuals don't believe you've reached the limits of what's possible in attendance. Just the limits of the methods you're using.

5:00 pm - 6:00 pm

President's Reception
(by invitation only)

6:00 pm

Board Buses to Fresno Art Museum

6:30 pm - 8:30 pm

**WELCOME!
COCKTAIL RECEPTION**
Fresno Art Museum

Hosted by the Fresno Philharmonic
Board of Directors

6:30 pm - 7:00 pm

Musical
Haslop/Sanders Duo
Graciously provided by CCS International

EVENING ON YOUR OWN

8:00 am - 5:00 pm CONFERENCE REGISTRATION

Foyer 8 AM NET - (35)

9:00 am - 10:30 am A WINNING GRANT PROPOSAL

Salon D1

(22) ty Caroline Colburn, Grants Manager,
San Francisco Symphony
ty Susan Stamberger, Development Director,
Los Angeles Chamber Orchestra

9:00 am - 10:30 am WHO ARE THE NEW
SUPPORT GROUPS?

Salon D2

(38) ty Moderator:
Louis G. Spisto, Executive Director,
Pacific Symphony Orchestra

ty Speakers:
George Sebastian, Director of Marketing,
Los Angeles Chamber Orchestra
ty Sally Ketchum, President, Metropolitan
League, San Francisco Symphony
~~Lisa Chase, Marketing & Sales Director,
San Diego Symphony~~

9:00 am - 10:30 am ALL ABOUT BUDGETS

Salon D3

(21) ty Cheryl A. Jordan, Business Manager,
Los Angeles Chamber Orchestra
ty Betty Fingold, Financial Analyst,
San Francisco Symphony

10:45 am - 12:15 pm CONTRACTS -
WHO NEEDS THEM? WHAT
SHOULD THEY SAY?

Salon D1

(43) ty Moderator:
Deborah Rutter, Executive Director,
Los Angeles Chamber Orchestra

ty Speakers:
Kate Akos, Assistant Manager,
San Francisco Symphony
ty Mary Neuhirk, General Manager,
Long Beach Symphony
George A. Sinclair, Orchestra Manager,
Sacramento Symphony

10:45 am - 12:15 pm CHALLENGES OF THE YOUTH
ORCHESTRA

Salon D-2

(13) ty Moderator:
John Larry Granger, Music Director,
South Coast Symphony

ty Panelists: Kate Akos
Richard Bains, Education Director,
San Francisco Youth Orchestra
ty Eric Gratz, Education Director,
Fresno Philharmonic Association
ty Ethel London, Board of Directors,
Oakland Youth Orchestra

10:45 am - 12:15 pm CAN WE DEVELOP
MULTI-CULTURAL AUDIENCES?

Salon D3

ty (55) Moderator:
Donald E. Osborne, California Artists
Management

ty Panelists:
DO ty to panel
Robert Arroyo, Associate Dean of
Instructional Support Services,
Fresno City College
Robert Barrett, Executive Director,
Fresno Art Museum
Catherine French, Chief Executive
Officer, American Symphony
Orchestra League
Gloria Smith, Former Board Member,
Fresno Art Museum

12:15 pm - 2:00 pm LUNCHEON
Holy Trinity Armenian Church
2226 Ventura Avenue
(within walking distance)

124 ty

ty Speaker:
Andrew Massey, Music Director,
Fresno Philharmonic Orchestra
Conjectures and Refutations,
or "Beware of the British"



Andrew Massey

FRIDAY, AUGUST 11, 1989 *Continued*

2:00 pm - 3:00 pm **ACSO ANNUAL MEETING**
Salon A1

3:15 pm - 4:30 pm **EXCITING NEW PROGRAMMING**
Salon D1

Moderator:

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

Panelists:

ty Ara Guzelemian, Music Administrator,
Los Angeles Philharmonic

ty Steven Hartke, Composer-in-Residence,
Los Angeles Chamber Orchestra

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

ty Nan Washburn, Artistic Director,
Bay Area Women's Philharmonic

3:15 pm - 4:30 pm **SPECIALIZED MARKETING**
Salon D2

Moderator:

ty David L. Brown, Director of Marketing,
Los Angeles Philharmonic

Speakers:

ty George Boomer, Boomer Enterprises

ty Steven Linder, Asst. Director of
Marketing, Los Angeles Philharmonic

ty Woods Silleroy, Telemarketing Manager,
Los Angeles Philharmonic

3:15 pm - 4:30 pm **THE DEDUCTIBILITY DILEMMA:**
Salon D3

Moderator:

ty George A. Sinclair, Orchestra Manager,
Sacramento Symphony

5:00 pm **Board buses to Woodward Park**

5:45 pm **WOODWARD PARK DINNER**
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SATURDAY, AUGUST 12, 1989

8:00 am - 12:00 pm **CONFERENCE REGISTRATION**
Foyer

9:00 am - 10:30 am **STAFF PEER FORUMS II**
Salon D1
Coordinator:
ty Irene Klug Neilsen, Executive Director,
Fresno Philharmonic Orchestra

9:00 am - 10:30 am **SYMPHONY LEAGUE PART I**
Salon D2
Structure, By-laws, Requirements,
Committees



Mitch Jericho

Speakers:

Mitch Jericho, Consultant,
Dallas, Texas

ty Ann Vander Ende, President,
Philharmonia Baroque Orchestra

9:00 am - 10:30 am **FOR BOARDS ONLY**
Salon D3
(No Staff Allowed!)

Moderator:

ty John Hartman, President,
San Luis Obispo Symphony

11:00 am - 12:30 pm **CORPORATE SPONSORSHIPS:**
Salon D1
How to Get and Manage the New
Corporate Philanthropy

Speaker:

ty Douglas Kinney, Director of Marketing,
Dallas Symphony Orchestra

11:00 am - 12:30 pm **SYMPHONY LEAGUE PART II**
Salon D2
Motivation and the Future
of Volunteerism

Speaker:

ty Mitch Jericho, Consultant,
Dallas, Texas

11:00 am - 12:30 pm **LABOR RELATIONS**
Salon D3
Musicians: Love 'em or Leave 'em

Speaker:

ty Wesley O. Brustad, Executive
Director, San Diego Symphony

12:30 pm - 2:00 pm

LUNCHEON

Yturri Basque Hotel
2546 Kern Street
(within walking distance)

88
Count
ty

Speaker:

H. Roger Tatarian,
Retired President,
United Press International

3:00 pm - 4:30 pm

Salon D1

**EMERGING TRENDS
IN PLANNING,
STAFFING AND VOLUNTEER
FUNDRAISING LEADERSHIP**

21

Speaker:

Robert C. Sharp, CFRE, Orange County
Fundraising Consultant

3:00 pm - 4:30 pm

Salon D2

**SYMPHONY LEAGUE PART III
WOW!! Fundraising Events**

35
ty

Speaker:

Mitch Jericho, Consultant,
Dallas, Texas

Moderator:

Pamela Lee, Board of Directors,
Stockton Symphony

Speakers:

A Series of Fabulous Festivals

- ty Sue Wood, President,
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- ty Morton Gould 75th Birthday Gala
- ty Sherrie McCullough, Board of Directors,
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- Tafelmusik
- ty Ann Vander Ende, President,
Philharmonia Baroque Orchestra
- Music for the Heart
- ty Henrietta Hogopian, Past President,
Fresno Women's Symphony League
- Race to the White House
- ty Ruth Van Laven, President,
Inland Empire Symphony Guild

3:00 pm - 4:30 pm

Salon D3

ORCHESTRA MERGERS:

A Trend for the Nineties?

20
ty

Speaker:

Dale Needles, Executive Director,
The Chamber Symphony of
San Francisco

5:30 pm

Board buses to Sunnyside Ranch

6:00 pm

**SUNNYSIDE RANCH BBQ
DINNER**

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Chicago Tribune



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David Finckel

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musical instincts" *Boston Globe*



Hamao Fujiwara

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Alexander Paley

PIANO "a russian gypsy heart"
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Menahem Pressler

PIANO "a rare musical intellect"
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Nina Kennedy, piano
Mary Sadovnikoff, fortepiano

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Nancy Green, cello
Ora Shiran, violin
Hans Roelofsen & Rudolf Senn
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Paul Fried, flute
Raffaello Orlando, clarinet

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An Evening of American Song
Jackie Cain & Roy Kral
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Jane Kimbrough, actress
Masanobu Ikemiya, piano/harpsichord

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anywhere in the
world. And beyond.

Because such
feelings should
be experienced
by everyone,
we're pleased to
help communities
sponsor local
symphonies.

