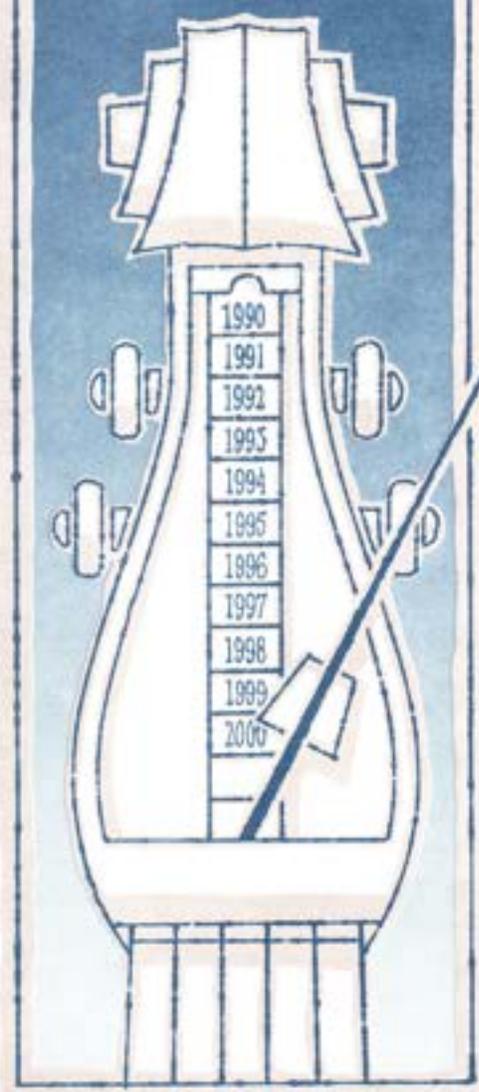


ORCHESTRAS PREPARING FOR THE NINETIES



Here's class & committee

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

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Nancy Shade
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Jarice Baird
Lucille Beer
Karen Brunsten
D'Anna Fortulato
Shirley Love
Judith Madafforte
Patricia Miller
Maria Senn
Patricia Spence
Melissa Thorburn
Wendy White
Margaret Yeager

Contraltos

Jane Henschel

Tenors

Riccardo Cateo *
Carroll Freeman
Jon Garrison
David Gordon
Marcus Haddock
Grayson Hint
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Warren Mok
William Neff
Rodney Nelson
Glen Sobert
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Frederick Urrey
Louis Welcher *
Henry Zednik *
Jerry Zhang

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Keith Butterbaugh
Rodney Gaffy
Håkan Haggblom *
Ben Holt
Nickolas Karoulatos
Chester Ludwig
Urban Malmberg *
Kevin McMillan
William Parker
Julian Patrick
Peter Van Derick

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Richard Best
Michael Burt
John Cheek
Terry Cook
Richard Cross *
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Herbert Eckhoff
Leslie Quinn
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Rudolf Finkovny *
Lee Luvell *
Barbara Nisman
Ory Sheor *

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Zvi Zeitlin *

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Sigfried Palm *
Leslie Parnas *
Gustav Rivinus *
Marcy Rosen *

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Hedi Lehwalder *

Flutist

Bonita Boyer

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Hermann Baumann *

Oboist

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Guitar

David Sternbaum *

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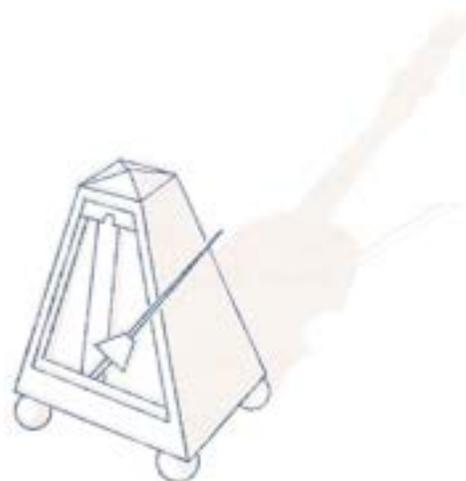
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21st Annual Conference

of the

Association of California Symphony Orchestras



hosted by the

Fresno Philharmonic Orchestra
Andrew Massey, Music Director

August 10 - 12, 1989
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 *Earl Wild (Not Available)

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 Ani Kavafian
 Benay Kim
 Gyorgy Pauk
 Daniel Phillips

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*David Jelley

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Emily Mitchell

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 Louis G. Spisto, Executive Director, Pacific Symphony Orchestra

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 Katherine Shipman, Box Office Manager, Fresno Philharmonic Orchestra

Registration Coordinator

Marguerite Hinrichs, President, Fresno Women's Symphony League

Host Orchestra

Handwritten: ty
 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.

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

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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

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34

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



Zdenek Macal

ky Speaker:
Zdenek Macal, Music Director,
Milwaukee Symphony,
San Antonio Symphony

91 tickets collected
96 sold
(Guaranteed 96 to Hotel)

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

OPENING GENERAL SESSION

THE FUTURE OF AUDIENCE DEVELOPMENT
Bradley G. Morison,
Julie Gordon Dalglish

ky
ck
68



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

6:50 pm - 7:00 pm

ky **Musical**
Haslop/Sanders Duo
Graciously provided by CCS International

EVENING ON YOUR OWN

8:00 am - 5:00 pm CONFERENCE REGISTRATION

Foyer **SAM NEA - 35**

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

Salon D1

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

9:00 am - 10:30 am WHO ARE THE NEW

Salon D2

SUPPORT GROUPS?

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

Speakers:

ty *ty*
ty *ty*
 George Sebastian, Director of Marketing,
 Los Angeles Chamber Orchestra
 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* *ty*
ty *ty*
 Cheryl A. Jordan, Business Manager,
 Los Angeles Chamber Orchestra
 Betty Fingold, Financial Analyst,
 San Francisco Symphony

10:45 am - 12:15 pm CONTRACTS -

Salon D1

WHO NEEDS THEM? WHAT
 SHOULD THEY SAY?

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

Speakers:

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

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

Salon D-2

ORCHESTRA

Moderator:

13 *ty*
 John Larry Granger, Music Director,
 South Coast Symphony

Panelists:

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

10:45 am - 12:15 pm CAN WE DEVELOP

Salon D3

MULTI-CULTURAL AUDIENCES?

Moderator:

ty **55**
 Donald E. Osborne, California Artists
 Management

Panelists:

ty *ty*
ty *ty*
 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,
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12:15 pm - 2:00 pm

LUNCHEON

Holy Trinity Armenian Church
 2226 Ventura Avenue
 (within walking distance)

Speaker:

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



Andrew Massey

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

3:15 pm - 4:90 pm **EXCITING NEW PROGRAMMING**
Salon D1

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

Panelists:
Ara Guzelemian, Music Administrator,
Los Angeles Philharmonic
Steven Hartke, Composer-in-Residence,
Los Angeles Chamber Orchestra
Elliot Klein, Organizational Grants
Coordinator Music, California Arts
Council
Nan Washburn, Artistic Director,
Bay Area Women's Philharmonic

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

Moderator:
David L. Brown, Director of Marketing,
Los Angeles Philharmonic

Speakers:
George Boomer, Boomer Enterprises
Steven Linder, Asst. Director of
Marketing, Los Angeles Philharmonic
Woods Silleroy, Telemarketing Manager,
Los Angeles Philharmonic

3:15 pm - 4:30 pm **THE DEDUCTIBILITY DILEMMA:**
Salon D3
Orchestras, Patrons, and the IRS

Moderator:
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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166
Dinner
Guests

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Salon D1
Coordinator:
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
Ann Vander Ende, President,
Philharmonia Baroque Orchestra

9:00 am - 10:30 am **FOR BOARDS ONLY**
Salon D3
(No Staff Allowed!)
Moderator:
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:
Douglas Kinzy, 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:
Mitch Jericho, Consultant,
Dallas, Texas

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

Speaker:
Wesley O. Brustad, Executive
Director, San Diego Symphony

12:30 pm - 2:00 pm

LUNCHEON

Yurri 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

- Sue Wood, President, Santa Rosa Symphony League*
- Morton Gould 75th Birthday Gala*
- Sherrie McCullough, Board of Directors, Monterey County Symphony*
- Tafelmusik*
- Ann Vander Ende, President, Philharmonia Baroque Orchestra*
- Music for the Heart*
- Henrietta Hogopian, Past President, Fresno Women's Symphony League*
- Race to the White House*
- 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**

85
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The Make Believe Brass

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Mary Sadovnikoff, fortepiano

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*Margaret Batjer, violin
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Ora Shiran, violin
Hans Roelofsen & Rudolf Senn
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Paul Fried, flute
Raffaello Orlando, clarinet

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Jackie Cain & Roy Kral
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Jane Kimbrough, actress
Masanobu Ikemiya, piano/harpsichord

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