

INNOVATIVE

DIRECTIONS

22

22ND ANNUAL CONFERENCE TO LEAD ORCHESTRAS IN INNOVATIVE DIRECTIONS
HOSTED BY THE LONG BEACH SYMPHONY ORCHESTRA

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

AUGUST 9-11, 1990

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22nd Annual Conference
To Lead Orchestras
in

Innovative Directions

Association of California
Symphony Orchestras

hosted by

Long Beach Symphony Orchestra
JoAnn Falletta, *Music Director*

August 9 - 11, 1990
Ramada Renaissance Hotel
Long Beach



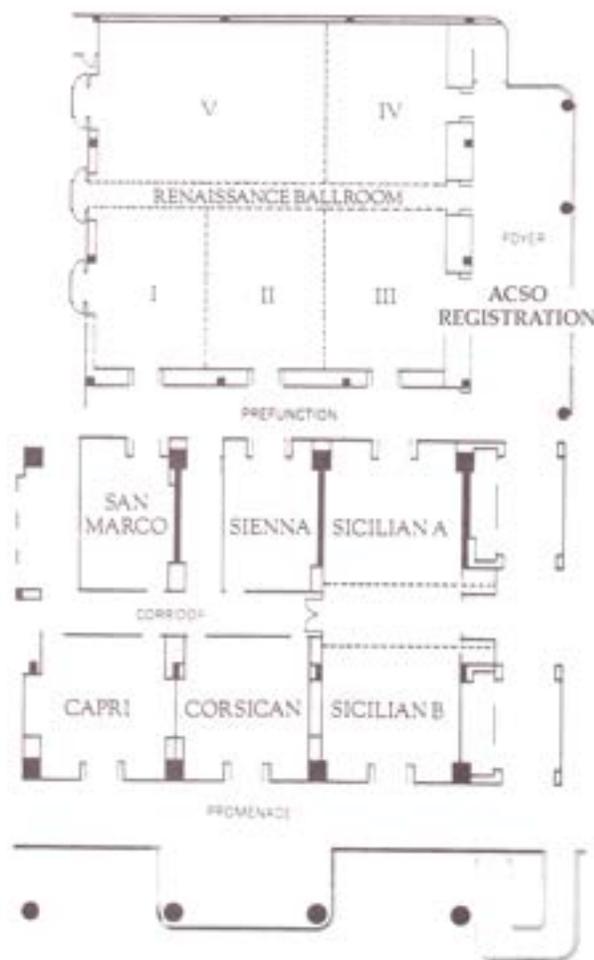
Dear Friends,

On behalf of the Board of Directors and staff, I welcome you to Long Beach and to ACSO's 22nd Annual Conference!

We have chosen the theme of "Innovative Directions" for the 1990 Conference as it seems to be the key, recurring phrase in all of our discussions about the challenges orchestras face in this last decade of the century. Our intent is to offer ideas and forums for debate at the Conference where we, as volunteers and professionals, can share concerns and . . . innovative ideas. Your participation in this process is vital, so I hope you will take the opportunity to "toot your own horn" so that we may all benefit from your success as well as raise the big issues for debate. Our seminars, speakers, and events promise to be particularly informative and enlightening — we hope you will agree.

Have a great time at the Conference!

Deborah Rutter



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Many thanks to the members of the ACSO Conference Committee and the staff and volunteers of the Long Beach Symphony for their time and commitment to this conference.

Conference Registration & Tickets:

Hours:	Thursday, August 9	7:30 am - 5:00 pm
	Friday, August 10	7:30 am - 5:00 pm
	Saturday, August 11	7:30 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.

— foyer —

Message Board • Registration Desk • Orchestra Brochures
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AT ALL TIMES**

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

Wednesday, August 8

4:00 pm - 7:00 pm **ACSO BOARD OF DIRECTORS**
Long Beach
Symphony Office
555 E. Ocean Blvd.,
Suite 106

7:30 pm - 8:30 pm **President's Reception**
(by invitation only)

Thursday, August 9

7:30 am - 5:00 pm **CONFERENCE REGISTRATION**
Foyer

8:00 am - 12:00 pm **PERSONAL DEVELOPMENT SEMINAR:**
Renaissance I



Joseph Truscott

Time Management, Priorities, Lack of Staff, Supervisory Training

Joseph Truscott, Director of Training,
American Symphony Orchestra League

av ✓

12:30 pm - 2:00 pm **OPENING GENERAL LUNCHEON**
Renaissance V



JoAnn Falletta

Host:

Henry Meyer, President, Long Beach
Symphony

Guest Speaker:

JoAnn Falletta, Music Director, Long
Beach Symphony
"The Opening of the American Mind"

2:30 pm - 4:30 pm **GENERAL SESSION**
Renaissance II, III

Innovative Case Studies: Roundtable
discussions of creative ideas and success
stories with an emphasis on practical
solutions and examples.

Format: The case study leader will
initiate and prepare agenda, but the
discussion will be participatory.

TABLE #1

We have 19,000 School Children
Listening to Classical Music Every
Day!

Charles Barber, Music Education
Director, Santa Rosa Symphony

TABLE #2

Making Your Board a Sales Team
Douglas McLendon, CEO, San Jose
Symphony

TABLE #3

Bravo! A Successful Young Professionals' Affiliate
Annette Rocha, President, Long Beach Symphony Bravo!

TABLE #4

An Effective Corporate Sponsorship Program
Nancy Laturno, General Manager, Mainly Mozart Festival, San Diego

TABLE #5

Setting Up the Orchestra's First Music Library
Jim Medvitz, Director of Operations, Pacific Symphony

TABLE #6

Student Rehearsal Program
Priscilla Munson, Assistant Manager, Long Beach Symphony

TABLE #7

Arts Card
John Zorn, Marketing Director, San Jose Symphony

TABLE #8

A Concert in Your Honor . . .
Larry Balakian, Past President, Fresno Philharmonic

TABLE #9

Musicians Are Employees!
David Folsom-Jones, Executive Director, Santa Cruz Co. Symphony

TABLE #10

After the Fall: Chapter 7 Bankruptcy and Its Implications for the Future
Judith Lovell, Executive Director, Oakland East Bay Symphony

TABLE #11

New Angles in Telemarketing
John McElwee, Marketing Director, Pacific Symphony

TABLE #12

The Music Mobile
JoAnn Fuerbringer, Education Coordinator, Orange County Philharmonic Society
Marilynn Manderscheid, Youth Programs Assistant Chair, Orange County Philharmonic Society

TABLE #13

Using A Professional Search Firm To Hire A Conductor
Grace Hughes, President, Marin Symphony

6:00 pm

WELCOME!
RECEPTION AND JAZZ CONCERT

Birdland West Jazz Club

105 W. Broadway & Pine
(within walking distance)

Hosted by the Long Beach Symphony Association

Don't miss the display of our orchestras' brochures, posters and other promotional materials in the foyer.

7:30 am - 9:00 pm
Foyer
CONFERENCE REGISTRATION

8:30 am - 9:45 am
Renaissance V
BREAKFAST



Henry T. Segerstrom

Host:
*Erich Vollmer, Executive Director,
Orange County Philharmonic Society*

Guest Speaker:
*Henry T. Segerstrom, Founding
Chairman, Orange County Performing
Arts Center and Managing Partner,
C. J. Segerstrom & Sons*

10:00 am - 4:00 pm
Sicilian
TRUSTEE'S DAY



Larry H. Slesinger

Host:
*Deborah Rutter, Executive Director, Los
Angeles Chamber Orchestra*

Facilitator:
*Larry H. Slesinger, Deputy Director,
National Center for Nonprofit Boards*

10:00 am - 11:15 am
Renaissance I
TICKET SALES CAMPAIGN:
Professionals and Volunteers Working
Together

Moderator:
*George Sebastian, Marketing Director,
Los Angeles Chamber Orchestra*

Panelists:
*Audrey Baird, Director of Audience
Development, Milwaukee Symphony*
*Jackie Durham, Membership
Coordinator, Los Angeles Chamber
Orchestra*
*Ann Giesler, Coordinator for Volunteer
Activities, Los Angeles Philharmonic
Affiliates*

Renaissance II

ARTISTIC POLICY IN
PROGRAMMING:
The Roles of the Music Director,
Executive Director and Trustee

Host:
*Denis de Coteau, Music Director, San
Francisco Ballet*

Panelists:
*Ray Blisso, Artistic Policy Committee
Chair, Long Beach Symphony*
*JoAnn Falletta, Music Director, Long
Beach Symphony*
*Deborah Rutter, Executive Director, Los
Angeles Chamber Orchestra*

11:30 am - 12:30 pm
Renaissance IV

PEER FORUMS FOR STAFF AND
VOLUNTEERS

Forums are for both staff and volunteers
for like size orchestras

Coordinator:
*Karine Beesley, Executive Director,
Ventura County Symphony*

- Development Directors
*Ken Goldman, Director of
Development, Pacific Symphony*
- Marketing Directors
*Barbara Burger, Marketing Director,
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- Regional/Major Managers
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- Metropolitan Managers
*Susan Feller, Executive Director,
Inland Empire Symphony*
- Urban Managers
*Crickett Handler, Executive Director,
San Luis Obispo Co. Symphony*
- Community Managers
*Harvey Roth, Executive Director,
Conejo Symphony*
- Youth Orchestras
*Tristan Janse, Administrative
Director, American Youth Symphony*

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Pam Lee, Board of Directors,
Stockton Symphony
Ann Vander Ende, President,
Philharmonia Baroque Orchestra
- **Box Office Managers**
Aaron Egigian, Ticket Sales
Manager, Orange County Performing
Arts Center

12:30 pm - 1:30 pm **LUNCH ON YOUR OWN**

Renaissance II **TRUSTEES' LUNCH AT HOTEL**

VOLUNTEERS:
 Dutch Treat Lunch with Audrey Baird
 (Sign up at Registration Desk)

1:30 pm - 3:00 pm **WHAT IS A BOARD RETREAT?**
Renaissance I

Host:
Louis G. Spisto, Executive Director,
Pacific Symphony

Speaker:
Warren Riley, Management Consultant

Renaissance II **FILL YOUR SEATS!**
 Audience Development and Retention

Moderator:
Erich Vollmer, Executive Director,
Orange County Philharmonic Society

Panelists:
Charles Barber, Music Education
Director, Santa Rosa Symphony
Audrey Baird, Director of Audience
Development, Milwaukee Symphony
Sharon Bolser, Director of Marketing,
San Diego Symphony
Carol Heywood, Director of Marketing
& Communications, Orange County
Philharmonic Society
Steve Lang, Founding President, Long
Beach Symphony Bravo!

3:15 pm - 4:30 pm **CRISIS MANAGEMENT:**
Renaissance IV **Avoiding The Worst That Can Happen,**
But Dealing With It If It Does

AV
Overhead

Host:
Larry Balakian, Past President, Fresno
Philharmonic

Speaker:
Lovetta Kramer, Kramer Communications

Renaissance III **TALKING TO THE PRESS:**
How To Get The Right Publicity

Host:
Justin McCarthy, Marketing Director,
Long Beach Symphony

Speaker:
Vick Knight, Jr., Artisan Associates

5:00 pm - 5:30 pm **Board Shuttle Buses to the Queen Mary**

6:00 pm **AN EVENING ABOARD THE**
QUEEN MARY



The Angeles Quartet

Cocktails, Dinner, Concert, Fireworks

The Angeles Quartet

Wine Courtesy of Robert Mondavi
Winery, Napa Valley

Saturday, August 17

Saturday, August 17 continued

7:30 am - 12:00 pm
Foyer

CONFERENCE REGISTRATION

NO SHOW
AV

8:00 am - 9:00 am
Sicilian

ACSO ANNUAL MEETING

9:00 am - 10:30 am
Renaissance I

RECRUITING YOUR BOARD
OF DIRECTORS

AV
flip

Moderator:

Larry H. Slesinger, Deputy Director,
National Center for Nonprofit Boards

Panelists:

J. Stuart Fishler, Jr., Board of Directors,
Los Angeles Chamber Orchestra

G. Michael Gehret, Development
Director, San Francisco Symphony

Henry Meyer, President, Long Beach
Symphony

Renaissance II

VOLUNTEERS DO IT WITH
FANFARE, FUN AND FLAIR

Host:

Ann Vander Ende, President,
Philharmonia Baroque

Speaker:

Audrey Baird, Director of Audience
Development, Milwaukee Symphony

Renaissance III

MAKING YOUR CASE: How
Government, Corporate & Foundation
Fundors Look At Your Grant Proposals

Moderator:

Elliot Klein, Development Director,
Opera San Jose

Panelists:

Jan McElwee, Director of Community
Affairs, Carter Hawley Hale

John Orders, Program Officer, The
James Irvine Foundation

Carl Stone, Director, Meet The
Composer/California, former California
Arts Council Music Panelist

Rosalyn Tilghman, Regional
Representative, National Endowment for
the Arts

10:45 am - 12:15 pm
Renaissance II

FUND RAISING:
Identifying, Cultivating and Soliciting
Individual Donors

Speakers:

G. Michael Gehret, Development
Director, San Francisco Symphony

Jennifer F. Diener, V.P./Development,
Board of Directors, Los Angeles
Chamber Orchestra

Sicilian

ALL IN THE FAMILY:
Building Positive Relations Between
Volunteers, Trustees and Staff

Moderator:

Pauline Fisher, General Manager, Santa
Rosa Symphony

Panelists:

Audrey Baird, Director Audience
Development, Milwaukee Symphony,
ASOL Volunteer Council

Larry Balakian, Past President, Fresno
Philharmonic

Pat Lijewski, President, San Diego
Symphony Auxiliary

Louis G. Spisto, Executive Director,
Pacific Symphony

Sally Tilden, Volunteer Coordinator,
Long Beach Symphony

Renaissance I

ADVOCACY AND MUNICIPAL
FUNDING:

A Campaign for Local Government
Support

Moderator:

Richard Boje, Past President,
Sacramento Symphony

Susan Cayer, Director of Government
Relations, Los Angeles Music Center

Barbara Goldstein, Planning
Coordinator, City of Los Angeles
Cultural Affairs Department

Irene Klug Nielsen, General Manager,
Fresno Philharmonic

12:30 pm - 2:00 pm
Renaissance IV

LUNCHEON



Lynn Harrell

Host:

JoAnn Falletta, Music Director, Long Beach Symphony

Guest Speaker:

Lynn Harrell, Cellist and Artistic Director, Los Angeles Philharmonic Institute

2:15 pm - 3:30 pm
Sicilian

**FIRING LINE:
Cultural Diversity**

Moderator:

Hope Tischopik, Arts Management Consultant

Panelists:

Ara Guzelimian, Artistic Administrator, Los Angeles Philharmonic

C. Bernard Jackson, Executive Director, Inner City Cultural Center

Joanne Kozberg, Chair, California Arts Council; Vice Chair, Los Angeles Music Center

Renaissance II

BUDGETING FOR NONPROFITS

Host:

Betty Fingold, Financial Analyst, San Francisco Symphony

Speaker:

Mark Anderson, Executive Director, ARTS, Inc.

Renaissance III

DATA MANAGEMENT:

Creating & Managing A Data Base For Today and Planning For Tomorrow

AV Overhead

A practical approach to data management for even the smallest orchestras

Host:

John McElwee, Director of Marketing, Pacific Symphony

Richard Fassione, Information Services Manager, City of Brea; Independent Computer Systems Consultant

Renaissance I

SYMPHONY GUILD NOTABLE EVENTS

Innovative projects presented by several guilds and leagues.

Moderator:

Pam Lee, Board of Directors, Stockton Symphony

Speakers:

- "Circus Gala Fantastique"
Carolyn Boje, Chairman, Sacramento Symphony League
- "Secret Gardens of the Napa Valley"
Beverly Bagley, Past President, Napa Valley Symphony League
- "Symphony of Trees"
Crickett Handler, Executive Director, San Luis Obispo Co. Symphony
- "Bingo!"
Kelly Johnson, Executive Director, Berkeley Symphony

3:30 pm - 4:30 pm
Renaissance IV

PEER FORUMS

Coordinator:

Karine Beesley, Executive Director, Ventura County Symphony

5:00 pm - 5:30 pm

Board Buses to Hollywood Bowl

PICNIC DINNER AND HOLLYWOOD BOWL

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1989 - 90

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