

ASSOCIATION OF CALIFORNIA  
SYMPHONY ORCHESTRAS

(Vision + Leadership)  
x Energy  
—————  
Success

23<sup>RD</sup>

ANNUAL  
CONFERENCE

AUGUST  
22 - 24, 1991

Hosted by the  
San Diego Symphony  
& The La Jolla Chamber  
Music Society



# Del Rosenfield Associates ARTISTS ROSTER 1991-93

## CONDUCTORS

Michael Bartos  
\*Gisèle Ben-Dor  
Eduardo Ostergren  
Yurval Zaliouk

\*Resident Conductor of the Houston Symphony Orchestra, Music Director of the Boston  
Pro-Arts Chamber Orchestra and Music Director/Conductor of the Annapolis Symphony

## KEYBOARD

Bruce Brubaker, piano  
Babette Hierholzer, piano  
Masanobu Ikemiya, piano  
Diana Kacso, piano  
Mina Miller, piano  
Míceál O'Rourke, piano  
Mary Sadovnikoff, fortepiano  
Rita Sloan, piano

## STRINGS

\*Margaret Batjer, violin  
Nancy Green, cello  
Chin Kim, violin  
Ora Shiran, violin  
Hans Roelofsen & Rudolf Senn, Dutch double bass duo  
Ruth Waterman, violin

\*California Arts Council Touring Roster, 1992-93-94

## WINDS

Raffaello Orlando, clarinet

## SPECIAL ATTRACTIONS

An Evening of American Song  
Jackie & Roy, jazz vocalists

714 Ladd Road, Riverdale, Bronx, New York 10471  
212/549-5687, 543-8604; Fax 212/548-4313

## 23rd Annual Conference

### Association of California Symphony Orchestras

(Vision + Leadership)

x Energy

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Success

hosted by

**The La Jolla Chamber Music Society**

*Heiichiro Ohyama, Music Director*

and

**The San Diego Symphony**

*Yoav Talmi, Music Director*



**August 22 - 24, 1991**

*Marriott Suites Symphony Towers  
San Diego*

## FROM ACSO'S PRESIDENT



Dear Friends and Colleagues,

Welcome to the 1991 ACSO Conference!

These three days in San Diego and La Jolla are important for me as they will be a brief but necessary escape from the rigors of season preparation, budget worries and the general chaos which marks the end of summer and beginning of the fall season. This year, in particular, as we are all suffering from the troubles of budget shortfalls, economic downturns and slumping subscription sales, a time for us to work together, brainstorm, commiserate, and support one another will be extremely important.

On the positive side, orchestras throughout the state are musically healthier and happier than ever. We can rejoice in the superb music and look forward to great music as the reward for our efforts.

Someone very clever must have known last February, when dreaming up the title and focus of this conference, that we would need a good dose of:

**(Vision + Leadership) x Energy = Success**

I hope you all give and get the most from the Conference and that it provides the strength, conviction, determination and enthusiasm necessary to make 91/92 another memorable, successful season.

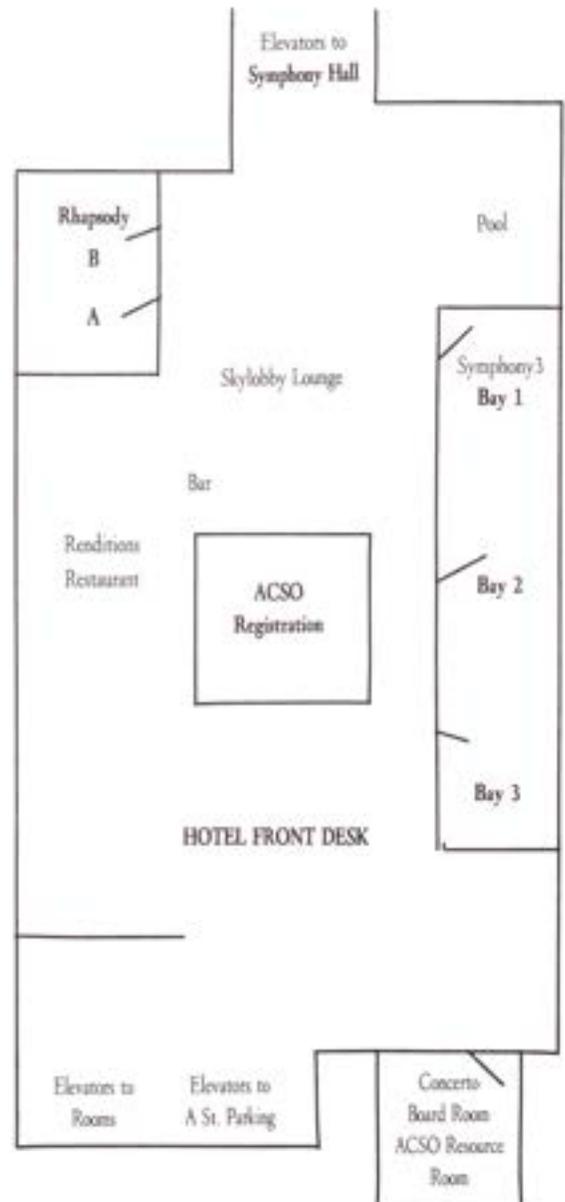
Oh, by the way, have fun too!

All the best,

Deborah Rutter  
President

## SAN DIEGO **Marriott** SUITES

701 A Street, San Diego, California 92101 (619) 696-9800



*Now Booking for 1992-93*

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## NEIL RUTMAN, Pianist

- 1st Place Concert Artist Guild
- California Orchestras
  - San Jose Symphony — 1990
  - Modesto Symphony — 1991
  - Peninsula Symphony — 1991
  - Long Beach Symphony — 1992-93
- CAC Touring Roster

---

## Arioso Wind Quintet

- Concerti for Woodwind Quintet and Orchestra by American Composers
- 1990 Winner of the Chamber Music Competition of the National Flute Association
- CAC Touring Roster

---

## Sparkling singers for pops, including programs of

- Rogers and Hammerstein
- Lerner and Loewe
- Porgy and Bess

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### CLASSICAL PERFORMING ARTISTS MANAGEMENT

7758 Ludington Place La Jolla, CA 92037  
(619) 456-3878 FAX (619) 456-1752

Talent Agency/Calif. Lic. # TA 1548

**Constance Mullin, Manager**

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## CURRENT HIGHLIGHTS

BOSTON SYMPHONY ORCHESTRA  
(Saint-Saens No. 2)  
June 9 & 16, 1991

NATIONAL SYMPHONY ORCHESTRA  
(Mozart K. 491)  
JUNE 15, 1991

COLORADO SYMPHONY ORCHESTRA  
(Prokofiev No. 3)  
OCTOBER 10, 11, 12, 1991

UTAH SYMPHONY ORCHESTRA  
(Rachmaninoff No. 2)  
MAY 1, 2, 1992

REPRESENTED BY:

MELVIN  
KAPLAN  
INCORPORATED

115 COLLEGE STREET  
BURLINGTON, VT 05401  
(802) 658-2592

**T**he Association of  
California Symphony  
Orchestras gratefully  
acknowledges Columbia Artists  
Management Inc. for sponsoring the  
luncheon in honor of Andre Previn,  
Saturday, August 24 for ACSO  
delegates.

**CAMI**

Columbia Artists Management Inc.  
165 WEST 57TH STREET, NEW YORK, NY 10019

**SIEGEL ARTIST MANAGEMENT**

Congratulates

**Pianist, BRIAN GANZ**

**THIRD PLACE WINNER-1991**

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"We are indebted to Brian Ganz for a musical  
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"His rendition of Prokofiev's third concerto  
is dazzling from beginning to end"

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"The Smile and Authority of a Master"

"We don't have the words to speak of this fabulous  
musician who lives music with a generous urgency  
and brings his public into a state of intense joy"

— LA LIBRE BELGIQUE

**Complete Press Materials, Repertoire,  
and Availability - 1992-93 Season**

**Contact:**

**Ethel Siegel**

(202) 966-0003 Fax (202) 363-3811

3003 Van Ness St. NW, Suite W205, Washington, DC 20008

or

**Jeanie Thompson**

(904) 325-8080 Fax (904) 329-9160



## 1991 ACSO CONFERENCE

### Conference Chairmen

Wesley O. Brustad, Executive Director,  
San Diego Symphony  
Neale Perl, Executive Director,  
The La Jolla Chamber Music Society

### Conference Manager

Kathryn R. Martin, Production Manager,  
Music Department, University of California, San Diego

### On-Site Coordinator

Pia Sieroty Spector, Administrative Assistant, ACSO

### Registration Coordinator

Ruth Beamish, President, San Diego Symphony League

### Conference Committee

Brenda Baker, President, The La Jolla Chamber Music Society  
Carol Cuning, Board of Directors, ACSO  
Peggy Duly, Board of Directors, ACSO  
Linda Goldman, SummerFest Administrator,  
The La Jolla Chamber Music Society  
Lynn Hallbacka, General Manager, San Diego Symphony  
Roberta Hill, Volunteer, San Diego Symphony League  
Pam Lee, Board of Directors, ACSO  
Sharon McNalley, Board of Directors, ACSO  
Marie Olesen, Chair, SummerFest La Jolla '91  
Deborah Rutter, President, ACSO  
Joan Salb, Board of Directors,  
The La Jolla Chamber Music Society  
Margaret Trower, Volunteer, San Diego Symphony League

Many thanks to the members of the ACSO Conference Committee, the ACSO Board of Directors and the staff and volunteers of The La Jolla Chamber Music Society and the San Diego Symphony for their time and commitment to this conference.

### Conference Registration & Tickets:

Hours:	Thursday, August 22	7:30 am - 5:00 pm
	Friday, August 23	7:30 am - 5:00 pm
	Saturday, August 24	7:30 am - 12:00 noon

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.

— Concerto Board Room —

Orchestra Brochures  
Artist Managers Brochures and Rosters  
Computer Information

## 1990 - 91 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.

### Major Gifts

ASCAP

California Arts Council

Chevron U.S.A. Inc.

Columbia Artists Management Inc.

Peggy E. Duly

Stephen Dunn & Associates

The Ann and Gordon Getty Foundation

The James Irvine Foundation

The David and Lucile Packard Foundation

### Gifts \$300 and above

Laurel Karabian ..... Los Angeles  
Deborah Rutter ..... Los Angeles Chamber Orchestra

### Gifts \$150 - \$299

Larry Balakian ..... Fresno Philharmonic  
Karine Beesley ..... Ventura County Symphony  
George Boomer ..... Boomer Enterprises, Inc.  
Denis de Coteau ..... San Francisco Ballet  
Pauline Fisher ..... Santa Rosa Symphony  
G. Michael Gebret ..... San Francisco Symphony  
Rhoda H. Goldman ..... San Francisco Symphony  
Pamela Lee ..... Stockton Symphony  
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Patricia A. Mitchell ..... Los Angeles Music Center Opera  
Mary E. Newkirk ..... Long Beach Symphony  
Neale A. Perl ..... La Jolla Chamber Music Society  
Jean Reed ..... Santa Rosa  
Kris Woodard Saslow ..... Assn. Calif. Symphony Orchestras  
Louis G. Spisto ..... Pacific Symphony  
Ann Vander Ende ..... Philharmonia Baroque Orchestra  
Erich A. Vollmer ..... Orange County Philharmonic Society

### Gifts \$60 - \$149

Charles Bonner ..... Fresno Philharmonic  
Carol Cuning ..... CCS International  
JoAnn Falletta ..... Long Beach Symphony  
Nellie Fay ..... Napa Valley Symphony  
Robert J. Feder, M.D. ..... Los Angeles Chamber Orchestra  
David Folsom-Jones ..... Santa Cruz County Symphony  
Kenneth H. Goldman ..... Pacific Symphony  
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Ardis Higgins ..... Santa Barbara Symphony  
Barry Jekowsky ..... California Symphony  
Dr. Ernest Lewis ..... Sacramento Symphony

### Gifts \$60 - \$149 (continued)

Nancy Mims ..... San Francisco Symphony  
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Peggy Peterson ..... San Luis Obispo County Symphony  
Harold Trent Power ..... Oakland East-Bay Symphony  
Dr. Gary S. Smith ..... Ohlone College  
Joseph Truskot ..... Monterey County Symphony  
Joyce Wright ..... Monterey County Symphony  
Nahum Zimmer ..... Los Angeles Chamber Orchestra

### Gifts \$40 - \$59

Miriam Abrams ..... The Women's Philharmonic  
Leni Isaacs Boorstin ..... Los Angeles Philharmonic  
Robert Davidson, Jr. ..... Los Angeles Chamber Orchestra  
Betty Fingold ..... San Francisco Symphony  
Cricket Handler ..... San Luis Obispo County Symphony  
Jeanne Karatsu ..... Long Beach Symphony Guild  
Mike Lewis ..... Stockton Symphony  
Kathryn R. Martin ..... University of California, San Diego  
Irene Klug Nielsen ..... Fresno Philharmonic  
Nancy Schneider ..... Stockton Symphony  
Christopher Story, IV ..... West Coast Symphony  
Rev. Canon John S. Yaryan ..... Santa Rosa Symphony

### Gifts Under \$39

Paul Bonaccorsi ..... Fremont-Newark Philharmonic  
Robert T. Cherry ..... Fresno Philharmonic  
Dr. Richard Fiske ..... Shasta Symphony  
David Gersh ..... Los Angeles Chamber Orchestra  
Mary Gifford ..... Sacramento Symphony  
Pearl Gunsell ..... Fremont-Newark Philharmonic  
Jean Harrison ..... Santa Rosa Symphony League  
David Ingalls ..... Los Angeles Chamber Orchestra  
Matthias Kuntzsch ..... San Francisco  
Ethel London ..... Oakland Youth Orchestra  
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Mehli Mehta ..... American Youth Symphony  
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Dorothy R. Seiwel ..... Antelope Valley Symphony  
Margeaux Singleton ..... San Francisco  
Gang Situ ..... San Francisco  
David Smyth ..... Sierra Symphony  
Deyi Tang ..... San Francisco

Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the Annual Conference:

ARTS Inc.  
Edward and Natalie Duke  
Mr. Wally Dunning, Computer Consultant  
Essary Dal Porto & Lowe, Certified Public Accountants  
Littler, Mendelson, Fastiff & Tichy, Attorneys at Law  
Los Angeles Chamber Orchestra  
Long Beach Symphony Association  
Pacific Symphony  
San Diego Symphony  
San Francisco Symphony  
The La Jolla Chamber Music Society  
Tom's Printing

Thank you to "Goody Bag" donors:

Acorn Press  
Marriott Suites Hotel  
San Diego Convention & Visitors Bureau

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

Illustration & Design By: CRSR Designs Inc.  
Kingston, New York

**PLEASE WEAR YOUR  
NAME BADGE  
AT ALL TIMES**

Thursday, August 22<sup>ND</sup>

7:30 am -  
5:00 pm  
Skylobby Lounge  
Concerto Board Room

CONFERENCE  
REGISTRATION

8:30 am -  
10:00 am  
Tables #1-6  
Rhapsody  
Tables #7-12  
Symphony Bay

ACSO RESOURCE ROOM

PEER FORUMS FOR STAFF  
AND VOLUNTEERS

Informal discussion groups for  
volunteers, managers and executive  
directors for like-sized orchestras.

- Coordinator:** *Karine Beesley*, Executive Director,  
Ventura County Symphony
- Table #1** **Managers/Orchestras  
with budgets to \$250,000**  
*Lynda Collum*, Executive Director,  
Mesa (AZ) Symphony
- Table #2** **Managers/Orchestras  
with budgets \$250,000-\$500,000**  
*David Folsom-Jones*,  
Executive Director,  
Santa Cruz County Symphony
- Table #3** **Managers/Orchestras  
with budgets \$250,000-\$500,000**  
*Tamra Saylor*, General Manager,  
San Diego Chamber Orchestra
- Table #4** **Managers/Orchestras with budgets  
\$500,000-\$1,000,000**  
*Irene Klug Nielsen*, General Manager,  
Fresno Philharmonic
- Table #5** **Managers/Orchestras  
with budgets over \$1,000,000**  
*Douglas N. McLendon*,  
President, CEO,  
San Jose Symphony
- Table #6** **Managers/Directors of  
College & University Orchestras**  
*Dr. Gary S. Smith*,  
Division Director, Ohlone College  
Community Orchestra
- Table #7** **Managers/Directors  
of Youth Orchestras**  
*Nancy Houston*, General Manager,  
Valley Youth Orchestras

- Table #8 **Managers/Music Festivals**  
*Nancy Laturno*, General Manager,  
Mainly Mozart Festival
- Table #9 **Development Directors**  
*Eve Henderson*, Director of  
Development, Orange County  
Philharmonic Society
- Table #10 **Marketing Directors**  
*John MacElwee*, Director of Marketing,  
Pacific Symphony
- Table #11 **Operations & Assistant Managers**  
*Jim Medvitz*, Director of Operations,  
Pacific Symphony
- Table #12 **Volunteers - A Conference Orientation**  
*Pam Lee*, Board Member,  
Stockton Symphony;  
*Sharon McNalley*, Board Member,  
Los Angeles Chamber Orchestra

10:00 am -  
11:30 am  
Tables #1-6  
Rhapsody  
Tables #7-12  
Symphony Bay

**2ND ANNUAL 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.

- Coordinator:** *Priscilla Munson*, Artistic Manager,  
Long Beach Symphony
- Table #1 **Developing a Support Organization**  
*Laila Conlin*, Founding President,  
Opera Pacific Guild Alliance
- Table #2 **Video of Your Orchestra -  
Is This For You?**  
*Richard J. Frank*, Director of  
Development/Producer, American  
Youth Symphony
- Table #3 **So You Want To Open A  
Symphony Store**  
*Ruth Beamish*, President,  
San Diego Symphony League
- Table #4 **Does A Symphony League Need A  
Long Range Plan? Yes!**  
*Susan Weir*, Past President,  
Long Beach Symphony Guild

- Table #5 **Forging School/Orchestra Partnerships  
for Successful Music Education  
Programs and Audience Development**  
*Bill Burke*, Executive Director,  
California Music Educators;  
President, Diablo Symphony
- Table #6 **New Marketing Technologies:  
Micro-marketing for Symphonies**  
*George Boomer*, President,  
Boomer Enterprises, Inc.
- Table #7 **Philharmonic Style: Capturing  
the Younger, Newer Concertgoer**  
*Steve Linder*, Assistant Director of  
Marketing & Communications,  
Los Angeles Philharmonic
- Table #8 **Effectively Orchestrating the  
Day-to-Day Operations of a  
1, 2 or 3 Person Office**  
*Doreen Hardy*, General Manager,  
South Coast Symphony
- Table #9 **"Where's The Fire?" A Smoke  
Detector Fiscal Model**  
*Larry Hudspeth*, Finance Director,  
Long Beach Symphony
- Table #10 **The Art of Personal Wellness:  
Who Takes Care of the Manager?**  
*Priscilla Munson*, Artistic Director,  
Long Beach Symphony
- Table #11 **New Campaigns at the  
LA Philharmonic: Early Subscription  
Renewals, Junior Patrons Program  
and A 5K/10K Run**  
*Frances Muir*, Past Chairman,  
Los Angeles Philharmonic  
Affiliates Coordinating Board
- Table #12 **Bravo! A Successful Young  
Professionals Affiliate**  
*Annette Rocha*, Past President,  
Long Beach Symphony Bravo!

12:30 pm -  
2:00 pm  
Copley Symphony  
Hall Foyer

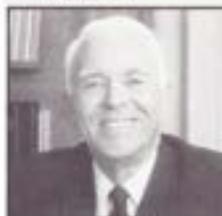
**OPENING GENERAL LUNCHEON**

**Host:**

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

**Guest Speaker:**

*Dr. William J. McGill*,  
Past President, Columbia University;  
Past Chancellor, University of  
California, San Diego



2:30 pm -  
4:30 pm  
Symphony Bay

**GENERAL SESSION**

Inspiration From Successful Leaders  
In The Corporate World

- Moderator:** *Wesley O. Brustad*,  
Executive Director,  
San Diego Symphony
- Panelists:** *Father Joe Carroll*, Director,  
St. Vincent De Paul,  
Joan Kroc Center  
*Terry Churchill*,  
Area Vice President,  
Pacific Bell; President,  
Old Globe Theatre  
*Howard E. (Ted) Greene, Jr.*,  
Chairman and CEO,  
Amylin Corporation

6:30 pm  
Hotel Main  
Entrance

Meet to walk to C & 6th Streets to  
board San Diego Bayside Trolley  
to Pops  
(Gaslamp Convention Stop)

7:30 pm

**CABARET DINNER AND  
THE SAN DIEGO SYMPHONY**

*SummerPops '91*

Jack Everly, Conductor  
Steven Mayer, Piano  
Damian Bursill-Hall, Flute  
Isabella Lippi, Violin

Post-concert reception hosted onstage  
by the San Diego Symphony  
Orchestra Association

7:30 am -  
5:00 pm  
Skylobby Lounge

**CONFERENCE  
REGISTRATION**

8:00 am -  
12:00 pm  
Symphony Bay 2

**PERSONAL DEVELOPMENT  
SEMINAR — The Effective  
Conductor: A Matter of  
Communication And Personality**

This seminar will teach you how  
understanding your personal  
characteristics can be useful in your  
relationships with musicians,  
managers and audiences.

**Host:** *Thomas Osborn*, Music Director,  
Downey Symphony;  
Seaver Community Orchestra



**Barbara Pollack, Ph.D.**  
Dr. Pollack is a clinical  
psychologist and musician. Her  
studies have been related to the  
complex relationships of different  
personality types and styles of  
communication. In June, 1990, she  
presented a paper in London at the  
International Conference on the  
Psychology of Performing Arts.

9:00 am -  
10:30 am  
Rhapsody A

**CONCURRENT SESSIONS:**

**1. ARTIST MANAGERS &  
ORCHESTRA MANAGERS:  
Oil and Water Do Mix!**

**Moderator:** *Erich A. Vollmer*, Executive Director,  
Orange County Philharmonic Society

**Panelists:** *Anne Bernardo*, General Manager,  
Tulare County Symphony  
*Carol Cunning*, Owner/Manager,  
CCS International  
*Tim Fox*, West Coast Booking Rep.,  
Columbia Artists Management Inc.  
*Welz Kauffman*, General Manager,  
Los Angeles Chamber Orchestra  
*Irene Klug Nielsen*, General Manager,  
Fresno Philharmonic

Symphony Bay 1 **2. VOLUNTEER SKILLBUILDERS I: The Dynamic Leader - Setting The Tempo, Knowing The Score**

**Moderator:** *Sharon McNalley*, Board of Directors, Los Angeles Chamber Orchestra

**Panelists:** *Joanne Austin*, Board of Directors, Los Angeles Philharmonic Affiliates  
*Susan Beechner*, Board of Directors, Orange County Philharmonic Society  
*Alice Coulombe*, Board of Directors, Los Angeles Opera

Rhapsody B **3. PLANNING YOUR SEASON: Audience Forecasting Using Current Economic Indicators**

**Host:** *Betty Fingold*, Financial Analyst, San Francisco Symphony

**Panelists:** *Brent Assink*, General Manager, San Francisco Symphony  
*George Boomer*, President, Boomer Enterprises, Inc.

10:45 am -

12:15 pm

Rhapsody A

**CONCURRENT SESSIONS:**

**1. FUND RAISING IN TOUGH TIMES**

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

**Panelists:** *Ann Campbell*, Development Director, San Diego Opera  
*Stephen Dunn*, Stephen Dunn & Associates  
*Neale Perl*, Executive Director, La Jolla Chamber Music Society

Symphony Bay 1 **2. VOLUNTEER SKILLBUILDERS II: From Overture To Ovation - Attracting Volunteers**

**Moderator:** *Pam Lee*, Board Member, Stockton Symphony

**Panelists:** *George Boomer*, President, Boomer Enterprises, Inc.  
*Paulette Goodrich*, Volunteer Council Chairman, San Francisco Symphony  
*Janice Johnson*, Board of Directors, Pacific Symphony; Chairman of Guilds, Orange County Performing Arts Center

Rhapsody B **3. KEY PERSONNEL ISSUES/ EMPLOYMENT LAW**

What state and federal requirements for employers are applicable to you; what agencies you need to become acquainted with, even if you are the only staff member; why orchestra members are not independent contractors; wage & hour issues for every employer; why ignorance of the law provides no protection for non-compliance.

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

**Panelists:** *Nancy Mims*, Director, Human Resources, San Francisco Symphony  
*Mary Lee Thomson*, Attorney, Littler, Mendelson, Fastiff & Tichy

12:30 pm -

1:30 pm

**LUNCH ON YOUR OWN OR SPECIAL INTEREST LUNCH**

Renditions' Private Restaurant

**CONDUCTORS**

Dutch Treat Lunch with *Heiichiro Ohyama*, Artistic Director, La Jolla SummerFest (sign up at ACSO Registration Desk)

President's Room  
Copley Symphony Hall

**VOLUNTEERS AND TRUSTEES**

Dutch Treat Lunch with *George Sebastian*, Marketing Director, Los Angeles Chamber Orchestra "Backstage Disasters!" (sign up at ACSO Registration Desk)

1:30 pm -

3:00 pm

Rhapsody A

**CONCURRENT SESSIONS:**

**1. CALIFORNIA COMPOSERS' SHOWCASE:** A presentation of scores and recordings of recent works by California-based composers.

**Host:** *Kathryn R. Martin*, Production Manager, Music Department, UCSD

**Speaker:** *Stephen Hartke*, Composer-in-Residence, Los Angeles Chamber Orchestra

Symphony Bay 1 **2. VOLUNTEER SKILLBUILDERS III:  
Publicizing Your Projects -  
Fanfare On A Budget****Moderator:** *Sue Dewar*, Past President,  
ACSO; Monterey County Symphony**Panelists:** *Ann Giesler*, Coordinator, Volunteer  
Activities, Los Angeles Philharmonic  
*Ursula Kroemer*, Special Projects  
Editor, KFMB Radio  
*Les Smith*, Public Relations  
Director, San Diego SymphonySymphony Bay 2 **3. THE WORLD OF  
THE MANAGER****Host:** *Polly Fisher*, General Manager,  
Santa Rosa Symphony**Speaker:** *Louis G. Spisto*, Executive Director,  
Pacific Symphony3:15 pm -  
4:30 pm  
Rhapsody A**CONCURRENT SESSIONS:****1. THE ORCHESTRA'S ROLE  
IN CREATING  
NEW REPERTOIRE:  
How To Commission**Commissioning procedures: identifying  
the composer you want, determining  
fees, mutual responsibilities, drawing  
up contracts and making the most of  
your collaboration with a composer.**Moderator:** *Stephen Hartke*,  
Composer-in-Residence,  
Los Angeles Chamber Orchestra**Panelists:** *Miriam Abrams*, Executive Director,  
The Women's Philharmonic  
*Deborah Rutter*, Executive Director,  
Los Angeles Chamber Orchestra  
*Rand Steiger*, Composer; Faculty,  
U.C. San DiegoSymphony Bay  
2 & 3**2. ALL IN THE FAMILY:  
Discussing And Resolving  
Sticky Problems**The "Family" consists of trustees,  
volunteers, management, musicians,  
audiences and the community.

- 18 -

**Host:** *Pam Lee*, Board Member,  
Stockton Symphony**Moderator:** *Joseph Truskot*, Executive Director,  
Monterey County Symphony**Panelists:** *Jean Harrison*, President,  
Santa Rosa Symphony League  
*Kenneth Herman*, Music Writer,  
Los Angeles Times,  
San Diego Edition  
*Ron Leonard*, Principal Cellist,  
Los Angeles Philharmonic  
*Douglas N. McLendon*, President/CEO,  
San Jose Symphony  
*Donn Schroeder*, Violist,  
Monterey County Symphony;  
President-Administrator,  
AF of M Local 616  
*Sharlene Strawbridge*,  
Assistant Director of Development,  
Donor/Volunteer  
Relations, Pacific Symphony  
*Jack Everly*, Guest Conductor,  
San Diego SummerPops  
*Miriam Willie*, President,  
Ventura County Symphony

Symphony Bay 1

**3. PUBLIC RELATIONS AND  
YOUR INSTITUTIONAL IMAGE****Host:** *George Sebastian*,  
Marketing Director,  
Los Angeles Chamber Orchestra**Speaker:** *Robert Bleiweiss*,  
Bleiweiss Communications Inc.

- 19 -

6:00 pm  
Hotel Main  
Entrance

Board Buses to Mandeville  
Auditorium, UCSD Campus

**SummerFiesta Dinner**

8:00 pm

**LA JOLLA CHAMBER  
MUSIC SOCIETY  
SUMMERFEST '91  
CHAMBER ORCHESTRA  
CONCERT**

*Heiichiro Ohyama and  
Andre Previn conducting*

Gary Hoffman, Cello  
Carolyn Hove, English Horn  
Cho-Liang Lin, Violin  
Thomas Stevens, Trumpet  
with members of the  
San Diego Symphony

Post-concert reception hosted onstage  
by The La Jolla Chamber Music  
Society Board of Directors

7:30 am -  
12:00 pm  
Skylobby Lounge

**CONFERENCE  
REGISTRATION**

8:00 am -  
9:00 am  
Symphony Bay 3

**ACSO ANNUAL MEETING**  
*Open to all delegates*

9:00 am -  
10:30 am

**CONCURRENT SESSIONS:**

Symphony Bay  
1 & 2

**1. CORPORATE FUND RAISING**

**Moderator:** *Nancy Laturno*, General Manager,  
Mainly Mozart Festival

**Panelists:** *Catherine Austin*, Charitable  
Giving Committee,  
Hewlett-Packard Company  
*Caroline Boitano*, Vice President  
and Associate Director,  
Bank of America Foundation  
*Nancy Glaze*, Program Officer,  
The David and Lucile  
Packard Foundation  
*John Parry*, Nissan Design  
International  
*Dan Ponder*, General Manager,  
The Kingston Hotel

Rhapsody  
A & B

**2. DIVERSIFICATION STRATEGIES  
FOR BOARD, STAFF  
AND AUDIENCES**

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

**Panelists:** *Catherine French*, Executive  
Vice President and CEO,  
American Symphony Orchestra League  
*Nancy Mims*, Director of Human  
Resources, San Francisco Symphony  
*Paul Minicucci*, Principal Consultant,  
Joint Committee on the Arts  
*Robert Walker*, Executive Director,  
Sacramento Symphony

10:45 am -  
12:15 pm

**CONCURRENT SESSIONS:**

Symphony Bay 2

**1. EFFECTIVE POLITICAL CHANGE - GET INVOLVED!**

Ben Clay, partner in the professional advocacy firm of Carpi & Clay and member of the San Diego Board of Directors, will outline the basic techniques for effective advocacy before telling us how to find some of the "hidden treasures" in local funds. Ms. Boorstin will discuss why we **have** an arts council this year and the effects of the state deficit on music education. Ms. French will bring us up to date on proposed changes in federal laws, including taxation, postage, telemarketing and international artists.

**Moderator:** *Peggy Duly*, President, Mainly Mozart Festival

**Panelists:** *Ben Clay*, Partner, Carpi & Clay  
*Leni Isaacs Boorstin*, Public Affairs Director, Los Angeles Philharmonic; President, California Confederation of the Arts  
*Catherine French*, President and CEO, American Symphony Orchestra League

Symphony Bay 1

**2. CONDUCTORS WEAR MANY DIFFERENT HATS**

**Moderator:** *John Larry Granger*, Music Director, South Coast Symphony; Santa Cruz County Symphony

**Panelists:** *Denis de Coteau*, Music Director, San Francisco Ballet  
*Jennifer Duston*, Executive Director, Marin Symphony  
*John MacElwee*, Director of Marketing, Pacific Symphony  
*Nan Washburn*, Music Director, Camellia Symphony

Rhapsody A

**3. EDUCATION PROJECTS THAT WORK**

**Host:** *David Folsom-Jones*, Executive Director, Santa Cruz County Symphony

**Panelists:** *Richard Bains*, Education Director, San Francisco Youth Orchestra  
*Bert Harclerode*, Artistic Administrator and Education Coordinator, San Diego Symphony

12:30 pm -  
2:00 pm  
Copley Symphony  
Hall Foyer

**LUNCHEON**

**Host:** *Marie Olesen*, Chair, SummerFest La Jolla '91



**Guest Speaker:** *Andre Previn*, Composer, Conductor and Pianist

Luncheon graciously sponsored by Columbia Artists Management Inc.

2:15 pm -  
3:30 pm

**CONCURRENT SESSIONS:**

Symphony Bay 1

**1. POPS...SERIOUS FUN**

**Moderator:** *Peter B. Lane*, Executive Director, New York Pops

**Panelists:** *Lynn Hallbacka*, General Manager, San Diego Symphony  
*Mark McGurty*, Composer/Arranger, Cincinnati Pops Orchestra  
*Newton Wayland*, Principal Pops Conductor, Houston Symphony Orchestra

Rhapsody A

**2. THEILLS OF THE AMERICAN SOCIETY: Crime, Drugs, Poverty and Diminishing Audiences For Symphony Orchestras**

**Host:** *Karen Kimes*  
**Speaker:** *Murry Sidlin*,  
 Resident Conductor,  
 Aspen Music Festival;  
 Director of Conductors' Apprentice  
 Program, U. of Minnesota

Symphony Bay  
 2 & 3

**3. LEARNING TOP LEADERSHIP SKILLS FROM TOP LEADERS**

**Moderator:** *Mary E. Newkirk*,  
 Executive Director,  
 Long Beach Symphony

**Panelists:** *John Hancock*, President,  
 Long Beach Symphony;  
 Executive Vice President,  
 Security Pacific National Bank  
*Ronald S. Rosen*, Chairman Emeritus,  
 Los Angeles Chamber Orchestra  
*Viviane Warren*, Past President,  
 La Jolla Chamber Music Society;  
 Recent Presidential Appointee,  
 International Broadcasting  
 Task Force

4:30 pm -  
 5:30 pm

**President's Reception**  
 (by invitation only)

8:00 pm  
 Copley Symphony Hall

**LA JOLLA CHAMBER MUSIC SOCIETY SUMMERFEST '91**  
**Andre Previn Jazz Trio**  
 Andre Previn, Piano  
 Mundell Lowe, Guitar  
 Ray Brown, Bass

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