

# THE NEW CALIFORNIA: A CAPITAL VISION

Hosted by the  
Sacramento Symphony

ASSOCIATION OF

CALIFORNIA

SYMPHONY ORCHESTRAS



TWENTY-FOURTH ANNUAL  
AUGUST 20-22  
CONFERENCE

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- 

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Oratorio, and Pops**

---

**Susan Gundunas**, soprano

Las Vegas Symphony

**Kerry O'Brien**, soprano

San Diego Symphony

**Sylvia Wen**, soprano

Oratorio Society of Utah

**Martha Jane Weaver**, mezzo

Nevada Symphony

**Melody Rossi**, mezzo

Glendale Symphony

**Bruce Johnson**, tenor

Phoenix Symphony

**Beau Palmer**, tenor

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**Dale Morehouse**, baritone

Ventura County Symphony

**Martin Wright**, baritone

Master Chorale of Orange County

**Kevin Bell**, bass

Los Angeles Master Chorale

24TH ANNUAL CONFERENCE

THE  
NEW  
CALIFORNIA:  
A CAPITAL VISION ★

ASSOCIATION OF

CALIFORNIA

SYMPHONY ORCHESTRAS



August 20 - 22, 1992

Hyatt Regency at Capitol Park

Sacramento

# Del Rosenfield Associates

## PIANISTS

Bruce Brubaker  
Babette Hierholzer  
Masanobu Ikemiya  
Diana Kacso  
Mina Miller  
Míceál O'Rourke  
Rita Sloan

## STRINGS, WINDS, PERCUSSION

Margaret Batjer, violin  
Nancy Green, cello  
Chin Kim, violin  
Raffaello Orlando, clarinet  
Mutsuko Taneya, marimba  
Ruth Waterman, violin  
Hans Roelofsen & Rudolf Senn,  
double bass duo

## CHAMBER MUSIC

Barbican Piano Trio  
Charleston String Quartet  
Coull String Quartet  
Starr-Kim-Boekheler Trio

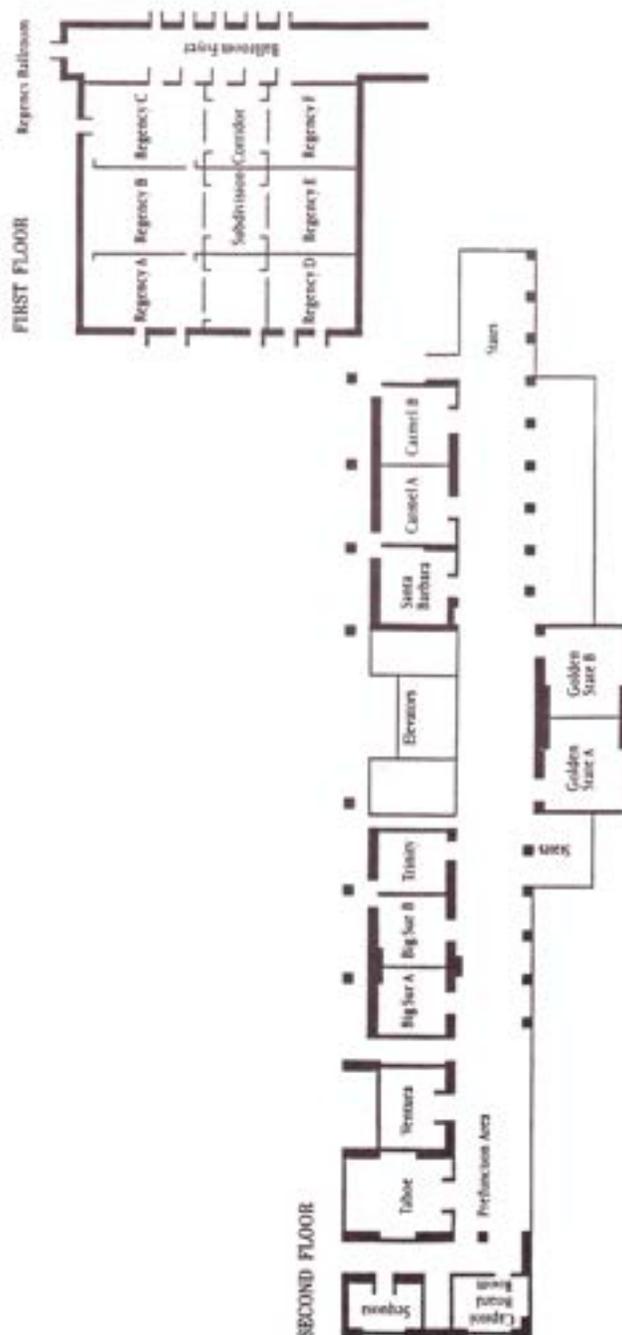
## SPECIAL ATTRACTIONS

Jackie Cain & Roy Kral, jazz vocalists  
The Martins, family programs  
The Nietzsche Project

## CONDUCTORS

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(212) 549-5687 Fax (212) 548-4313



FROM ACSO'S PRESIDENT



Dear Colleague:

On behalf of the Board of Director's of ACSO, it is my pleasure to welcome you to The New California: A Capital Vision. We believe that the major themes of this conference - music education and advocacy - have never been more timely issues for us to

discuss, examine, and finally, do something about.

ACSO believes that we all make a profound difference in the future of this troubled state by working together to make our orchestra music a vital part of the lives of those who call California home. It's never been more difficult, or more important, to keep focused, and to keep the belief that our music matters.

We must begin to change, that is inevitable. But it is through change and growth that we will find our strengths and our reason to be a part of The New California.

We hope you find value in your experience with your colleagues this weekend and we look forward to hearing of your orchestra's success in the years ahead.

Louis G. Spisto, President

JACQUES  
LEISER  
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THE 1993-1994  
SEASON

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MANAGEMENT

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San Diego, CA 92103

San Diego:  
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(619) 293-0088 (fax)

New York:  
(212) 595-6414

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Pianists

- LAZAR BERMAN \*
- IDIL BIRET \*\*
- FREDERIC CHIU \*
- ANNIE FISCHER \*
- TATIANA NIKOLAEVA \*
- PHILIP THOMSON \*
- OXANA YABLONSKAYA\*\*

Violinists

- AARON ROSAND \*\*
- UTO UGHI \*

Guitarist

- DAVID RICHTER\*\*

Conductor

- DAVID AMOS\*\*

Composer-Pianist

- RODION SHCHEDRIN\*\*\*\*

Lecturers

- HAROLD C. SCHONBERG \*\*
- ALAN WALKER \*

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- Various Countries

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CALIFORNIA

SYMPHONY ORCHESTRAS

thanks the following  
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*Columbia Artists Management, Inc. for sponsoring the  
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FROM THE CONFERENCE CHAIR



Dear Delegate:

On behalf of the Conference Committee, I'd like to welcome you to the 24th Annual ACSO Conference, The New California: A Capital Vision. We've put together a conference packed with pertinent information and strategies for the future.

A conference is made possible only because of the determination and commitment of a large number of people. To all of you who coordinated the sessions, were successful in developing exciting agendas and to those of you who offered creative solutions when my brain was mush, THANK YOU! Thanks are especially due to ACSO's executive director Kris Saslow, who not only kept us on a rigorous timeline, but also found the time to continue offering advice and solace to those whose orchestras are in serious trouble.

This ACSO Conference is alive and well because of the commitment of all the orchestras in our State; your well-being is important to the industry, and we're grateful for your support.

Karine Beesley, Conference Chair

“an artist of such high achievement belongs in the front rank of american pianists”



Robert C. Marsh,  
Chicago Sun-Times,  
13 April 1992,  
Orchestra Hall

**richard  
FIELDS**



paul goldberg president  
850 seventh avenue at 55th street  
new york 10019  
212 586 6700 fax 586 2954

## 1992 ACSO CONFERENCE



### Conference Chairmen

Karline Beesley, *Executive Director*,  
Ventura County Symphony  
Robert Walker, *Executive Director*,  
Sacramento Symphony

### Conference Committee

Judy Butz, Sacramento Symphony League  
Pat Franks, Sacramento Symphony League  
Ken Larson, California Confederation for the Arts  
Sharon C. McNalley, Los Angeles Chamber Orchestra

### On-Site Coordinator

Barbara Bogue, *Administrative Assistant*, ACSO

### Registration Coordinator

Natalie Duke, Sacramento Symphony League,  
American Cancer Society

*Many thanks to the members of the ACSO Conference Committee, the ACSO Board of Directors and the staff and volunteers of the Sacramento Symphony Orchestra and League.*

### CONFERENCE REGISTRATION & TICKETS:

<b>Hours:</b> Thursday, August 20	7:30 am - 5:00 pm
Friday, August 21	7:30 am - 5:00 pm
Saturday, August 22	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.

### - Tahoe Resource Room -

*Orchestra Brochures · Artist Manager Brochures and Rosters · Computer Information · Women Composer Scores and Tapes · Orchestra Boutique*

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

## 1991 - 92 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 James Irvine Foundation  
The David and Lucile Packard Foundation

### Conference Sponsors

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### Gifts \$300 and above

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Peggy E. Duly  
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Erich A. Vollmer  
Ventura County Symphony  
Mainly Mozart Festival  
Los Angeles Chamber Orchestra  
Los Angeles Chamber Orchestra  
Pacific Symphony Orchestra  
Orange County Philharmonic Society

### Gifts \$150 - \$299

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### Gifts \$60 - \$149

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Los Angeles Chamber Orchestra

### GIFTS \$41 - \$59

San Francisco Symphony  
Fresno Philharmonic  
Santa Rosa Symphony  
Malibu Music Festival Orchestra  
Los Angeles Chamber Orchestra  
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Fremont-Newark Philharmonic  
Beverly Hills  
Pacific Symphony Orchestra  
Fresno Philharmonic  
Burlingame String Chamber  
Sacramento Symphony  
San Diego Chamber Orchestra  
Santa Rosa Symphony  
Los Angeles Mozart  
Downey Symphony  
Music In The Mountains  
Ventura County Symphony  
Fresno Philharmonic  
Fremont-Newark Philharmonic  
Antelope Valley Symphony  
Pasadena Young Musicians' Orchestra  
San Francisco  
Santa Barbara Civic Light Opera

Greetings to  
The Association Of California Symphony Orchestras  
from

James Dapogny's Chicago Jazz Band

Butch Thompson, classic jazz piano

The Chenille Sisters

Banu Gibson and her band,

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SELDY CRAMER SPEERS  
Vice President



THURSDAY, AUGUST 20

7:30 AM-5:00 PM  
CONFERENCE  
REGISTRATION  
Mezzanine

8:30 AM-10:00 AM

Regency C

#### PEER FORUMS

Informal discussion groups for staff and volunteers of like-sized orchestras.

**Coordinator:** **Cricket Handler**, Executive Director,  
San Luis Obispo County Symphony

**Table #1** **Managers/Orchestras  
with budgets to \$250,000 A-L**  
**Amy Iwano**, Executive Director,  
Japan America Symphony

**Table #2** **Managers/Orchestras  
with budgets to \$250,000 M-Z**  
**Margery Cohen**, Executive Director,  
Pasadena Pops

**Table #3** **Managers/Orchestras  
with budgets of \$250,000 - \$500,000**  
**Helen Norton**, General Manager,  
Riverside County Philharmonic

**Table #4** **Managers/Orchestras  
with budgets of \$500,000 - \$1,000,000**  
**Jennifer Duston**, Executive Director,  
Marin Symphony

**Table #5** **Managers/Orchestras  
with budgets over \$1,000,000**  
**Louis G. Spisto**, Executive Director,  
Pacific Symphony Orchestra

**Table #6** **Managers/Directors of Colleges &  
University Orchestras**  
**Lawrence Kohl**, Music Director,  
Ohlone College Symphony

**Table #7** **Managers/Directors of Youth  
Orchestras**  
**Michael Neumann**, Music Director,  
Sacramento Youth Orchestra &  
Academy of Music

**Table #8** **Managers/Music Festivals**  
**Terry Brown**, Executive Director,  
Music in the Mountains

**Table #9** **Development Directors**  
**Randy Sunday**, Development Director,  
Santa Barbara Symphony

- Table #10**     **Marketing Directors**  
**George Sebastian, Marketing Director,**  
Los Angeles Chamber Orchestra
- Table #11**     **Operations & Assistant Managers**  
**Carol Handelman, Manager,**  
Philharmonia Baroque Orchestra
- Table #12**     **Trustees**
- Table #13**     **Volunteers**  
**Judy Payne Butz, President,**  
Sacramento Symphony League

10:15 AM - 11:45 AM  
Regency C

**3RD ANNUAL INNOVATIVE  
CASE STUDIES**

Round table discussions of creative ideas and success stories with an emphasis on practical solutions and examples.

- Coordinator:**     **Peggy Duly, President,**  
Mainly Mozart Festival
- Table #1**     **Radio/TV Preview Programs**  
**Karen Dean, General Manager,**  
Sacramento Symphony
- Table #2**     **Software for Development  
Departments**  
**Ken Goldman, Director of Development,**  
Pacific Symphony Orchestra;  
**Wally Dunning, General Partner,**  
Platform Computer Support
- Table #3**     **Starting a Music Academy**  
**Michael Neumann, Music Director,**  
Sacramento Youth Orchestra &  
Academy of Music
- Table #4**     **Out-of-Town Ticket Sales**  
**Nancy Laturno, General Manager,**  
Mainly Mozart Festival
- Table #5**     **Planned Giving Ideas**  
**Edward Duke, Ph.D., CFP**
- Table #6**     **Formats for Pre-Concert Lectures**  
**Frank Plash, Board Member,**  
Inland Empire Symphony
- Table #7**     **CEO Party**  
**Douglas N. McLendon, CEO/President,**  
San Jose Symphony

- Table #8**     **The ACSO Orchestra Survey**  
**George Boomer, CEO,**  
Boomer Enterprises, Inc.
- Table #9**     **In-School Music Clinic**  
**James T. Medvitz, Director of Operations,**  
Pacific Symphony Orchestra
- Table #10**     **Silent Movies**  
**Ted Roberts, Development Officer,**  
San Diego Symphony

12:00 PM - 1:30 PM  
Regency E & F



**OPENING GENERAL LUNCHEON**

sponsored by Columbia Artists  
Management, Inc.

Welcome: Mayor Anne Rudin,  
City of Sacramento

**Guest Speaker:**

**Michael Greene, President,** National  
Academy of Recording Arts and  
Sciences

Mr. Greene has spent a lifetime in the entertainment and communications industries as a recording artist and producer; president of a recording studio; music publisher; CEO of one of the nation's first cable television advertising companies and first cable music channels; film and video producer; and, most recently, the executive vice president of one of the world's largest post-production corporations. Greene became the Academy's first full-time president in 1988. Issues such as censorship, arts and music education, intellectual property protection, and more, have been brought to the attention of the industry through NARAS.

## Piano

### Alain Lefevre

"an extraordinary talent" *La Presse, Montreal*

### Alexander Paley

"flawless performance" *Washington Post*

### Menahem Pressler

"a rare musical intellect" *San Francisco Chronicle*



## Flute

### David Fedele

"most impressive debut" *New York Times*



## Strings

### Ernesto Bitetti GUITAR

"in the very top category of guitarists" *New York Times*

### Steven Doane CELLO

"a master musician of astounding attainments"  
*San Francisco Chronicle*

### Hamao Fujiwara VIOLIN

"an international treasure" *Seattle Post-Intelligencer*



## Pops Conductor

### Mark Gould

"kept his audiences in thrall" *Los Angeles Times*



115 College Street, Burlington, Vermont 05401  
(802) 658-2592 FAX: (802) 658-6089

THURSDAY, AUGUST 20

2:30 PM-4:30 PM

Regency E & F

### GENERAL SESSION

#### "MAKING OUR MUSIC MORE IMPORTANT: STRIKING THE RIGHT PARTNERSHIPS"

Moderator:

**Robert Walker,**

*Executive Director, Sacramento Symphony*

The Opening General Session will inspire you with visions of future partnerships, prepare you for your involvement in advocacy efforts, teach you how to deal with the vagaries of government funding, and suggest alternatives to big ticket expenditures for you to use to help keep our orchestras viable.

• **A Discussion and Examination of The Wolf Report**

**Catherine French,** *President,*

*American Symphony Orchestra League*

• **Orchestra/Artist Manager Partnerships**

**Tim Fox,** *Vice President,*

*Columbia Artists Management, Inc.*

• **Advocacy Campaigns that Worked: Tales from the Trenches**

**Larry R. Larson,** *Consultant; formerly*

*Grants Program Director, Wisconsin*

*Arts Board; Grants Programs Director,*

*CAC*

• **California's Arts Agenda for the 90s**

**Joanne Kozberg,** *Director,*

*California Arts Council*

4:45 PM

Meet in front of the hotel on the L Street side to walk to the Capitol

5:00 PM

### TOUR OF THE CAPITOL

6:00 PM

**Reception on the East side of the Capitol Steps with your Legislators. Music by "The Derby Club Band" with Senator Henry Mello**

7:00 PM

### WELCOME RECEPTION AND CHAMBER MUSIC

**Seung Un Ha,** *piano*

*The Sutter Club*

*1220 9th Street*

*(one block from Capitol)*

*Co-hosted by the Sacramento Symphony and Shaw Concerts, Inc.*



**CCS International**

**Yehuda Gilad**  
Conductor

**Santa Barbara Chamber Orchestra**  
Helichiro Ohyama, Music Director/Conductor

**Arnold Steinhardt**  
Violin

**Yizhak Schotten**  
Viola

**Peter Rejto**  
Cello

**Lincoln Mayorga**  
Piano

**Jack Sanders**  
Guitar

**David Shostac**  
Flute

**Allan Vogel**  
Oboe

**Michele Zukovsky**  
Clarinet

**Frøydís Ree Wekre**  
Horn

**Angeles String Quartet**

**Haslop/Sanders Duo**  
Clayton Haslop, Violin/Jack Sanders, Guitar

**Los Angeles Chamber Orchestra Winds**

**Musical Offering Baroque Ensemble**

3145 Haddington Drive  
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**FRIDAY, AUGUST 21**

**7:30 AM-5:00 PM**  
CONFERENCE  
REGISTRATION  
*Mezzanine*

**7:30 AM-12:30 PM**

*Carmel B*



**PERSONAL DEVELOPMENT  
SEMINAR:**

**The Effective Manager**

This seminar will demonstrate effective management techniques using real-life case studies submitted by delegates.

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

**Peter Pastreich, Executive Director,** San Francisco Symphony

Peter Pastreich was appointed Executive Director of the San Francisco Symphony in April 1978. He has had an extensive 30-year career in orchestra management which has included twelve years as Executive Director of the St. Louis Symphony, the construction of Davies Symphony Hall, oversight of 32 recordings, tours through Europe and Asia, and the elimination of a \$125 million deficit.

**9:00 AM-10:30 AM**

*Carmel A*

**CONCURRENT SESSIONS**

**1. BUILDING A BETTER BAND**

This session shows conductors how to build an ensemble through repertory choice, auditions, re-seating, section rehearsals, and other means.

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

**Panelists:**  
**Corrick Brown, Music Director,** Santa Rosa Symphony  
**Ron Johnson, former Executive Director,** Eugene Symphony  
**Arthur Shaw, Music Director,** Rogue Valley Symphony  
**Clark Suttle, Music Director,** Monterey County Symphony  
**Nan Washburn, Music Director,** Camellia Symphony

## Golden State A

**2. THE LONG RANGE PLAN SIMPLIFIED**

Learn what it takes to put together this essential organizational tool.

**Speaker:** **Edward J. Pierini, MS, CPA, Macias & Pierini, Certified Public Accountants**

## Golden State B

**3. VOLUNTEER GALACTICA: A NEW VIEW FOR VOLUNTEERS OF THE 21ST CENTURY**

**Host:** **Pauline Fisher, General Manager, Santa Rosa Symphony**

**Speakers:** **Audrey Baird, Director of Audience Development, Milwaukee Symphony**  
**Alice Coulombe, President, Education and Outreach, Los Angeles Music Center Opera; Founder, 2,500-member Los Angeles Music Center Opera League**

10:45 AM-12:15 PM

## Golden State A

**1. PUBLICITY AND PROGRAMS FOR REACHING NON-TRADITIONAL AUDIENCES**

We all know that California is home to a vast, diverse population. Are there special techniques for reaching out into our communities? We think so and, after this session, you'll think so too.

**Host:** **Mary E. Cooke, Board Member, Oakland Youth Orchestra**

**Speakers:** **Dr. Hansonia Caldwell, Dean, School of Humanities & Fine Arts, CSU Dominguez Hills**  
**Barbara Gibbs, Director, Crocker Art Museum**  
**Brenda Jew Waters, Publicist, Sacramento Arts Organizations**

## Big Sur B

**2. BOARD OVER TROUBLED WATERS**

A session for trustees answering such questions as how to create a professional image when you're "home-grown," how to make decisions for important change, how to shake yourselves out of ennui, and how to implement the vision of the organization.

**Moderator:** **Nancy Schneider, President, Stockton Symphony**

**Speakers:** **Betty Fehring, Past President, Napa Valley Symphony**  
**Janice Johnson, President, Pacific Symphony Orchestra**  
**Gregory H. Smith, President, Ventura County Symphony**

## Golden State B

**3. HOW THE VOLUNTEER/STAFF PARTNERSHIP ASSISTS THE FUND RAISING PROCESS**

This session will show you what you should do before you vote yes to do another symphony ball. For league and guild volunteers as well as development staff.

**Host:** **Pamela Lee, Board Member, Stockton Symphony**

**Speakers:** **Natalie Duke, VP, Fund Raising, American Cancer Society, Sacramento - Amador Unit**  
**Francine Roché, Income Development Director, American Cancer Society, Sacramento - Amador Unit**

**SHOP AT THE  
ORCHESTRA BOUTIQUE  
Mezzanine**

*All proceeds benefit the  
Association of California  
Symphony Orchestras*

12:30 PM-2:00 PM

**LUNCH ON YOUR OWN OR  
SPECIAL INTEREST LUNCHEON***Capitol Board Room***CONDUCTOR'S Lunch** with **Alasdair Neal**, *Associate Conductor*, San Francisco Symphony and *Artistic Advisor*, Sacramento Symphony, and **Nan Washburn**, *Music Director*, Camellia Symphony*Regency E***VOLUNTEER'S Lunch** with **Audrey Baird**, *Director of Audience Development*, Milwaukee Symphony, and **George Sebastlan**, *Marketing Director*, Los Angeles Chamber Orchestra*Regency F***TRUSTEE'S & MANAGER'S "Power Lunch"** with **Nancy H. Bechtie**, *President*, San Francisco Symphony, and **Peter Pastreich**, *Executive Director*, San Francisco Symphony

2:00 PM-3:30 PM

**CONCURRENT SESSIONS***Carmel A***1. HOLISTIC APPROACHES TO  
THE RELATIONSHIPS  
WITH YOUR ORCHESTRA**

Outside of the "money" issues, this session will focus on the all-important relationships which set the stage for negotiations.

**Moderator:** **David Folsom-Jones**, *former Executive Director*, Santa Cruz County Symphony**Panelists:** **Diana Dorman**, *Principal Clarinet*, Berkeley Symphony; **Trustee**, AFM Local 6  
**Veronica Elsea**, *Violist and Composer*, President, AFM Local 346  
**Douglas N. McLendon**, *President/CEO*, San Jose Symphony  
**George A. Sinclair**, *Executive Director*, Stockton Symphony*Carmel B***2. MEET THE FUNDERS**

As a result of the sorry state of tax supported funding, where can we turn for relief from the private sector?

**Moderator:** **Cynthia Willis**, *Corporate/Foundation Officer*, UC Davis Medical Center**Panelists:** **Sandra Cohen**, *Regional Project Manager*, Bank of America Foundation  
**Sue Diekman**, *Executive Director*, Pacific Telesis Foundation  
**Estell A. Jones**, *Communications Manager*, Public Affairs, Aerojet  
**Fred Teichert**, *Executive Director*, Teichert Foundation*This session is sponsored by the Pacific Telesis Group**Big Sur A & B***3. A THOUSAND THINGS  
VOLUNTEERS SHOULD KNOW!**

These round tables of fund raising ideas, a membership campaign, running a good meeting, and other volunteer activities will energize and invigorate you!

**Moderator:** **Sharon C. McValley**, *Board Member*, Los Angeles Chamber Orchestra**Table #1** **Puppets are Perfect!**  
**Richard Bay**, *Professor of Puppetry & Children's Theatre*, CSU Sacramento  
**Mary Gifford**, *former Education Director*, Sacramento Symphony; Sacramento Youth Orchestra**Table #2** **Leadership Skills**  
**Janice Johnson**, *President*, Pacific Symphony Orchestra**Table #3** **Membership Recruitment**  
**Jan Corey**, *Membership Coordinator*, Los Angeles Philharmonic Affiliates; Hollywood Bowl Friends**Table #4** **League and Guild Structure**  
**Audrey Baird**, *Director of Audience Development*, Milwaukee Symphony**Table #5** **Get Your Motor Runnin' for a Car Raffle**  
**Lorene Moore**, *Past President*, Sacramento Symphony League**Table #6** **Back To the Future: Educational and Community Outreach Concerts**  
**Francine Di Biasi**, *Education Manager*, Los Angeles Chamber Orchestra**Table #7** **When Gypsies Gather**  
**Pat Weiss**, *Board Member*, PSO; *President*, Pacific Symphony Orchestra League**Table #8** **The Ventura Design House**  
**Betsy Chess**, *President*, Design House Chapter, Ventura County Symphony League

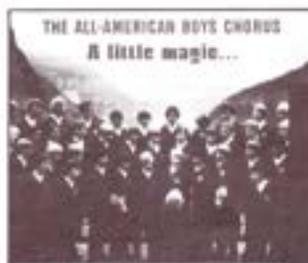
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FRIDAY, AUGUST 21

3:45 PM - 5:00 PM

Golden State A

## CONCURRENT SESSIONS

### 1. KEY PERSONNEL ISSUES/ EMPLOYMENT LAW

You'll learn the latest from the two returning experts in the field of personnel management. Issues such as the American Disabilities Act, downsizing staff in a recession, and employee vs. independent contractor will be discussed.

**Host:** **George A. Sinclair**, Executive Director, Stockton Symphony

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

Golden State B

### 2. SOLD OUT! GREAT TICKET SALES CAMPAIGNS

This is just what you've been waiting for — volunteers and marketing staff collaborating on ticket sales campaigns! Does anyone sell more tickets than they need? NOT!

**Moderator:** **Patty Gessner**, Director of Marketing, San Francisco Symphony

**Speakers:** **Audrey Baird**, Director of Audience Development, Milwaukee Symphony  
**Connie Kay**, Co-Chair, Season Ticket Campaign, Napa Valley Symphony

Carmel A

### 3. A PRIMER FOR NEW AND CONTINUING TRUSTEES

This session spells out the ABC's of a director's responsibility on the board, from developing vision for the organization to funding it.

**Host:** **Laurel Karabian**, Consultant

**Speaker:** **G. Michael Gehret**, Development Director, San Francisco Symphony

5:00 PM - 6:00 PM

Big Sur A & B

## ACSO ANNUAL MEETING

Open to all delegates

6:30 PM - 7:30 PM

## PRESIDENT'S RECEPTION FOR ACSO DONORS

By invitation only



SATURDAY, AUGUST 22

7:30 AM-12 PM  
CONFERENCE  
REGISTRATION  
Mezzanine

9:00 AM-10:30 AM

CONCURRENT SESSIONS

Carmel A

This session will be  
set up until 12 pm

**1. TEACH YOUR OLD TV NEW TRICKS**

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

**Speaker:** **Philip van Allen**, Senior Producer, Phillips Interactive Media

Golden State A

**2. SYMPHONY IN TROUBLE, DETAILS AT 11**

This lively panel featuring a critic, editor, p.r. director and music director investigates the burning issues – musical and organizational – of what's news and what's not, and how it should be presented by your orchestra and reported by the news media.

**Moderator:** **John MacElwee**, Director of Marketing, Pacific Symphony Orchestra

**Panelists:** **Boris Brott**, Music Director, Ventura County Symphony; Co-conductor, McGill Chamber Orchestra, Montreal  
**Karen Cardell**, Public Relations Director, San Francisco Symphony  
**William Glackin**, Critic-at-Large, The Sacramento Bee  
**Christopher P. Smith**, Social Issues Editor, Orange County Register

SATURDAY, AUGUST 22

10:45 AM-12:15 PM

CONCURRENT SESSIONS

Big Sur A

**1. WOMEN COMPOSERS OF THE 20TH CENTURY: A LISTENING SESSION**

An exhilarating journey through the wonderful variety of symphonic music composed in this century. Your orchestra can benefit from this informative and lively listening!

**Host:** **Miriam Abrams**, Executive Director, The Women's Philharmonic

**Speakers:** **Susan Rands**, Director, National Women Composers Resource Center  
**Nan Washburn**, Music Director, Camellia Symphony

This session is sponsored by The American Society of Composers, Authors & Publishers (ASCAP)

Golden State B

**2. HOW TO MAKE PANELISTS FEEL THEY WON'T BE ABLE TO SLEEP AT NIGHT IF THEY DON'T FUND YOUR GRANT APPLICATION**

How your proposal reads really makes a difference. Learn what the CAC is looking for.

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

**Speakers:** **Denis de Coteau**, Music Director, San Francisco Ballet  
**Gloria Woodlock**, Program Officer, California Arts Council  
**Erich A. Vollmer**, Executive Director, Orange County Philharmonic Society

Carmel B

### 3. DEFICIT MANAGEMENT: THE CASH FLOW CRUNCH

Managing cash flow is a persistent challenge to symphony orchestras but never more so than in a deficit economy when it can be a life and death issue. However, it is possible to stay alive (and even prosper) in these difficult times. We'll discuss ways — some new, some tried and true — to keep the red ink from drowning the music.

**Moderator:** **Irene Klug Nielsen**, *Executive Director*, Fresno Philharmonic

**Panelists:** **David Folsom-Jones**, *former Executive Director*, Santa Cruz County Symphony  
**John Hyeck**, *Finance Director*, San Francisco Symphony  
**James W. Reeves**, *General Manager*, The New Mexico Symphony

12:30 PM - 2 PM

Regency C &amp; D



### CLOSING LUNCHEON "Music Education in California: Forging Partnerships"

#### Guest Speaker:

**Karl Bruhn**, *Director of Market Development*, National Association of Music Merchants

Karl Bruhn, recently retired Senior Vice President for Marketing, Yamaha Corporation of America, is Director of Market Development for the National Association of Music Merchants (NAMM), and is currently spearheading advocacy efforts statewide for music education. Mr. Bruhn has spent most of his life involved with the music industry. The bulk of his professional career has been in the music products industry, including both wholesale and retail experience. An accomplished musician, Mr. Bruhn played professionally in several bands and led his own orchestra for many years.

2:30 PM - 4:30 PM

Regency E &amp; F

### MUSIC EDUCATION SYMPOSIUM GENERAL SESSION

#### "CRISIS IN MUSIC EDUCATION: DEATH OR OPPORTUNITY FOR ORCHESTRAS"

One of the most serious situations affecting future audiences is the downsizing and, in some cases, elimination of music education in the public schools. Is this an area for orchestras to become more involved? We think it is and our panelists will reveal programs and techniques for working toward stronger educational programs for our orchestras and our school systems.

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

#### • Report on the Local Arts Education Partnership Program

**Paul Minicucci**, *Committee Consultant*, Joint Committee on the Arts

#### • Corporate Cooperation: Money Alone?

**Mike Bates**, *Division Manager*, Music Education Division, Yamaha Corporation of America

#### • Networking with the State

**Diane L. Brooks**, *Manager, History-Social Science/Visual and Performing Arts Unit*, Department of Education

#### • An Advocacy Plan

**Karl Bruhn**, *Director of Market Development*,

National Association of Music Merchants

*Music Education Symposium sponsored by  
Yamaha Corporation of America*

SATURDAY, AUGUST 22

4:45 PM - 5:30 PM

Regency E & F

**CONCERT BY THE OAKLAND  
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In its 29th year of operation, the Oakland Youth Orchestra has recorded, commissioned original works, featured young and minority composers, and is internationally recognized for its adventuresome programming. The Oakland Youth Orchestra consists of talented young music students aged 12-22 from Oakland and The Bay Area. Many Oakland Youth Orchestra graduates have gone on to perform in professional jazz and classical groups in the United States and Europe.

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7:00 PM

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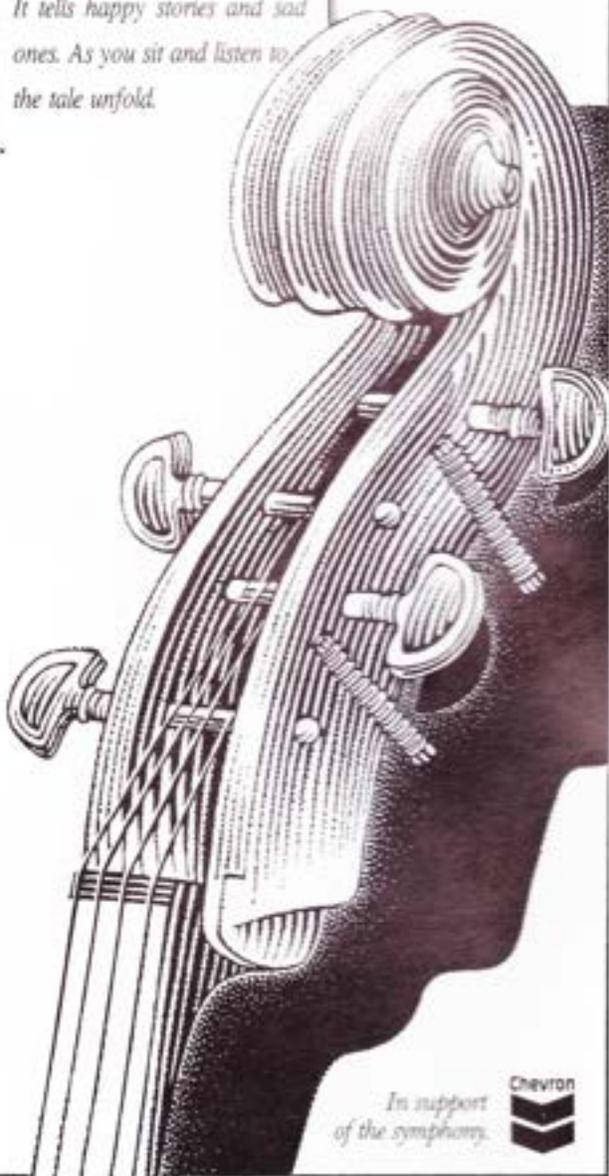
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