

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

*32nd Annual Conference*

*August 11-13, 2000*

*Hosted by the  
San Jose Symphony*







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*Association of  
California Symphony Orchestras  
32nd Annual Conference*

*O*n behalf of

the San Jose Symphony,  
I am proud to welcome  
all of you attending  
the Association of  
California Symphony



Orchestras Annual Conference. On your  
return visit to San Jose, I hope you will  
enjoy the many attractions available  
downtown and surrounding us in all of  
Silicon Valley. Most of all, I applaud  
your efforts to learn and innovate as  
we try to enhance our many symphony  
orchestras and thereby bring great  
music to all the people in California.

Michael L. Hackworth  
Chairman, San Jose Symphony  
Board of Directors



W elcome

to ACSO's 32nd Annual Conference, "A New Opus, A New Century." We are proud of the topics on this year's agenda that will be addressed by the talented orchestra managers, trustees, and musicians of California's orchestras.



Of special note this year are the sessions dedicated to our state's many youth orchestras. ACSO has recently completed a statewide Youth Orchestra Assessment, funded by the David and Lucile Packard Foundation, and you'll be the first to hear information gleaned from that study.

We'll also be treated to a performance at the world-renowned Cabrillo Music Festival, under the music direction of Marin Alsop, feeding our souls with musical delights. Another special highlight will be our Friday luncheon honoring legendary conductor Sandor Salgo, formerly of the Marin and Modesto Symphonies and the Carmel Bach Festival.

I'd like to extend my very sincere thanks to the San Jose Symphony for hosting this year's Conference, and to Asher Raboy, music director of the Napa Valley Symphony, who serves as Conference chair. Also, thank you to the ACSO Board of Directors for serving on our Conference committee, and to our incomparable staff Kris Saslow and her associates, for guiding, prodding, and motivating us to convene a Conference that celebrates the strengths and diversity of orchestras in California and the Western United States and other music organizations!

Please join us at ACSO's Annual Meeting, held immediately following the Opening General Session, where we honor those nominated for the "Most Valuable Player" award, and report on your Association's activities for the year.

Here's to another great Conference!

*Karine*

Karine Beesley  
President

## Friday Quick Look

9:00 AM - 9:45 AM	Orientation
10:00 AM - 2:00 PM	21st Century Volunteerism
10:00 AM - 11:45 PM	Ready, Set, Sparkle... Newsletter/ Brochures
10:00 AM - 11:45 PM	Visit, Ask and Close the Gift
12:00 PM - 2:00 PM	Chat Room: Peer Forums
2:15 PM - 3:30 PM	Opening General Session
3:45 PM - 5:00 PM	ACSO Annual Meeting/MVP Awards
6:00 PM	Tune-up Party, San Jose Symphony
7:45 PM	Shuttle Bus to San Jose State University Concert Hall for
8:00 PM - 9:00 PM	The Women's Philharmonic Reading Session
8:30 PM - 9:15 PM	Shuttle Bus returns from San Jose State University Concert Hall

## Saturday

8:00 AM - 8:45 AM	Orientation
8:30 AM - 10:30 AM	Creating and Marketing a Planned Giving Program
8:30 AM - 10:30 AM	Inside California's Arts Education Initiatives
9:00 AM - 12:00 PM	Conductor's Workshop: Diva Delirium
10:45 AM - 12:00 PM	Celebrate 2000 with Special Events
10:45 AM - 12:00 PM	The Power of the Internet
10:45 AM - 12:00 PM	Youth Orchestras in the Spotlight
12:00 PM - 2:00 PM	Luncheon to Honor Sandor Salgo
2:30 PM - 4:00 PM	Marketing Means Selling Tickets
2:30 PM - 4:00 PM	And the Winner Is - Board Nominations in Your Future
2:30 PM - 4:00 PM	Magic in Producing Concerts
5:00 PM	Board Buses to Santa Cruz
5:15 PM	Buses Depart for Santa Cruz
6:30 PM - 11:00 PM	Dinner al fresco and Cabrillo Music Festival Concert
	Buses return from Santa Cruz

## Sunday

8:00 AM - 12:00 PM	Power Seminar: Turbocharge Your Strategic Planning Process
9:00 AM - 10:30 AM	Promoting the Stars of Tomorrow
9:00 AM - 10:30 AM	Stop the Presses: 20 Easy Things That Will Get You Publicity
9:00 AM - 10:30 AM	Zero to Fifty-five in Just 30 Seconds!
10:45 AM - 12:00 PM	Youth Orchestra Governance
10:45 AM - 12:00 PM	Grantmakers on Parade
12:00 PM - 2:00 PM	Luncheon: "From Stocks to Steinways"
2:15 PM	A Fitting Coda: Innovative Case Studies Closing Reception



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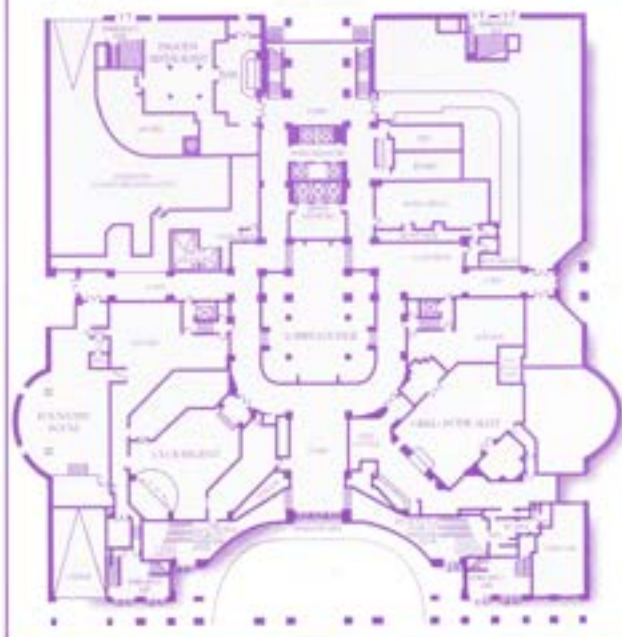
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Lobby Level



Top  
Registration and  
Resource Room

Ballroom Level





[illegible]



# Special Thanks

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

Bobbie Cusato, board member,  
Long Beach Symphony  
Puerto Vallarta Resort  
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Philharmonia Baroque Orchestra  
Ritz-Carlton, Marina del Rey Hotel  
San Francisco Symphony  
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Thank you to the many organizations who have donated clever and interesting items to the ACSO Boutique.

Asher Rahoy, 2000 Conference Chair  
music director, Napa Valley Symphony  
ACSO's Tuneful Boutique  
Sue Jordan, chair  
past president, Oakland Youth Orchestra  
Sharon McNailey, board member, Los Angeles  
Chamber Orchestra  
and  
Judith Jelinek, board member, Philharmonic  
Society of Orange County, shoppers

Many thanks to the members of the ACSO  
Conference Committee, the ACSO board of  
directors, the staff and volunteers of the host  
orchestra and those of you who contributed to  
this Conference with your time and expertise.

Conference program design: Lisa Wood Design

# Conference Notes

## CONFERENCE REGISTRATION, TICKETS, RESOURCE ROOM AND BOUTIQUE

### Hours:

Thursday, August 10	5:00 PM – 8:00 PM
Registration and Vendor Set-up	
Friday, August 11	8:00 AM – 4:00 PM
Saturday, August 12	8:00 AM – 4:00 PM
Sunday, August 13	8:00 AM – 11:00 AM

- Conference registration and special event tickets can be paid for by cash, check, VISA or MasterCard. Make checks payable to ACSO. Tickets for meals or concerts cannot be exchanged or refunded.
- Luncheon tickets must be purchased the day before the event to ensure your inclusion.

## RESOURCE ROOM

- Coffee Café  
Sponsored by Young Concert Artists
- Orchestra Brochures
- Artist Manager Brochures and Rosters
- Computer Information
- Vendor Information
- The Tuneful Boutique

## DON'T FORGET TO SHOP AT THE TUNEFUL BOUTIQUE

All proceeds benefit ACSO

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

**PLEASE WEAR YOUR NAME BADGE AT  
ALL TIMES WHILE IN THE HOTEL OR  
ATTENDING ACTIVITIES AT ANY OF THE  
OTHER VENUES. YOU MUST BE A REGIS-  
TERED CONFERENCE DELEGATE TO  
ATTEND SESSIONS. WE RECOMMEND  
THAT YOU DO NOT WEAR YOUR NAME  
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Robert Lippert	Fresno Philharmonic

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Asher Raboy  
Joseph Trushot  
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Los Angeles Chamber Orchestra  
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California Symphony  
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San Diego Symphony  
La Jolla Chamber Music Society  
Napa Valley Symphony  
Monterey Symphony  
Marin Symphony

### *Gifts \$175 - \$299*

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## Gifts Under \$99

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Creighton White	Santa Rosa Symphony
David Young	Long Beach Symphony
Timothy Zerlang	El Camino Youth Symphony

\*deceased

*Please join or renew your  
membership at Conference.*

Individual membership is \$55.  
Membership in ACSO is one year  
from October 1 to September 30.



**David Fedele flute**

Featured in Bright Sheng's "The Silver River" at the Spoleto Festival U.S.A. " ...it was wondrous to hear the romance of David Fedele's flute."

—The New York Times

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"An international treasure—Fujiwara was nothing short of brilliant. He is an incomparable violinist with glorious, soaring tone and masterful technique. His performance was lush, with sweeping, powerful phrase."

—The Seattle-Post Intelligencer

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"Mr. Pressler invested all of this music with remarkable generosity of spirit and a world of experience in performances full of surprises and revelations."

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Annual Conference in Orange  
County



## Thursday, August 10, 2000

3 - 4:30 PM

### ACSO Board Meeting

Pasco Room

5 - 8 PM

### Registration & Vendor Set-up

Gold Room

## Friday, August 11, 2000

9 AM - 3 PM

### Registration

Gold Room

9 AM - 9:45 AM *check room*

### Conference Orientation *no av.*

Boardroom, 20th Floor

One of the things that makes this Conference different from any other is its emphasis on the personal touch. Take a moment to plan how to get the most out of your Conference experience.

Host: Geoffrey Fontaine, executive director, Pasadena Symphony

#### KEY

<b>ALL</b> All	<b>F</b> Finance
<b>AM</b> Artist Managers	<b>M</b> Marketing, Public Relations
<b>B</b> Board of Directors	<b>MU</b> Musicians
<b>C</b> Conductors	<b>O</b> Operations
<b>D</b> Development	<b>V</b> Volunteers
<b>E</b> Education	<b>Y</b> Youth Orchestra
<b>EX</b> Executive Directors	<b>S</b> Additional Cost

## Friday, August 11, 2000

*check room*

10 AM - 2 PM

### 21st Century Volunteerism: Creating Unity and Focus among Volunteers

Garden Room

30

Many challenges face volunteers and volunteer organizations. This four-hour session explores ways to create a shared vision for the future within the league and the orchestra as a whole, to generate more recognition for your members, to build teamwork and to create passion, plus some exciting fundraising ideas. Leagues around the state will be showcased, with many opportunities to share ideas. Box lunches are available for purchase.

**B, V, Y**

Host: Asher Raboy, music director, Napa Valley Symphony

Lonne Carr, past president, Napa Valley Symphony League

Ellie Gordon, co-chair, Gala 2000: A Journey of Musical Dreams; member, Pacific Symphony Orchestra League

Judith Jelinek, board member, Philharmonic Society of Orange County

Elaine John, past president, Napa Valley Symphony; director of marketing & development, St. Helena Hospital; executive director, St. Helena Hospital Foundation

Jo Ellen Qualls, co-chair, Gala 2000: A Journey of Musical Dreams; board member, Pacific Symphony Orchestra

→ Session sponsored by Dr. Sylvia Shepherd

10 AM - 11:45 AM

### 1. Ready, Set, Sparkle: Makeover Tips and Trends

Empire Room

37

Learn the five essential tips for creating an effective newsletter or brochure. Bring your newsletter or brochure for on-site evaluation, along with your questions about grammar, writing, design, layout, publishing software, printing and mailing!

**EX, M, V**

Host: Susan Kozs, marketing director, Monterey Symphony

Henry Ruddle, president, Ruddle Creative, Inc.



Friday, August 11, 2000



## 2. Visit, Ask and Close the Gift

### California Room

Pair up a Board member, conductor, development officer or executive director and learn how to make your case with prospective donors.

**B, C, D, EX**

Host: Lisa Bury, director of development,  
Long Beach Symphony

Leyna Bernstein, board member,  
The Women's Philharmonic

Rebecca Chekouras, director of development,  
The Women's Philharmonic

**12 - 2 PM** *Box Lunches 2veggies*  
**Chat Room: Peer Forums**

### Regency I & II

Build your resource base while meeting, mingling, and exchanging information with your colleagues. Box lunches are available for purchase.

**ALL**

Coordinator: Jan Derecho, executive director,  
Santa Cruz County Symphony

### Peer Forum Tables

Table 1 Managers/Orchestras with budgets of  
\$500,000 and under

Sandi Sigurdson, executive director,  
San Luis Obispo Symphony

Table 2 Managers/Orchestras with budgets of  
\$500,000 to \$1,000,000

Tom Serene, executive director,  
Stockton Symphony

Table 3 Managers/Orchestras with budgets over  
\$1,000,000

Rob Birman, general manager,  
Santa Barbara Symphony

Table 4 Managers & Trustees of Youth Orchestras

Barbara Stack, general manager,  
Oakland Youth Orchestra

Table 5 Development Directors

Elizabeth Ustach, director of development,  
Modesto Symphony

Friday, August 11, 2000

Table 6 Marketing & Public Relations Directors  
Rebecca Menes, director of marketing and  
publicity, Los Angeles Philharmonic

Table 7 Operations/General Managers  
Andrea Laguni, general manager,  
Los Angeles Chamber Orchestra

Table 8 Finance Directors  
Jed Coffin, director of finance, Santa Rosa Symphony

Table 9 Education Directors and Education Volunteers  
Pam French, director of education & community  
programs, Pacific Symphony Orchestra

Table 10 Board Presidents/Orchestras \$500,000 and under  
John Stipicevich, president,  
San Luis Obispo Symphony

Table 11 Board Presidents/Orchestras over \$500,000  
Mike Oster, president, Napa Valley Symphony

Table 12 Artists Managers  
Monica Felkel, artist manager,  
Young Concert Artists

Table 13 Conductors  
Peter Jaffe, music director, Stockton Symphony

Table 14 Youth Orchestra Conductors  
Yair Samet, music director,  
San Jose Youth Orchestra

**2:15 - 3:30 PM**

### Opening General Session "New Kids on the Block"

#### Club Regent

Two new California executive directors show how they quickly assessed their organization's strengths and weaknesses and developed strategies to deal with both.

**ALL**

Welcome and introduction:  
Karine Beesley, president, ACSO Board of Directors

Brent Assink, executive director,  
San Francisco Symphony

~~Dr. [unclear]~~, executive vice-president/  
managing director, Los Angeles Philharmonic

Session sponsored by  
Columbia Artists Management, Inc.



Friday, August 11, 2000

3:45 - 5 PM

**Bravo! ACSO Annual Meeting**

Club Regent

Special guest:

Barry Hessenius, director, California Arts Council

Most Valuable Player Award Presentations

ALL

6 PM

**Tune-up Party**

145 W. San Carlos St. SAN JOSE SYMPHONY

Hosted by the San Jose Symphony Board and staff, drinks and heavy hors d'oeuvres are the fare at the exciting new Tech Museum of Innovation just steps from the Fairmont Hotel.

ALL

7:45 PM

Shuttle transportation will be provided to San Jose State University Concert Hall (on campus at the intersection of San Carlos and 7th Street) from the main entrance of the Fairmont Hotel on Market Street beginning at 7:45 pm. For those who prefer, the walk will take from ten to fifteen minutes.

8 - 9 PM

**The Women's Philharmonic: Exciting Music in the Making**

The New Music Reading Session provides women composers an opportunity to hone their craft by hearing their music performed by a professional orchestra. A three-hour reading will begin at 6 pm. Conference delegates are invited to attend any portion of the session they wish. The final hour will include performances of the three selected works and an open discussion with the composers, musicians and audience members.

Koren Cowgill      *Gravé*  
Dorothy Hindman      *Magic City*  
Kathryn Mishell      *Rhapsody*

ALL

8:30 PM - 9:15 PM

Return transportation from the Concert Hall

Saturday, August 12, 2000

8 - 8:45 AM

**Conference Orientation**

Boardroom, 20th Floor

Host: Geoffrey Fontaine, executive director,  
Pasadena Symphony

8:30 - 10:30 AM

**1. Creating and Marketing a Planned Giving Program**

Garden Room

Planned giving is one of the fastest growing and, potentially, one of the most lucrative sources of fundraising for charitable institutions in America. This session will offer you specific ideas and methods on how to develop your own program with minimal additional personnel or cost. Learn strategies to market your program, create a donor recognition society, establish a Board committee, and present planned giving concepts to prospects.

B, D, EX

Host: Lisa Bury, director of development,  
Long Beach Symphony

Jonathan Siner, director of planned giving,  
Lyric Opera of Chicago

Session sponsored by  
The Capital Alliance Group, LLC

**2. California's Arts Education Initiatives: A View from the Inside**

Crystal Room

Our allies in Sacramento offer an insider's look at how arts education initiatives and funding are legislated and administered. These decisions significantly impact school music programs and our orchestras' ability to properly serve the education community. Also, learn how to write a clear, concise California Arts Council grant and what panelists are looking for.

B, D, E, EX, MU, Y

Moderator: Ron Gallman, director of education,  
San Francisco Symphony

Scott Heckes, organizational support  
program director, California Arts Council

Sonia Hernandez, deputy superintendent of  
curriculum and instructional leadership branch,  
California Department of Education



Saturday, August 12, 2000

9 - 11 AM

### 1. Conductor's Workshop: Diva Delirium

California Room

For a conductor, working with a singer offers unique challenges. A sublime experience with one can turn into a disaster with another. We'll explore the many issues involved in working with singers and take a look inside the singer's soul. Topics include the singer's musical vocabulary, choosing the right voice type for a particular role, breathing with the singer, and conductor as accompanist — do I follow or lead?

C, MU, O

Introduction: Leonid Grin, music director,  
San Jose Symphony

Adelaide Sinclair, mezzo-soprano

Dean Williamson, music director,  
Seattle Opera Young Artists Program

Session sponsored by  
Geraldine C. & Emory M. Ford Foundation

10:15 - 12 PM

### 2. Celebrate 2000 with Special Events

Valley Room

Special events take on added dazzle and generate dazzling returns when produced with careful attention to detail. Discover the latest concepts in fund-raising events and customize them for your organization's benefit.

B, V

Moderator: Judith Jelinek, board member,  
Philharmonic Society of Orange County

Nancy Baker, chair, "Garden Tour,"  
Fresno Philharmonic Guild

Jackie Jackson, chair, "Kitchens in the Vineyards,"  
Music in the Vineyards

Nancy Morrow, co-chair, "Design House,"  
immediate past president,  
Philharmonic Society of Orange County

Session in memory of Diane Lent,  
past president, Modesto Symphony;

ACSO Board of Directors

Kay Eshelman

le

Saturday, August 12, 2000

### 2. The Power of the Internet

California Room

Tap the astonishing potential of the internet to reach and implement targeted and cost-effective campaigns. Whether it's contributions to one of your campaigns, subscriptions for a concert series, or signing up for an event, the Internet and your website will become your new best friends!

D, F, M

Host: Joseph Truskot, executive director,  
Monterey Symphony

Rob Kusel, managing director of business  
development, Local Voice.com

### 3. Futuremusic: Youth Orchestras in the Spotlight

Garden Room

Let's take our service to Youth Orchestras to a new height! Initiated by The David and Lucile Packard Foundation, a special study on youth orchestras in the state of California has been underway this year. The Foundation asked ACSO to determine the characteristics, needs and dreams of youth orchestras. Many of you have participated. Hear the results and share your vision with other participants.

C, E, EX, MU, Y

Corty Fengler, consultant for the study

Session sponsored by  
David and Lucile Packard Foundation

12 - 2 PM

### Applause! Applause! Luncheon to Honor Sandor Salgo

Regency II

ACSO honors Sandor Salgo for his contributions to classical music in Northern California. As a gifted teacher (with the Stanford University faculty), and as music director of the Marin Symphony, the Carmel Bach Festival and the Modesto Symphony, he has touched students, audiences and musicians in a way that continues to enrich our field.

ALL S

Emcee: Ann Weston, musician, Marin Symphony

Music by: Mark A. Jordan, violin  
Jan Volkert, cello  
Helene Wickett, piano

Session sponsored by  
Wells Fargo Private Banking





Saturday, August 12, 2000

2-5 pm App Hsu meeting in Kris' room

2:30 - 4 PM

### 1. Marketing Means Selling Tickets

California Room

As a sequel to last season's session with Roper Starch Worldwide, arts marketing professionals face-off with a research analyst over such hot topics as e-commerce, branding, target marketing and a new age of customer service.

M

Joan Cumming, director of marketing and communications, Los Angeles Philharmonic

Rebecca Menes, marketing manager, Los Angeles Philharmonic

Session sponsored by Lloyd E. Rigler - Lawrence E. Deutsch Foundation

### 2. And the Winner Is — Board Nominations in Your Future

Valley Room

Pump some life into Board recruiting, orientation, training, education and leadership succession with a winning 10-step formula to rejuvenate top leadership.

B, D, EX, Y

Joan Lounsbury, executive director, Santa Rosa Symphony

Warren Riley, principal, Rossi Finkelstein & Company, LLP

Session sponsored by Silicon Valley Law Group

### 3. Smoke and Mirrors: Magic in Producing Concerts

Garden Room

Explore creative ideas for staging and enhancing the concert experience for your audiences, including how to find special production technicians.

C, E, O, Y

Tim Beswick, director of operations, San Jose Symphony

Andrea Laguni, general manager, Los Angeles Chamber Orchestra

Jim Reeves, general manager, New West Symphony

Session sponsored by James T. Medvitz

Saturday, August 12, 2000

450 wine (corked)

Sign in  
Bus  
window

5 PM

cork screws

Board buses at the main entrance of the Fairmont Hotel

5:15 PM

Buses depart for Santa Cruz Civic Auditorium

6:30 - 7:45 PM

Pre-concert music with dinner al fresco

8 PM

tom fredericks  
cabrillo music festival  
america's contemporary music festival

### Cabrillo Music Festival Concert

Enjoy the award-winning Cabrillo Music Festival, renowned for its innovative arrangements of contemporary pieces. Winner of the ASCAP Award for Adventuresome Programming of Contemporary Music for eighteen consecutive years, it is joined this evening by the Festival Chorus.

Kurt Weill

Marie Galante  
Angelina Réaux, soprano  
Cabrillo Festival Chorus

Kurt Weill

Lost in the Stars  
Angelina Réaux, soprano  
Cabrillo Festival Chorus

Christopher Rouse

Symphony No. 1  
(West Coast Premiere)

ALL S

Marin Alsop,  
music director



- check-in < ticket taker (me)  
- napkin  
- wineglasses  
- trash bags.



Sunday, August 13, 2000

8 AM - 12 PM

# **Power Seminar: Turbocharge Your Strategic Planning Process**

Crystal Room

Many strategic plans flatline within months of their creation and are relegated to a bookshelf, never to be seen again. Involve your entire Board in a planning process that strengthens the governance partnership and makes a real impact on the future of your organization. Fee includes continental breakfast.

classroom

B, EX, V, Y S

Host: Joe Truskot, executive director, Monterey Symphony

Warren Riley, principal, Rossi Finkelstein & Company, LLP

20

9 - 10:30 AM

# **Integrating and Promoting the Stars of Tomorrow**

Empire Room

Promote the young up-and-coming artist in different stages of his/her career while building close, enduring relationships with your audiences.

AM, C, EX, M

Moderator: Amy Carson-Dwyer, artists representative, Colbert Artists Management  
Peter Jaffe, music director, Stockton Symphony  
Camille Reed, executive director, Modesto Symphony

Session sponsored by ASCAP

Laura Spino HB Steinberg

# **2. Stop the Presses: 20 Easy Things That Will Get You Publicity**

Valley Room

Twenty publicity ideas to enhance your orchestra's image. A practical session you can't afford to miss.

M, Y

Karen Ames, director of communications, San Francisco Symphony

Session sponsored by Landis Communications, Inc.

Sunday, August 13, 2000

# **3. Zero to Fifty-five in Just 30 Seconds!**

California Room

There are no magic pills to starting a fund raising program, just hard work and persistence. Learn how to pull together the materials and prospect lists to get the engine started, the car out of the garage and moving toward successful fund raising goals.

D, Y

Karine Beesley, foundations manager, Los Angeles Opera

Carol Eggers, executive director, Music at Kohl Mansion

28

10:45 - 12 PM

# **Youth Orchestra Governance**

Valley Room

Youth orchestra Boards are unique. What is the difference between a Parent Committee and a Board? How can you form a strong Board? What makes a good advisory and governance body for your youth orchestra? What should the mix be in terms of musicians, community leaders, parents, students, and others?

C, Y

Moderator: Cynthia Weichel, director of music education, Santa Rosa Symphony

Corty Fengler, consultant

Susan Rumley, executive director, San Diego Youth Symphony

Jennifer Teisinger, manager, San Francisco Symphony Youth Orchestra

Session sponsored by David and Lucile Packard Foundation

# **Grantmakers on Parade**

California Room

Every grantmaker has a unique set of guidelines, and every orchestra has different needs. Meet grantmakers who make gifts to orchestras in our state, and find out what is included in a successful application.

B, D

Moderator: Cheryl Heming, interim director of development, Long Beach Symphony

Bruce A. Hirsch, executive director, The Clarence E. Heller Charitable Foundation

Catherine Pyke, program officer, Hearst Foundation

Michelle Williams, executive director, Times Mirror Foundation

41



Sunday, August 13, 2000  
*Dim front lights.*

12 - 2 PM

Luncheon



STEINWAY & SONS

**"From Stocks to Steinways"**

*Regency II*

Hear the remarkable story of how one person's philanthropic impulse and creative desire has had a powerful ripple effect in the entire community. Former Long Beach Symphony executive director Dan Pavillard tells you how your orchestra can duplicate the Eugene Symphony's success in acquiring a new concert grand piano (for next to nothing) and create a substantial endowment for its care. Gina Ing, ESO development director, provides step-by-step campaign information, and Charlene Carter, certified financial planner, describes multiple creative financing plans. You'll also receive a fact-packed "how-to" folder, with campaign samples and much, much more, to help your orchestra get a brand new grand piano!

**ALL S**

*Host: Christopher Minnes, leadership consultant,  
Arts Consulting Group*

*Charlene Carter, president,  
Carter & Carter Financial Services*

*Gina Ing, development director,  
Eugene Symphony*

*Dan Pavillard, philanthropist*

*X* Session sponsored by Steinway & Sons

*Start Pack up.*  
2:15 - 4 PM

**A Fitting Coda: Innovative Case Studies**

*California*  
*Drawing.*  
*Valley Room*

Back by popular demand, roundtable "mini presentations" offer great new ideas in just 20 minutes. Change tables three times. Enjoy drinks and snacks before heading home.

**ALL**

*Coordinator: Millie Mitchell, general manager,  
California Symphony*

Sunday, August 13, 2000  
*name cards*

Table 1 Write the Right CAC Proposal  
*Millie Mitchell, general manager,  
California Symphony*

Table 2 The Music Academy  
*Cynthia Weichel, director of music education,  
Santa Rosa Symphony*

Table 3 Audience Surveys Tell Us What We Need to Know!  
*Susan Koza, director of marketing & development, Monterey Symphony*

Table 4 Club E  
*Nancy Roberts, director of marketing,  
San Jose Symphony*

Table 5 Kits for Kids  
*Pam French, director of education & community programs, Pacific Symphony Orchestra*

Table 6 Music & Art for the Millennium  
*Janet Nyquist, director of artistic operations,  
Long Beach Symphony*

Table 7 Creating Donor Loyalty: Giving Them What They Really Want  
*Michelle Cohen, president,  
Mitch-Stuart, Inc.*  
*Stuart Pashow, CEO,  
Mitch-Stuart, Inc.*

Table 8 Rebirth of a League  
*Pamela Lee, past president,  
Stockton Symphony*

Reception sponsored by Mitch-Stuart, Inc.,  
exclusive fund raising consultants for  
American Airlines AAdvantage Program

*5pm room check out*  
*Thank you for attending the  
32nd AOSO Conference.*





In 1993, Avery and Rendall estimated that through 2040, as many as 115 million bequests will be made, totaling as much as \$10.4 trillion (in 1989 dollars). *Robert B. Avery and Michael S. Rendall, Cornell University, Ithaca, N.Y.*

In 1999, Havens and Schervish estimated that from 1988 through 2052, the transfer of wealth could be – their low-end estimate – \$41 trillion. Their research suggests that a total of \$136 trillion is “not implausible.” *John J. Havens and Paul G. Schervish, Social Welfare Research Institute, Boston College.*



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ELINA VAHALA

cellist

RAFAL KWIATKOWSKI

flutist

MIMI STILLMAN

baritones

STEPHAN LOGES  
RANDALL SCARLATA

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## Musical Drawing

Help us reach our 1999/00 Annual Fund Goal of \$20,000! Give a gift of \$35 or more to the ACSO Annual Fund during the Conference and you will be eligible to win these prizes:

### **A Mountain Retreat      Value \$1,400**

Resort at Squaw Creek for two: enjoy three nights, Sunday through Thursday, in a mountain suite and two rounds of golf on a Robert Trent Jones course. Not available during holidays. Use by March 18, 2001.

*Long Beach Symphony*

### **Los Angeles Get-A-Way      Value \$625**

Either

- 2 box seat tickets to Hollywood Bowl with picnic dinner (last concert September 24, 2000)

Or

- 2 tickets to Los Angeles Philharmonic fall concert including dinner

And

- 1 night at the Ritz-Carlton, Marina del Rey Hotel with breakfast

Use by December 31, 2000.

*Los Angeles Philharmonic and Ritz-Carlton, Marina del Rey*

### **Puerto Vallarta Get-A-Way      Value \$400**

One week, Thursday, October 19–26, 2000, at Puerto Vallarta ocean-front studio condo. Can accommodate two adults and one child. Stretch out on the sand, explore artisans' shops, go sightseeing or deep-sea fishing or just relax by the pool and the barefoot bar.

*Bobbie Cusato*

### **Long Beach Get-A-Way      Value \$300**

- 2 tickets to Long Beach Symphony Classics Concert, January 13, 2001
- 1 night at the Renaissance Long Beach Hotel
- Dinner for two
- 2 passes to the Long Beach Aquarium of the Pacific

*Long Beach Symphony*

### **Concert Tickets for Two      Value \$234**

2 tickets to a 2000 - 2001 Los Angeles Opera production, under the artistic direction of Plácido Domingo.

*Los Angeles Opera*

### **Gift Basket      Value \$75**

Gift basket of bath and beauty products topped off with a bottle of champagne to sip while you soak.

*Armando Gallegos*

See an ACSO board member or make your donation at the registration desk. The drawing will take place at the Innovative Case Studies on Sunday. You need not be present to win.

1 chance for \$35

2 chances for \$60

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*All concerts and hotel rooms subject to availability.*

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*Year 2000 —Y2K —a landmark year whether you consider it the end of the millennium or the start of the 21st Century. This year, more than ever, our thoughts turn to renewal. The time is right for a fresh start, a new outlook.*

*The ACSO Conference is the perfect opportunity to turn your New Year's resolution into achievements in the orchestral workplace. There is something for everyone!*

*Re-energize your music director, Board members, musicians, staff and volunteers. It's a once-a-year chance to network with your colleagues throughout the State, learn the latest tricks of the trade, enjoy trend-setting concerts, hear inspiring speakers. The Conference is three days of learning and sharing.*

*Seize your future of music! Join us at ACSO's 32nd Annual Conference and start writing your new Opus.*

